



***For Immediate Release***

**News Release**

**SINGAPORE TO SHARE TOURISM AND HOSPITALITY EXPERIENCE WITH THE GOVERNMENT OF RAJASTHAN, INDIA**

Thursday, 6 October 2016

City of Udaipur, Rajasthan, India

Singapore Cooperation Enterprise (SCE) and Temasek Foundation International today announced a partnership with the Department of Tourism (DoT), Government of Rajasthan, India, to build capabilities of government officials in the areas of urban infrastructure management, tourism and hospitality planning, and management. The 36-month programme will be supported by Temasek Foundation International with a grant amount of SGD \$484,010, and will be co-funded by the Department of Tourism, Government of Rajasthan.

A grant agreement was signed in the city of Udaipur today between Ms. Roli Singh, Secretary, Department of Tourism, Government of Rajasthan and Mr. Kong Wy Mun, Chief Executive Officer of SCE. It was witnessed by Ms. Vasundhara Raje, Honourable Chief Minister of Government of Rajasthan and Mr. S Iswaran, Minister for Trade and Industry (Industry) of Singapore, in the presence of Singapore Prime Minister, Mr. Lee Hsien Loong. The signing ceremony was held in conjunction with Prime Minister Lee's state visit to India from 3-7 October 2016.

Jaipur, popularly known as the “Pink City”, is the capital of Rajasthan and a major tourist destination amongst domestic as well as international travelers. It is part of an ancient walled-city with the highest concentration of archaeological sites and UNESCO World Heritage sites in a single location in India. In order to support Jaipur’s growing tourism industry, the Rajasthan Government has expressed interest in a more holistic approach in developing the capabilities of its government officials in tourism and related areas of expertise by tapping on Singapore’s experience in tourism development and management.

Ms. Roli Singh, Secretary of Department of Tourism, Government of Rajasthan said: ***“It indeed augurs well for the State of Rajasthan that the Department of Tourism and the Singapore Cooperation Enterprise have signed an agreement with the prime objective to provide training by way of workshops on strategic tourism development, tourism mobility planning as well as destination marketing and promotion. It is also gratifying that the Temasek Foundation International has co-funded the training programme. Needless to say that Rajasthan stands to benefit from the tourism best practices of Singapore.”***

SCE, as the lead agency, will aggregate relevant Singapore experts from the public and private sectors to deliver this capacity building programme. A series of customised workshops will be conducted to strengthen the capabilities of 100 officials to support the Rajasthan Government's efforts in developing sustainable tourism. This aims to enhance the overall tourism experience for visitors to Jaipur by focusing in the areas of strategic tourism development, tourism mobility planning, and destination promotion and marketing.

It is envisaged that at the end of the programme, the officials will be able to apply the acquired knowledge to develop a strategic plan for the “Pink City” as a tourism destination.

Mr. Kong Wy Mun, Chief Executive Officer of SCE, said: ***“This is our second initiative that SCE is collaborating with the Rajasthan Government, with the first being the Urban Management Water Programme held in partnership with the Public Health Engineering Department of Rajasthan. We are glad to partner Rajasthan Government in the area of tourism, which is well-known for its rich history, deep-seated heritage, and the many buildings famed for their architectural grandeur.***

***Through collaborative sessions and workshops, we will strive to facilitate collectively an upswing in tourism, as part of the local government's efforts towards a Resurgent Rajasthan."***

Mr. Benedict Cheong, Chief Executive of Temasek Foundation International added, ***"Urban cities are centres of growth and a gateway to economic and social development. Just as how city planning takes a long-term view, the roadmap for tourism development should also be strategic and sustainable. We hope that this programme will develop capabilities of public officials in tourism planning and development, and build networks of cooperation between the relevant agencies in Rajasthan and Singapore in the long run."***

Mr. Tan Soon Kim, Assistant Chief Executive Officer of IE Singapore, added: ***"Tourism is a key economic contributor for both Rajasthan and Singapore. This capacity building programme, coupled with direct air connectivity between Rajasthan and Singapore, will yield benefits for businesses from both countries. IE Singapore will continue to bring Singapore companies to pursue opportunities in Rajasthan's vibrant tourism sector."***

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*Jointly Issued by Temasek Foundation International and Singapore Cooperation Enterprise*