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WDA, DIGIPEN SINGAPORE AND UBISOFT SINGAPORE TO OFFER
BEST-IN-CLASS CET IN THE GAMES INDUSTRY

The global Games development industry is expected to grow from $29 billion in
2005 to $44 billion in 2011. In Singapore, the arrival of leading Games development
companies, such as Ubisoft, Koei, Electronic Arts, RealU, and Sunwoo Entertainment, to
set up production facilities has created a multitude of job opportunities for Singaporeans
in the video game and interactive entertainment industry.

Games development requires specialised cross-disciplinary teams comprising
individuals trained in a wide array of subjects like computer science, computer
engineering, mathematics, physics, fine arts, humanities, social sciences and game
design theory. Individuals interested in entering the Games industry must be well-
prepared and trained.

The Singapore Workforce Development Agency (WDA) is committed to working
with government agencies such as the Media Development Authority (MDA) and the
Economic Development Board (EDB), industry players, as well as training providers to
build up the skills and manpower capabilities of the emerging Games industry.

WDA, DigiPen Institute of Technology Singapore (DigiPen) and Ubisoft
Singapore (Ubisoft) are collaborating on one such effort to develop a pipeline of skilled
talent for the Games industry. Over the next three years, WDA will be investing over
$6.5 million to fund the Continuing Education and Training (CET) efforts at DigiPen.

A World-Class CET Centre for the Games Industry

Under the Singapore Workforce Skills Qualification (WSQ) system, WDA works
with well recognised training institutions to develop quality training programmes. WDA
has appointed DigiPen, a globally renowned institution and the world’s first to develop a

1 Source: Interactive Digital Media R&D Programme Office FAQs, http://www.idm.sg/faqs
Bachelor degree programme in Games Development, as a CET Centre for the Games industry.

Besides offering degree courses in Game Design, Real-time Interactive Simulation and Production Animation, DigiPen will conduct modular CET courses at the certificate and diploma levels as well as specially tailored Professional Conversion Programmes (PCPs) to help existing professionals upgrade their skills and to reskill and prepare new entrants to join the Games industry. Trainees who successfully complete these CET courses will be granted credit exemptions to DigiPen's degree courses.

Mr Chan Heng Kee, Chief Executive of WDA, said “The CET courses offered by DigiPen are aligned to the courses and upgrading pathways which WDA has put in place through the Workforce Skills Qualifications framework for the Creative Industries. Such linkages open up further skills upgrading pathways for our workforce and extend the CET benefits, like credit exemptions, that trainees can obtain. Through these initiatives, we hope to help more Singaporeans tap on the new and exciting career opportunities and support the Games industry to develop a pipeline of skilled manpower.”

Talent Development Programmes

Specific programmes are being developed under this collaboration to help Singaporeans leverage on the burgeoning career opportunities in the industry. Two such programmes will commence in October this year:

1. Career Conversion Programmes

This is a unique collaboration between WDA, DigiPen, and Ubisoft, one of the world’s largest video game publishers. Three Professional Conversion Programmes (PCPs) that capitalise on the industry experience of Ubisoft and the academic excellence of DigiPen in Game Programming, Game Design and Game Art will be launched. Collectively, the programmes will equip 90 Professionals, Managers, Executives and Technicians (PMETs) with the necessary skills to join the industry. Ubisoft is leading the participation of Games development companies in the PCPs by offering 36 permanent job placements to the trainees.

Having worked on well-known game titles such as Assassin’s Creed 2 and Teenage Mutant Ninja Turtles: Turtles in Time Re-shelled, Ubisoft Singapore is looking to ramp up to a workforce size of 300 over the next few years and views this partnership as an important element in its growth strategy. Managing Director, Mr Olivier de Rotalier noted, “The launch of the Professional Conversion Programmes is a unique opportunity to associate the recognised experience of a leading creator in the video game industry with the top academic training from an established leader in the field of video game education. It is also a clear demonstration of Singapore’s goal to promote the development of the games industry with strong support for innovative initiatives.”

The PCPs and modular courses will be funded under the ongoing Skills Programme for Upgrading and Resilience (SPUR). Please see Annex A for more information on the courses offered by DigiPen.
II. Scholarships For Games Talents

Up to 30 WDA-DigiPen Creative Talent Development Scholarships (for Games industry), valued at S$20,000 per scholarship, will be awarded over a three-year period starting in the academic year 2009/2010. The scholarships aim to nurture a pool of skilled professionals in the Interactive Digital Media (IDM) industry to develop Singapore as an international player in IDM.

Eight Singaporeans have already been awarded the scholarships to take up degree programmes at the Singapore campus of DigiPen Institute of Technology (DigiPen), one of the world leaders in game development education.

“It is an honour for me to receive this scholarship from WDA. The scholarship will put me in a better position to join and succeed in the interactive digital media industry after I graduate,” said Mr Huang Chen Ting, who is pursuing a Bachelor of Science in Real-Time Interactive Simulation.

Mr Jason Chu, Chief Operating Officer-International, DigiPen, said “We are honoured to be part of this unique collaboration with WDA and Ubisoft. With this unique programme, we aim to attract the best and the brightest, from all disciplines. This reflects DigiPen's strong focus on academic excellence and reflects our commitment to contribute to Singapore’s goal of becoming a regional education and IDM hub. I am confident that graduates from the conversion programmes will be well-prepared to start an exciting career in this growing field.”

Please see Annex B for more information on the scholarship programme.

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About the Singapore Workforce Development Agency

The Singapore Workforce Development Agency (WDA) enhances the competitiveness of our workforce by encouraging workers to learn for life and advance with skills. In today's economy, most jobs require not just knowledge, but also skills. WDA collaborates with employers, industry associations, the Union and training organisations, to develop and strengthen the Continuing Education and Training system that is skills-based, open and accessible, as a mainstream pathway for all workers - young and older, from rank and file to professionals and executives - to upgrade and advance in their careers and lives.

For more information, please visit http://www.wda.gov.sg

About DigiPen Institute of Technology Singapore

DigiPen Institute of Technology Singapore is the first international branch campus of DigiPen Institute of Technology in Redmond, Washington. DigiPen Institute of Technology Singapore has been authorized by the Ministry of Education, Singapore to establish its presence in Singapore as a foreign specialized institution with effect from January 2006. It focuses on producing highly qualified personnel for the digital interactive entertainment industry. Offering degrees in Real-Time Interactive Simulation (game programming), Production Animation and Game Design, the degree programs will prepare students to enter the competitive digital interactive industries in Singapore and abroad. For more information about DigiPen Singapore, please visit http://singapore.digipen.edu.

About Ubisoft Singapore

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified line-up of products and partnerships. Ubisoft has offices in 28 countries and sales in 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. To learn more, please visit http://www.ubisoftgroup.com.