



MARKETING
INSTITUTE OF
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Training Centre

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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE TRAINING CENTRE RECEIVES EDUTRUST CERTIFICATION
In Recognition of Its Commendable Performance in Key Areas of Management
and the Provision of Educational Services**

Singapore, 7 October 2010 – The Marketing Institute of Singapore Training Centre (MISTC) has achieved a significant milestone in having been awarded the EduTrust Certification by the Council of Private Education (CPE), the regulatory body of Singapore’s private education sector.

This certification distinguishes MISTC as a leading Private Education Institution (PEI) that has exemplified the high standards of performance in key areas of management, the provision of educational services and sustained efforts in organisational improvement.

The EduTrust mandates all PEIs to register with CPE to operate in Singapore under the new regulatory framework that commenced on 21 December 2009. Any PEI that is not EduTrust Certified will no longer be able to recruit foreign students for educational programmes in Singapore.

“With the EduTrust Certification, MISTC has proven that it has outstanding academic systems and processes to deliver a high standard of education. Our students will continue to be our top priority and we look forward to providing them with the holistic and quality education that we are renowned for,” says Mr Jeffrey Gomez, Acting Executive Director of the Marketing Institute of Singapore Training Centre.

MISTC’s EduTrust certification status is valid for four years.

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About the Marketing Institute of Singapore Training Centre

The Marketing Institute of Singapore Training Centre is the training arm of the Marketing Institute of Singapore (MIS), the National Body for Sales and Marketing. Since 1973, the Institute has nurtured more than 40,000 students, sales and marketing practitioners and provided networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its vision of "Creating Marketers". For more information of the Institute please visit www.mis.edu.sg.

For media queries and to schedule interviews, please contact Mr Jeffrey Gomez at (65) 6411 1700 or jefrey.gomez@mis.edu.sg.