

**Launch Reception of Sea Asia 2009,
Reflections@Keppel, 11 June 2008
Mr Teo Siong Seng, Chairman, Singapore Maritime Foundation**

BG Tay Lim Heng, Chief Executive of Maritime & Port Authority of Singapore
Mr Chris Hayman, Chairman of Seatrade
Distinguished guests

Ladies and Gentlemen, good afternoon

1. Thank you for your presence at the launch reception of Sea Asia 2009. I am delighted by the strong presence and impressive of the Singapore Maritime community.

Importance of Sea Asia to Singapore

2. Sea Asia is very significant to Singapore and Asia as it brings the high-level decision makers of the international maritime community to Singapore. It serves as an excellent platform for Singapore to showcase our extensive range of maritime capabilities to our global maritime partners.
3. Sea Asia is the flagship event of the Singapore Maritime Foundation. Last year, the SMF and Seatrade held its inaugural maritime event, Sea Asia 2007 and the event received overwhelming response from global maritime community.
4. Sea Asia 2009 promises to be **bigger in scale, wider in coverage** and **stronger in presence**.

Gathering International Support and Endorsement for Sea Asia

5. For the first time, we formed the International Advisory Committee which comprises 12 very prominent industry leaders including Captain Wei Jia Fu, Group President & CEO, COSCO, Mr Rune Bjerke, Chief Executive of DNB Nor Bank, Mr Hiroyuki Maekawa, President & CEO of Kawasaki Kisen Kaisha, Ltd, Tan Sri Frank Tsao, Chairman, IMC Group, Mr Choo Chiau Beng, Chairman and CEO of Keppel Offshore and Marine Ltd, amongst others. We are honoured that

they have accepted our invitation to provide leadership and advice. This is a strong reflection of their support and endorsement to Sea Asia.

Sea Asia Conference – Projecting the Asian Voice

6. The theme for Sea Asia 2009's conference is **The Asian Voice in World Shipping**. The recent establishment of the permanent office of Asian Shipowners' Forum in Singapore is a clear indication of the importance of Singapore as the International Maritime Centre to project the *Voice of Asia*. In response to the overwhelming demand and positive feedback from the participants in Sea Asia 2007, we are pleased to announce that there would be two sessions in The Asian Voice conference in 2009, the morning session on the 21 April, will be chaired by myself, and focuses on Container Shipping. The afternoon session will be chaired by Mr Andreas Sohmen-Pao, Managing Director of BW Shipping, which focuses on Bulk Markets.

7. The impressive line-up of speakers include Mr Hiroyuki Maekawa, President of the Japan Shipowners' Association and President & Chief Executive of Kawasaki Kisen Kaisha Ltd. Mr Kuah Boon Hwee, Chief Executive of Southeast Asia and Singapore Terminals, PSA International, Dr Lee Jeong Hwa, President and CEO of SK Shipping Co. Ltd of Korea, Mr Kenneth Koo, Group Chairman and CEO, Tai Chong Cheang Steamship Company (Hong Kong) Limited, Mr Randy Cheng, Special Assistant to President, Wan Hai Lines Limited of Taiwan amongst others. These interactive sessions would allow the participants to hear from the panel of speakers and provide the opportunity for interaction and in-depth discussion during the QY&A conference, there is a wide range of programmes, networking sessions as part of the 3-day event.

Acknowledgement of Supporters and Sponsors of SeaAsia

8. Singapore has worked hard to position itself as the International Maritime Centre. The tripartite collaboration between the maritime players, the associations and the government is evident. Sea Asia reflects the unity and professionalism of the Singapore maritime community, both the government and the commercial players in presenting a mega maritime event of world-class standing. We have

garnered the support of the key Singapore maritime professionals to spearhead subcommittees to assist us in the smooth planning of this mega-event.

9. This event would not have been possible without the strong support of the Singapore government, the MPA; associations such as Singapore Shippers Association (SSA), Association of Singapore Marine Industries (ASMI) and Society of Naval Architects and Marine Engineers Singapore (SNAMES) and MaritimeONE have also played active roles in bringing Sea Asia into fruition.

10. In the next few months, we will be working hard with Seatrade on Sea Asia. We are confident that this bi-annual event would be a great success that would not only strengthen Singapore's position as an International Maritime Centre but also help to elevate Asia's position in the international maritime scene.

Thank you