

# MARITIME: A Rich Heritage, A Rich Culture.

**Did you know that many offices on the top floors of major buildings in Singapore's prime CBD are occupied by maritime companies? Did you also know that the maritime industry is far from the technologically backward and unglamorous image people still perceive it to be?**

**In this issue, we seek to debunk such stereotypical views of many and set records straight. Our personality profile in this issue is Huang Yuling, who not only injected refreshing perspectives, but awed us by her alternative views and her praise and knowledge of Singapore's maritime industry.**

Yuling believes that clearing the common misconceptions about the maritime industry and providing the right details to youths are crucial for the better understanding of this huge industry, which employs more than 100,000 people in Singapore.

She attributes much of her understanding of the industry to the Singapore Maritime Foundation (SMF). SMF, she believes, is an excellent platform to relay clearly the myriad of maritime career opportunities to youths. "SMF is a private sector-led organisation whose broad objective is to heighten the general public awareness of the maritime industry through a series of initiatives. SMF has enlightened us fairly with regards to the three main sectors of the maritime industry: shore-based maritime services, offshore & marine engineering and seafaring. Shore-based careers include ship financiers, ship brokers, marine insurance practitioners, marine lawyers. There are so much more to just sailing on vessels and working in shipyards," she mused. She also looks forward to meeting more maritime professionals and learning new things through the various networking sessions and seminars that are organised by SMF.

Yuling, who is a scholarship recipient from one of the largest shipping lines in Singapore, Pacific International Lines (PIL), is currently enrolled in NTU's Bachelor of Science (Maritime Studies) with Business Major. She has considered several factors before deciding to take up a maritime degree. She shared, "It is estimated that there are about 5000 maritime establishments in

Singapore. Singapore lies on the crossroad of the world's major trading routes and the maritime industry is one of Singapore's main economic driver, contributing to more than 7 percent of Singapore's GDP. All these spell immense prospects for passionate individuals who are keen to contribute to the Singapore maritime industry." Yuling admires the fact that Singapore has built up a sound reputation by being a well-established International Maritime Centre. Her deep passion for this industry was stirred by her belief in the global nature of this industry, where opportunities of meeting and working with people from varied cultures would be aplenty. Yuling added, "This exposure would help me gain a better understanding of the maritime world."

Yuling, who would be graduating with a double major in 2012, is confident that the subjects taught in the maritime course will prepare her adequately for her future shipping career. She hopes to be a Trade Executive in the Liner services in PIL, a department which is considered as the 'brain' of a liner company. In this position, she will find herself monitoring freight rates and liaising with overseas counterparts to coordinate import and export shipments to ensure maximised profits for the company. Yuling relishes the opportunity to work for her sponsor during the school term break.



The maritime industry provides equal opportunities for both genders. Yuling feels that there are no boundaries preventing women from performing a task as well as men. She joked, "I have heard that the entry of women into the male-dominated shipping industry has made the working environment more diverse and inspiring." With more female than male students in her course, Yuling believes that very soon the industry will have a fine mix of female-to-male ratio.

So what else does this rich industry provide? "Dynamism," she replied. Yuling excitedly quoted the words of a Senior Trade Executive from PIL, "You will never get bored in this industry because you will face different challenges everyday."

## About the Scholar:

- Name: Huang Yuling
- Program/Specialisation:
  - Bachelor of Science (Maritime Studies) with Business Major from Nanyang Technological University, 2008 - 2012
  - Scholarship Awarded: PIL-MaritimeONE Scholarship, awarded in AY2008

