

Press Release

Embargo till 7 January 2010, 7.45pm

FOR IMMEDIATE RELEASE

Minister for Transport and Second Minister for Foreign Affairs Raymond Lim officiated at the Singapore Maritime Foundation (SMF) Annual New Year Cocktail Reception, 7 January 2010, 7pm at the Sentosa Pavilion
Over 200 top maritime leaders gathered to usher in the new year and to witness the change of SMF leadership at the high-powered maritime reception.

Singapore, 7 January 2010 – Over 200 top maritime leaders gathered on 7 January 2010, Thursday at the annual SMF New Year Cocktail Reception held at the Sentosa Pavilion, at Serapong Golf Course, Sentosa.

Guest-of-Honour, Mr Raymond Lim, Minister for Transport and Second Minister for Foreign Affairs, who officiated at the event said, “2009 was a challenging year. Amidst the economic uncertainties, our focus had been on lowering business costs and upgrading skills. It is still early to tell what 2010 will bring, but we start on a cautiously optimistic note. With its strong fundamentals and close Government-Industry partnership, the Singapore maritime cluster is well-positioned to seize any new opportunities that may present itself.”

Mrs Lim Hwee Hua, Minister, Prime Minister’s Office, Second Minister for Finance and Transport, Mr Choi Shing Kwok, Permanent Secretary of the Ministry of Transport, BG (NS) Tay Lim Heng, Deputy Secretary (Development) of the Ministry of National Development and Mr Lucien Wong, Chairman of Maritime and Port Authority of Singapore were amongst some of the luminaries from the public sector who were present at this high-level networking function.

The newly appointed Chairman of the Singapore Maritime Foundation, Mr Michael Chia, Managing Director (Offshore) of Keppel Offshore & Marine Ltd delivered a welcome address and highlighted some of the key projects that SMF has undertaken in 2009. Mr S.S. Teo, Managing Director of Pacific International Lines (PIL) has stepped down from the SMF Board of Directors as of 31st December 2009 after his six-year term as Chairman of SMF. Mr Teo

had been the Chairman since the formation of the SMF in 2004. Another founding member, Dato Jude Benny, Managing Partner of Joseph Tan Jude Benny, has also stepped down from the Board upon completion of his six-year term. The Guest-of-Honour, Minister Lim would also deliver a speech to highlight the overall performance of the Singapore maritime industry in 2009.

“There are certainly reasons to celebrate in 2010 now that we have tide over the economic downturn. The recovery of the maritime industry may not be as fast as the rest as the other industries but the fact remains that this sector is one of the pillars of Singapore’s economy and is set to play a more important role as a leading international maritime centre as the shipping sphere of influence moves from the West to the East. SMF would continue to strive hard to work in partnership with the maritime players and the government to foster the interest of the diverse clusters of the maritime industry, raise the profile of the maritime sector and attract young talents to join the maritime industry and to ensure that our maritime graduates remain in the maritime workforce,” said Mr Michael Chia, Chairman of the Singapore Maritime Foundation.

Despite the economic downturn, 2009 has been a fruitful year for SMF. In January, SMF took over the helm as the MaritimeONE Secretariat from the Maritime and Port Authority of Singapore. The four partners, MPA, Singapore Shipping Association (SSA), Association of Singapore Marine Industries (ASMI) and SMF have been working closely to collectively raise awareness about the maritime industry and maritime careers and nurture talents through a series of initiatives under MaritimeONE (Outreach Network). Outreach activities and networking receptions have been organised by the maritime partners to raise awareness about Singapore’s maritime industry and attract young talents to pursue maritime careers.

On 16 February, SMF launched the YES Club (Young Executives and Students) to build greater rapport with the maritime students across the diverse specialisations from the various Institutes of Higher Learning. The YES Club seeks to plug the maritime students into the maritime alumni network even before they enter the maritime workforce. The YES Club serves as a platform for maritime students to interact with the professionals in the maritime community, to network and keep them updated about the events and on-goings in the industry, to give them a head start into the maritime industry.

