



**Singapore, 28 October 2010:** Cambodia Restaurant Association (CRA), Food and Beverage Managers' Association of Singapore (FBMAS), The Food and Beverage Managers' Association of Germany (FBMAG), and The Malaysian Food and Beverage Executives Association (MFBEA) have entered into a 3-year Memorandum of Understanding with the main objective of providing strong networking opportunities as well as exchanging valuable knowledge and information.

From left to right: Mr Hisham Abdullah, President of Malaysian F&B Executives' Association, Mr Cheong Hai Poh, President of FBMA Singapore, Ms Van Porleng, President of Cambodia Restaurant Association and Mr Udo Finkenwirth, President of FBMA Germany

The signing of MOU signifies the commitment from the four associations to promote the highest professional standards of management, education and recruitment in the hospitality industry of the four countries for the benefit of the Associations and their members in Cambodia, Germany, Malaysia and Singapore. Said Mr Cheong, President of FBMAS, "We look forward to working with overseas Universities, developing and motivating new entrance to the industry and conducting education for new members."



The four associations will work together to develop and sustain a hospitality industry-friendly business environment in Cambodia, Germany, Malaysia and Singapore, ensuring the best possible opportunity for hotels, clubs and restaurant operators to flourish in Cambodia, Germany, Malaysia and Singapore. They are also committed to enhance the image of the industry and promote professionalism of the hospitality industry in all aspects; promote educational interests relating to hospitality with opportunities to travel abroad to pursue some educational courses, study programme or cross exposures; strengthen skills, knowledge and professionalism in food & beverages; improve work environment and processes; create career progression through skills upgrading and development programme; increase overall job satisfaction and employability; develop industry communication which includes sharing common work challenges, opportunities and solutions; create networking opportunities for our members.

The partnership also signifies associations' commitment to work together in promoting the service standards in the four countries and globally as well as identifying opportunities of such partnerships globally.

International ties are very much valued and this MOU is the first on international level amongst four countries and will boost the level of partnership amongst four countries and also formalise an important partnership that will bring together the professional services, networking and recruitment opportunities as well as goodwill and information exchange about the F&B industry and operations in Cambodia, Malaysia. It will also bring together opportunities for industry growth amongst the four associations.

