

13 March 2023

1. Singapore, Singapore – 13 March 2023 – International Management and Sports College Pte Ltd (“**IMSC**”) and The National Strength and Conditioning Association (“**NSCA**”) have announced that they have entered into a Memorandum of Understanding (MOU) for the purpose of establishing an NSCA Global Chapter in Singapore.
2. Under the MOU, the NSCA recognizes IMSC as its initial and preferred partner for NSCA products and services in Singapore. Both organizations pledge to foster an atmosphere of mutual respect and general member service for the interests of the NSCA and its mission. The NSCA and IMSC will work together for the best interests of professionals who are strength coaches and trainers working in athletic, academic, clinical, and private practices living in Singapore.
3. This partnership between NSCA and IMSC marks a significant milestone in the development of strength coaching and training in Singapore. Both organizations are committed to promoting the highest standards of professionalism and excellence in this field.
4. Responsibilities of NSCA:
The NSCA’s mission is to support and disseminate research-based knowledge and its practical application to improve athletic performance and fitness. NSCA’s foreign affiliate program upholds this mission through three main objectives:
 1. To increase the number of NSCA certified professionals and members.
 2. To strengthen the NSCA brand identity and reputation.
 3. To establish a global network of colleagues in the strength and conditioning profession.
5. Responsibilities of IMSC:
Namely to develop the NSCA Business and its Community. The successful development of the NSCA Business and its Community can be achieved through:
 1. Cultivating education recognition program institutions.
 2. Sponsoring exam preparation live events.
 3. Establishing a global chapter program with a designated international coordinator.

These efforts assist in gauging the effect of NSCA's education, products and services, while elevating the NSCA's profile, growing the NSCA community and improving exercise and sports science practices in the host country.

Please contact Joel Lim, Group CEO at ISA Group (joel.lim@imsc.edu.sg), and Raymond Wang, Associate Academic Director (School of Sports and Fitness Training) (raymond.wang@isa.edu.sg) for more information.