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Reaching Out Award –

Singapore Business English Learning and Company Visit Programme

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Introduction

This five-day Study Tour Visit (25 May-31 May) to Singapore has given us a very invaluable opportunity to take a closer look at Singapore through different angles and perspectives. This study tour truly enhance my business English communication skills. It also widen my business horizon and enhance my knowledge and understanding of the business environment in Singapore.

EMC Learning Center



Learning English is fun, it is time for me to not only learn about it, but to apply it to my daily life. This course can provide me a chance in practical aspect. Through the group presentation and games, I have learnt different presentation skills and improved my English communication skills and team building ability. I have a chance to communicate with native teacher and local person. To make progress of my English, speech more is one important element. I think I have developed my confidence in speaking English. Also, the difference forced me to reflect on the aims of this course—how communication skills are not generic, but differ according to time and place.

Company visit-Bliss Restaurant @ Cheng San Community Club



Bliss Restaurant is a social business which help and give chances to the handicapped people to integrate into society. This company visit is really special, we had a dinner in Bliss Restaurant and listened the sharing of Ms. Christine, the founder of Bliss restaurant and Ms. Lily, one of the staff of the restaurant. I am very impressed with their sharing. Ms. Christine abandon the high salary and status, helping the needy. Her noble sentiment will inspire me forever. Frankly speaking, money is essential that brings for man all his necessities and luxuries for his comfortable existence. Life without money is undoubtedly a virtual hell, with pangs of hunger and thirst eating into man's very bones. However, at the same time for man to think that, money is everything, is also a great mistake. Money is necessity only in as much as, it is the thing which buys for us all we need, but, beyond that, money is a harbinger of all sorts of vices. Let us remember that money is to be considered as a means to an end, and not an end in itself. The end, is a comfortable and meaningful life, and the means is money. If I have choice in the future, I will think more about the benefits of others and the contribution to the society, not solely think how much money I can earn.

Company visit-Yau Lee Construction (Singapore) Pte. Ltd



After listening the speech and introduction, I realized that the most important skill of a construction company is communication skill. Since the construction company need to co-ordinate different part of the construction. They need to manage well their staff and prevent the problem, as well as helping their staff to solve the problem. The workers are from different countries, they have different religious, social, ethnic, and educational backgrounds. Therefore, the intercultural communication plays a significant role in the operation. The problems in intercultural communication usually come from problems in message transmission. In communication between people of the same culture, the person who receives the message interprets it based on values, beliefs, and expectations for behavior similar to those of the person who sent the message. When this happens, the way the message is interpreted by the receiver is likely to be fairly similar to what the speaker intended. However, when the receiver of the message is a person from a different culture, the receiver uses information from his or her culture to interpret the message. The message that the receiver interprets may be very different from what the speaker intended. In the construction industry, if there is a small mistake, the whole project may be ruined. Undoubtedly, an effective communication is a vital element in management.

Company visit-POAD



Photo from http://www.poad.com/products/billboards/sg/#ngee_ann_city

POAD is an outdoor advertising company by offering their clients creative and imaginative solutions across a vast spectrum of media. This company visit is different from the traditional form of company visit. We had a great bus tour and have a sight to the outdoor advertisement in the city. Comparing to Hong Kong, Singaporean government has a more strict policies and regulations to the outdoor advertisement such as the size, location and design. After this tour, I started to look out the outdoor advertisement when I shopped in the street. In Hong Kong, there are many outdoor advertisement from POAD. The most special one is the 3D outdoor projection. POAD is the first Hong Kong outdoor advertising company to deliver this technology. I realized that making advertisement is not an easy task, new form of advertisement should be used in order to offer their clients the widest array of innovative marketing opportunities.

Cultural visit



Cultural visit to the Merlion Park, Chinatown and the Little India brought us to the streets gaining an up-close experience of the local way of life. Not only I established a friendship with my schoolmates, but also I learnt the genuine cultural experience is the most valuable resources to promote tourism since it is unique and which is the most attractive thing to appeal to tourists. Singaporean government develop their tourism and great business environment successfully, which is vital to country's success and international competitiveness. I think Hong Kong should sharpen our competitive edge by focusing on our strengths and gearing the direction of our future development path.

Conclusion

The opportunity to learn English in Singapore surely provide wonderful and invaluable experience for me. I firmly believe that with the knowledge and skills I acquire in the course, I can sharpen my competitive edge and establish myself.