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**A REPORT ON  
THE STUDY TOUR IN SINGAPORE  
FOR THE SECOND TRAINING OF TRAINERS PROGRAMME  
US/CPR/96/059/21-00**

**Prepared for  
United Nations Industrial Development Organisation  
and  
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# **A REPORT ON THE STUDY TOUR IN SINGAPORE FOR THE SECOND TRAINING OF TRAINERS PROGRAMME**

## **I. Introduction**

Under the UNIDO project -- "Assistance in the promotion of participation of women in the modernization process of China", an intensive Training of Trainers Workshop (TOT) was organized in Beijing in June 1997 to increase the capability and capacity of the All China Women's Federation (ACWF) and its training institutions. Its objective was to train a total of 32 trainers from the ACWF institutions to empower them to carry out modern management training programmes for women entrepreneurs in the Township and Village Enterprises (TVEs). The training focused on the following four areas: international marketing, human resource management and leadership, strategic management, and finance and accounting. The trainers will be the catalyst in disseminating management training skills to the instructors of management issues in the country using the Model Training Package developed in the previous two phases of the project.

The study tour to Singapore was an integral part of the whole TOT programme. It enabled the Chinese national trainers to learn and observe practical applications of formal management classroom training they had undergone in Beijing. Section II of this report discusses the details of the Study Tour. Section III assesses the study tour.

## **II. Study Tours**

The duration of the study tour was five days. It comprised two main components:

▪ **Lecture on Selected Topics/Issues**

**1. Singapore Economic & Business Development**

Explained the Singapore experience in terms of its economic and business environment, and the critical success factors for its development.

**2. Global Business Environment Analysis**

Aimed to broaden the Chinese trainers' understanding of business operations in the context of international business. Issues such as impact of international and regional trade pacts, dumping and protectionism, codes of conduct and anti-trust legislation were explored, among others.

**3. Quality Management**

Focused on quality management concepts, methodologies and practices essential to the manufacturing industries. Issues such as ISO standards, TQM and product liability were discussed.

**4. Entrepreneurship-- a journey without destination**

Focused on the experience of the development of a business by an entrepreneur. A video featuring an in-depth interview with the Chairman and founder of WyWy Group, a successful Singapore-based international company, was shown, followed by a discussion.

▪ **Company/Factory Visits**

The visits provided opportunities for the trainers to directly observe the operations of companies and to interact with the management of these successful companies:

Singapore Food Industries Ltd

Asia Pacific Breweries Ltd

Acers Ltd

Singapore International Airlines Ltd

### III. Assessment of the Study Tour

A survey was conducted at the end of the study tour to obtain feedback from the Chinese Trainers. Below is a summary of the survey results:

Questions	No. of Responses	Average Score*
a. Do you think the programme has accomplished its objectives?	31	1.7
b. Do you find the programme relevant to your future work?	31	1.9
c. Do you think the reading materials provided are useful?	31	1.6
d. Are you happy with the logistics and administration of the tour?	31	1.5

\* On a scale of 1 to 6, with 6 to be the poorest score and 1 to be the best score.