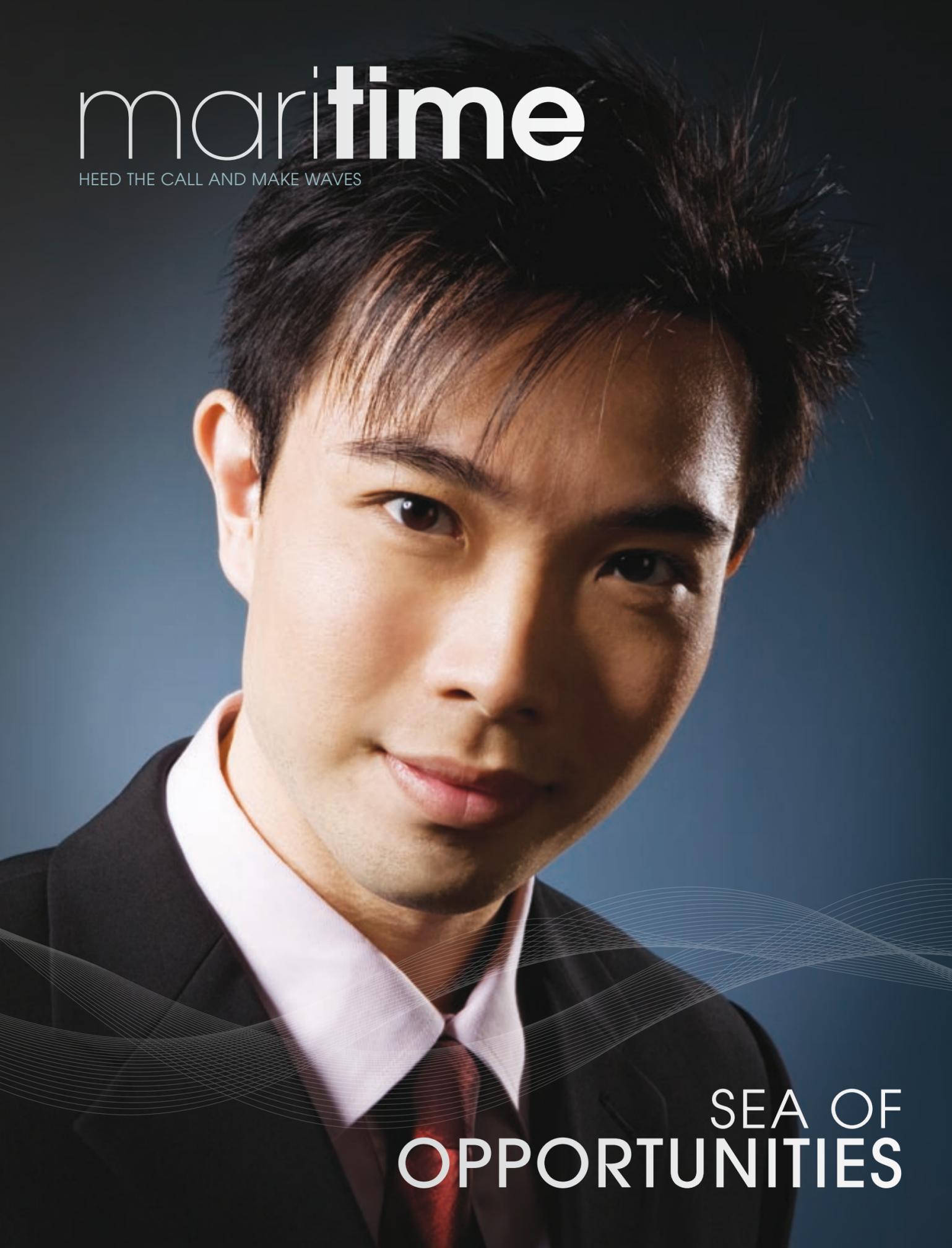


maritime

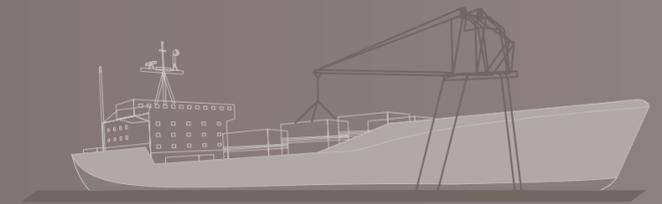
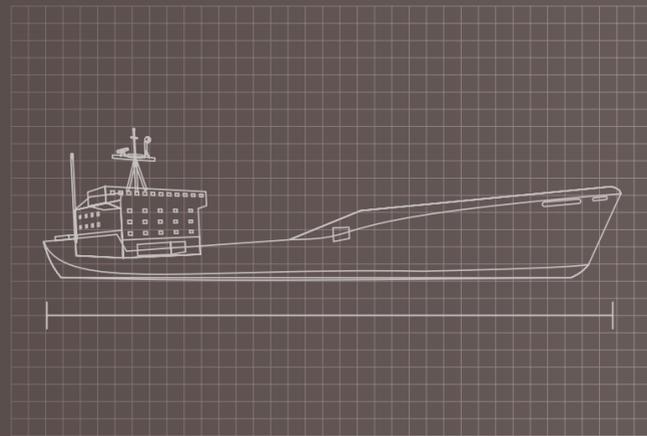
HEED THE CALL AND MAKE WAVES



SEA OF
OPPORTUNITIES



SHORE OF
POSSIBILITIES



building the ship

Shipbuilding is an important and strategic industry for many countries around the world, including Singapore. It is not merely the commercial construction of vessels but an amalgamation of maritime expertise involving shipyards, marine equipment manufacturers and many other parties.

Katty Teo Senior Sales Executive, Corporate Desk, Pacific International Lines Pte Ltd	02
Kaleena Kwan Shipbroker, Simpson Spence & Young	04
Kwa Lay San Vice President & Chief Risk Officer, FSL Trust Management Pte Ltd	06
Derrick Chin Senior Safety Manager Jurong Shipyard Pte Ltd (A subsidiary of SembCorp Marine)	08
Yap Chea Kim Engineer (Naval Architecture), Jurong Shipyard Pte Ltd (A subsidiary of SembCorp Marine)	09
Ivan Lim Project Manager, Operations Keppel Shipyard Limited	10
Frances Teh Engineer, Engineering – Project Keppel FELLS Limited	11

delivering the ship

Designed and built according to specifications, the vessel has to be certified and insured before delivery.

James Yeap Senior Surveyor, Lloyd's Register Asia	14
Jolyn Tay Marine Administrator – Controller, Marine Safety, Maritime and Port Authority of Singapore	16
Wendy Ng Claims Director, Charles Taylor Mutual Management (Asia) Pte Ltd	18

deploying the ship

The vessel is deployed in accordance to her design and wishes of her owners, and in compliance with applicable laws.

