

News Release

Exporting Singapore's Expertise in Hospitality and Tourism to Hangzhou Xihu (Westlake)

Singapore Cooperation Enterprise (SCE) signs Collaboration Agreement with China Hangzhou Xihu District Government (West Lake) during the Hangzhou West Lake District Investment Seminar (8 November 2006).

Singapore, Wednesday, 08 November 2006

1. Top officials from Singapore Cooperation Enterprise (SCE) and China Hangzhou Xihu District Government (West Lake) today signed a collaboration agreement for West Lake's procurement activities of Singapore's public sector expertise in hospitality and tourism. With the signing, West Lake looks forward to working closely with SCE and its appointed partner, SDC to explore areas of collaboration in the fields of hospitality and tourism.
2. Said SCE Board Member, Mr Willie Cheng, "While Singapore has had a history in working with the Chinese government on many projects, this agreement represents an important development for Singapore's expertise in the hospitality and tourism sector. Over the past years, the Singapore hospitality and tourism sector has set and achieved new highs in visitorship and the creation of unique experiences. West Lake's keenness to partner Singapore's Public Service in developing its own hospitality and tourism sector shows their belief in Singapore's expertise and efficiency in these areas."
3. Mr Xu Maiyong, West Lake Party Secretary and Mr Darrell Metzger, Sentosa Development Corporation (SDC) Chief Executive Officer were also present at the signing ceremony.
4. Said West Lake Party Secretary, Mr Xu Maiyong, "Singapore has developed tourism industry with rich experience and advanced technologies in such fields as scenic spots development, hotel management, brand construction, tourism marketing, and personnel training, etc. Hangzhou West Lake District enjoys a beautiful environment

and has abundant tourism resources. Its close cooperation with Singapore Cooperation Enterprise will further upgrade the District's development in its tourism industry.”

5. Said SDC's Chief Executive Officer, Mr Darrell Metzger, “We are pleased to be assisting Singapore Cooperation Enterprise in this collaboration. The signing of this agreement marks a milestone for Sentosa as it gathers increasing regional recognition as a successful leisure destination.”

6. Located in Hangzhou, a capital steeped in rich culture and heritage, West Lake features some of the most scenic mountains and lakes in China. Following the agreement, staff from SCE will be the main contact point, consultant and manager for the hospitality and tourism projects between West Lake and Singapore government agencies including SDC. The Singapore Public Service can look ahead to playing a part in developing the hospitality scene and tourism façade of West Lake – one of China's most popular tourist destinations.

Issued by SCE.