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PSDC recognised as premier skills development centre

OVER the last 30 years, Penang has moved from labour-intensive manufacturing operations to a skills and technology driven one.

Among the main driving forces behind the State's success is the Penang Development Corporation (PDC) founded in 1969 and its current chairman is Chief Minister Tan Sri Dr Koh Tsu Koon.

PDC's mission is to be the premier state agency in making Penang a better place for all through sustainable socio-economic development.

Penang Skills Development Centre (PSDC) was conceptualised in 1989 to be a resource centre for the promotion of shared learning for manufacturing and service industries by providing proactive human resource development initiatives.

This is to support and strengthen business requirements by encouraging continuous foreign direct investments by multinational companies.

A joint effort between the Government, academia and industry, the PSDC is an industry-led organisation that delivers education and training programmes to meet the immediate human resource needs of the business community.

PSDC - a non-profit organisation with 96 member companies, employing more than 75,000 workers, is the country's first industry-led training centre and currently ranks among the best training institutions in Malaysia.

The centre's "Smart Partnerships" with educational institutions in Singapore, UK, Australia, and the USA was acknowledged by former Prime Minister Tun Dr Mahathir Mohamad as "a good example of Malaysia Incorporated at work".

Since 1994, 11 other skills development centres were set up throughout Malaysia based on the PSDC model.

The institution has been acknowledged as the State's vehicle for human resources development - hailed by the Far Eastern Economic Review (Jan 1994) as "unique in Malaysia not just because it trains shop-floor workers as technicians and engineers but also because competing companies pool their resources to fund it."

The Philippine Economic Zone Authority has begun talks with the PSDC on forming a steering committee to formulate a training programme that is akin to the PSDC model.

The PSDC Team Building programme has helped organisations reap remarkable outcomes in employee empowerment, resulting in an increased output and fostering better team relations.

The programme offers many activities and options that can be customised to suit the goals of each organisation.

PSDC has trained more than 25,000 trainees from 100 companies of various industries for the past 10 years.

The Ministry of Human Resources awarded the "Anugerah Menteri Sumber Manusia Year 2000: Training Provider Category" to PSDC which is the only centre in Malaysia to be awarded MS ISO 9001 for the Higher National Diploma in Engineering in 2003.

It is also a recipient of the Centre of Excellence award and Quality Partnership status from Edexcel International (UK). In March 2002, the PSDC, the first centre in the Northern Region, was appointed by CISCO to offer the Cisco Networking Academy Programme (CNAP) designed to train all levels of people including students to working adults.

PSDC has been selected by the Multimedia University to conduct programmes under the Networked Multimedia Education System - a Malaysian and Japanese Government project, to set up satellite-based, teleeducation infrastructure and applications in Malaysia, focusing on IT and multimedia training.

Investing about RM15 million, PSDC is currently embarking on its third and fourth phase of building development to upgrade its existing facilities into world class standard.

PSDC offers generic and customised courses for members and non-members. For more information, call 04-6437909.

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