In April, SMF and its co-organiser, Seatrade, held the *Sea Asia 2009 show*, a three-day mega maritime conference and exhibition. Held at the Suntec Convention Centre from

21st April to 23rd April, *Sea Asia 2009* is positioned as an anchor event of the Singapore Maritime Week organised by the Maritime and Port Authority of Singapore (MPA) for the first time. The move of the Singapore Maritime Week from September to April to coincide with *Sea Asia 2009* marks the significance of the Sea Asia show and the close partnership between SMF and MPA. The *Sea Asia 2009* was graced by a stellar of luminaries including the Guest-of-Honour, Deputy Prime Minister, Professor Jayakumar, Mr Raymond Lim, Minister for Transport, Mrs Lim Hwee Hua, Second Minister for Transport, and Rear Admiral Lui Tuck Yew, Acting Minister for Information, Communications and the Arts.

The *Sea Asia 2009* conference and exhibition was an overwhelming success despite the economic downturn, attracting 60% more exhibition space as compared to 2007, covering over 4,600 square metres of net exhibition space, with over 342 exhibitors. *Sea Asia 2009* attracted over 10,000 unique participants from 62 countries compared to 7000 for the inaugural show in 2007. The *Sea Asia 2009* show has cemented Singapore's position as a leading international maritime centre and strengthened Singapore's growing status as a shipping business and knowledge hub. The next show, *Sea Asia 2011* is scheduled to be held from 12-14 April 2011 and would be held at Marina Sands.

In May, the Singapore Chamber of Maritime Arbitration (SCMA) was reconstituted as a separate entity from the Singapore International Arbitration Centre (SIAC). The new SCMA aims to provide a framework for maritime arbitration which is responsive to the needs of the maritime community for an efficient dispute settlement mechanism in Asia.

Nurturing talents for the maritime workforce is also one of SMF's key roles. During the MPA and *MaritimeONE* Scholarships Award Ceremony held on 3 August, a total of 17 *MaritimeONE* scholarships were given out, up from the 14 *MaritimeONE* scholarships in 2008. The *MaritimeONE* scholarship initiative is unique as the scholarships are fully administered by SMF and the funds for the scholarships are pledged by maritime organisations which include maritime companies and the Singapore Maritime Academy. These students will be pursuing maritime-related courses, from Naval Architecture to Bachelor of Science in Maritime Studies in prestigious local and overseas universities and the Singapore Maritime Academy in Singapore Polytechnic.

2009 also marked several first-time partnerships. SMF approached the Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU) to explore new ways of reaching out to the youth, to "see" and "sell" the maritime industry from the perspectives of the youth. Two challenges, *Maritime@Campus* and *The MaritimeONE*

Challenge, were presented to the students. Students were tasked to create marketing strategies and publicity campaigns to make maritime careers more appealing to their peers. The students presented refreshing and creative strategies and SMF has incorporated some of the students' ideas into the marketing efforts of SMF. In 2010, SMF would be embarking on a new film outreach project with Singapore Polytechnic, to get students to develop short films to promote the maritime careers to the youth.

SMF collaborated with The Business Times and MPA to heighten the maritime presence in the public arena. Maritime leaders are invited to contribute insightful commentaries to share industry updates and outlook about their respective maritime specialisations as part of a regular segment of The Business Times, in the Wednesday Transport Hub pages. In December 2009, SMF also kick-started a series of advertorials in the Chinese newspaper, Lianhe Zaobao, to highlight the importance of Singapore as a leading international maritime centre to reach out to the Chinese readers, in particular those in China.

Come 2010, SMF would be working with MPA to embark on the Maritime Amazing Race and Photography Competition as part of the Singapore Maritime Week to extend the maritime reach to the general public. The maritime community is a closely knit sector and SMF has always enjoyed close partnerships across the maritime clusters and with the government agencies. SMF would continue to work hand-in-hand with the maritime partners and the government agencies to steer Singapore towards its vision to be a leading international maritime centre.

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About the Singapore Maritime Foundation

The Singapore Maritime Foundation (SMF) is a private sector-led organisation established in 2004 to develop and promote Singapore as an **International Maritime Centre (IMC)**, in partnership with the Government and maritime industry.

The broad objectives of the SMF are:

- To provide a **forum** in the private sector for exchanging, generating and developing ideas and proposals to turn Singapore into an IMC
- To act as the **catalyst** in fostering mutual co-operation among various sectors of the maritime industry
- To serve as the government's **partner** from the private sector in promoting Singapore as an IMC and developing manpower to support the maritime industry