



WineCraft  
Marketing & Services



## Certified Specialist in Wines (CSW) program in Singapore

The Society of Wine Educators (SWE), an USA-based, non-profit educational organization ([www.societyofwineeducators.org](http://www.societyofwineeducators.org)), whose mission is to advance wine education through professional development and certification, has collaborated with WineCraft Marketing & Services to extend their wine program – Certified Specialist in Wines (CSW) to Singapore.

Founded since 1977, SWE confers industry-recognized certifications (namely, Certified Specialist in Wines, Certified Wine Educators) that are acknowledged in USA and international market.

The primary purpose of SWE certification is to foster and promote ***professional development for trade professionals in the wine sales, wine marketing, food & beverage, hospitality and wine retail industries.***

SWE certification is designed as a career enhancing and a resume-building tool for dedicated wine professionals. It is in fact the only wine knowledge-based certification approved by a professional U.S wine society.

The Certified Specialist in Wines (CSW) is a program that suits the Singapore market dynamics. Main advantages include; the ***practical course contents*** that are written by subject experts; a ***flexible and work-friendly learning structure*** that include self-learning, web learning, as well as scheduled and guided tutorials. More importantly, ***an inclusive wine program*** that allows professionals from all segments of the wine and F&B industries, as well as wine retail sector to be certified and recognized for their professionalism.

Successful CSW candidates will graduate with a working knowledge of the subject matter, as well as an insight and analytical perspective on wine that will enhance their years of hands-on experience in their professional scope of work.

CSW is an internationally recognized certification, with Japan and Singapore the only other test centres outside of USA. In Singapore, SWE is collaborating with Singapore-based wine educator – Mr Lim Hwee Peng, CSW, for its CSW program.

As Lim is a qualified and an established wine educator, the alliance will enhance the learning experience for CSW program candidates. ***Asides from CSW certification, wine apprenticeship, as well as additional professional wine certifications will be part of the benefits for CSW candidates registered with the collaboration between Lim and SWE.***

Wine and related-trade entities, including individuals keen in the program may contact Mr Lim Hwee Peng, CSW for details.

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*Mr Lim Hwee Peng, CSW* is an industry-recognized and professionally qualified wine educator. Besides graduating successfully with the CSW wine program, Lim is also an accredited International Bordeaux Wine Educator by the *Conseil Interprofessionnel des Vins de Bordeaux (CIVB)*; the first wine educator in Singapore and Asia to be certified by *Bureau Interprofessionnel des Vins de Bourgogne (BIVB)* as a Burgundy Wine Educator. Lim also has a Higher Certificate in Wines & Spirits awarded by Wines & Spirits Education Trust (WSET) from London., England.

On December 15<sup>th</sup> 2008, Hwee Peng was selected as one of the 12 wine professionals in the world to attend the prestigious Landmark Australian Wine Tutorial initiated by the Australian Wine & Brandy Corporations (AWBC) (visit [www.wineaustralia.com/landmark](http://www.wineaustralia.com/landmark) , see 'Participants' for information)

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