

Annex B Profiles who have benefitted from Workforce Singapore's programmes

Mid-career individuals who made a switch into the Food sector through Career Conversion Programmes

1. David Yeo, 49, Trainee (Food Engineer), Attach-and-Train (AnT) Programme for Food Production Specialist

49-year-old David Yeo was previously a Sales Executive from an Interior Design company. His main role includes developing marketing strategies to establish a clientele base consisting renovation and building contractors. To secure a more stable pay to support his family, David decided to venture into new areas earlier this year before the COVID-19 hit. He left the company and decided to give private tuition in the interim while he continued searching for a new and stable job.

Through his friends, he learnt about Workforce Singapore's AnT Programme for Food Production Specialist. He jumped onto this opportunity and signed up for the nine-month AnT programme with Singapore Polytechnic in April 2020. The programme equipped him with new skillsets on food manufacturing, as well as provided job facilitation services to help him transit into the industry.

David is currently attached to Gelato Specialists Pte Ltd, a local Small and Medium Enterprise that specialises in manufacturing of gelato, pastry and chocolate. The company accepted him as a trainee and provided him with On-the-Job training opportunities, although he was not familiar with food sciences and R&D operations. Through the programme, he managed to obtain the necessary certificates from Singapore Polytechnic to qualify himself as a certified food handler and acquire knowledge relating to food science and technology such as the science of thermal processing, freezing and dehydration, food packaging and implementation of lean food manufacturing. He is currently working on a project to improve productivity in food manufacturing with Singapore Polytechnic to advance his practical knowledge in lean food manufacturing.

The programme has greatly increased his confidence to work closely with a Research and Development Chef to develop new food products for mass production as well as design process to produce recipes on a large-scale using machineries. He is now familiar with process control, interaction of food ingredients and the use of different machineries to produce gelato, pastry and chocolate. Today, he is satisfied with his new role at Gelato and is glad that he was given a chance to switch into the Food Manufacturing industry by WSG and his employer.

2. Koh Ing Chin, 48, Chief Financial Officer, PCP for Regional Operations Manager

48-year-old Koh Ing Chin was previously a Chief Financial Officer (CFO) in an Engineering company. He decided to explore new job opportunities in the Food Manufacturing sector as he knew that this is a growing sector that is relatively receptive to mid-career jobseekers like himself. He was subsequently hired as a CFO by Kee Song Food, a leading meat poultry producer in Singapore and Malaysia. As Kee Song's recruitment team found out that the PCP for Regional Operations Manager is relevant to Ing Chin's job scope, they decided to sign him up for the programme.

As the CFO, he oversees the organisation's finances, operations excellence, marketing and branding. Since joining Kee Song, he has been applying the skills acquired from his previous employment to achieve operational excellence for Kee Song. This includes implementing systematic problem-solving process to identify and resolve operation issues, and lean manufacturing to reduce waste. An example of a sustainable and eco-friendly practice Ing Chin put in place was to convert chicken manure to organic fertiliser.

The challenges of joining a new industry includes the understanding of food regulatory processes and establishment of new networks. Through the PCP, Ing Chin was able to learn from industry veterans from the Singapore Manufacturing Federation (SMF), who brought him up to speed in operations management, regulatory, sales and customer service and culture and people management.

He is grateful for the guidance provided by Kee Song's CEO. Buoyed by his past experience and the PCP, Ing Chin is able to perform his role as a CFO well and looks forward to help Kee Song to further expand its business regionally.

Existing worker in food services sub-sector who took on enhanced roles through WSG's Job Redesign Reskilling Programme for the Food Services Industry

1. Ho Peck Li (Madam Ho), 51, Service Crew Supervisor

Madam Ho joined Sheng Kee Dessert PL under the Select Group in 2019 as a Service Crew Supervisor, attending to customers through front counter service. To improve productivity and efficiency, Select Group implemented a self-ordering system. The company tapped on WSG's programme to train its staff, including Madam Ho, to use the new technology.

Madam Ho feels a greater sense of job satisfaction as she takes on enhanced roles which include guiding customers to order through kiosks and interacting with them to enhance their dining experiences. She also collects ground feedback to provide to the management, so that the company can take timely action to better meet customer demands.

Annex C

Quote from a hiring employer in the Food sector

"The COVID-19 pandemic has created massive disruptions in the world's demand for food and increased the risks for many businesses. However, Tee Yih Jia, a major Singapore food manufacturer supplying both locally and to more than 80 countries in the world, believes it is important for us to continue to invest significantly in Singapore – in human capital and a new factory to increase our capacity to produce good quality food products. We are actively hiring aspiring individuals to support our current operations and the upcoming new factory (targeted to be ready in Q4 2021). As long as you have passion to work in a food industry, we will like to hear from you."

- Loo Wen Lieh, Group Financial Controller, Tee Yih Jia Food Manufacturing Pte Ltd