

FOR IMMEDIATE RELEASE



Dan Owings
Senior Director of Sales and Marketing
410-974-1410 x267 · Fax 410-974-1935
800-235-2664 · www.bomi.org
dowings@bomi.org

INTERNATIONAL PARTNERSHIP POISES SINGAPORE'S FACILITY MANAGERS TO BOOST ECONOMIC GROWTH

Taking the number two spot after Tokyo for “Asia-Pacific Markets to Watch in 2009,” Singaporean real estate is catching the eye of investors around the world. To help building owners manage their facilities efficiently, iHub-Sinnett Education Pte. Ltd., based in Singapore, and BOMI International have partnered to raise the bar in elite education for the property facilities management industry throughout the Asia-Pacific region.

“With the government in different Asian countries putting billions of dollars into infrastructure and property development during this period of recession, there will be tremendous demand for competent FM (facilities management) and property management personnel in both technical and management levels of the industry,” says Jimmy Lim, Director of iHub-Sinnett Education Pte. Ltd.

Through linkages with international academic institutions and a mission to provide quality learning, iHub-Sinnett provides comprehensive and real-world knowledge for professionals at every stage in their career or business. With partners in Malaysia, Australia, China and the United Kingdom, i-Hub Sinnett continually monitors advances in the field and updates their programs to reflect the most modern methods used in today's marketplace.

“iHub-Sinnet has some of the best instructors in the region and an excellent reputation for quality education,” says Dan Owings, BOMI International’s Senior Director of Sales and Marketing. “Our partnership with iHub-Sinnet positions us to offer our premier educational products throughout Asia.”

A prime example of modernization in Singapore, [the Sail at Marina Bay](#), is made up of two smooth and elegant looking sculpted [skyscrapers](#) inspired by the sun, wind, and water. The mixed-use building includes restaurants, health clubs and recreation decks with pools, tennis courts, and parking. These residential units in the Sail are the first to be built in the area with the hopes of adding population to the area while eliminating carbon emissions. The project is expected to earn Singapore’s Gold Standard of Sustainability badge, a close equivalent to the U.S. Green Building Council’s LEED Certification.

Economic growth and rapid urbanization have fueled the demand for professional property and facility management services. The Singapore Tourism Board (STB) announced that Singapore’s tourism sector had generated an estimated \$14.8 billion in tourism receipts (TR) in 2008. This represents a growth of 5% over 2007 and sets a new record for Singapore, despite the impact of the global economic slowdown in the second half of the year.

With the prospective growth set for commercial, residential and tourism market sectors, many professionals in the region understand the need for education and training specific to the property and facilities management field. A recent survey found that despite having an undergraduate degree, 93% of those surveyed agreed that current knowledge and industry training is essential in continuing economic and professional growth.

iHub-Sinnet Education Pte. Ltd. will answer the need for elite education and training by offering BOMI International’s highly regarded certificate and designation programs. Courses in the programs cover current topics like energy management, strategic planning, physical asset management, and environmental regulations preparing candidates for job promotions or for starting a new career. “This will give the candidates a start-up pathway to move onto the different designations,” says Lim.

Facilities management is a relatively new and growing profession in Asia and is in need of industry-standard education and training. Through the partnership between BOMI and iHub-Sinnet Education Pte. Ltd., facilities managers will have a forum to gain new knowledge and receive updates on current technologies and issues, as well as network with professionals in their field and share other business opportunities, boosting economic growth in the region and competitiveness in a global market.

[Recipient Name]

February 10, 2009

Page 3

About BOMI International

Founded in 1970 and located in Annapolis, Maryland, BOMI International is a 501(c)(3) nonprofit education organization. As the trusted educational resource of choice for today's top corporations, government agencies, property management firms, unions, and trade associations, we work across industry sectors to improve the skills of professionals at many levels with property, facility, and systems responsibilities. BOMI is known for industry-standard designations – the Real Property Administrator (**RPA**[®]), the Facilities Management Administrator (**FMA**[®]), the Systems Maintenance Administrator (**SMA**[®]), and the Systems Maintenance Technician (**SMT**[®]). More than 20,000 building professionals hold one or more BOMI designations, and nearly 10,000 students register for individual courses each year. For more information or to register with BOMI International, visit; www.bomi.org.

###