Line Clausen Chartering Manager MICS, J. Lauritzen Singapore Pte Ltd	20
Gan Sue Ann Legal Associate, Joseph Tan Jude Benny Advocates & Solicitors	22
Kenny Choo Legal Associate, Allen & Gledhill LLP	23
Ravi Somakumar Operations Manager, Anglo-Eastern Shipmanagement (Singapore) Pte Ltd	24
Lee Lay Khoo Ship Planner, Evergreen Shipping Agency (Singapore) Pte Ltd	26
Elias A. Yahya Manager, Business Development (Terminals) APL Co. Pte Ltd	28
Lawrence Chan M.I.S.E. Trainee, Maersk Singapore Pte Ltd	30
Petya Blumbach Group Assistant Manager, Amsbach Marine (Singapore) Pte Ltd	32

berthing the ship

At the port, facilities are available for the handling of cargoes and the collection of supplies. Docks are available for the maintenance and repairs that need to be carried out.

Steve Goh Bunker Trader, Bomin Bunker Oil Pte Ltd	34
Terence Moo VP, Marketing & Corporate Development, Jurong Port Pte Ltd	36
Daniel Phay Assistant Manager, PSA Corporation Ltd	38

making waves

For many, the mention of the “Maritime Industry” immediately conjures up the image of “ships”. This image alone cannot adequately represent the far greater expanse of the industry. This is a sector of the economy that also encompasses a comprehensive network of port and terminal operations, ship owning, ship management, ship brokering and chartering, marine insurance, maritime law and arbitration, ship finance, sales and marketing, offshore and marine engineering, and much more.

Shipping activities have spurred the development of modern transportation systems worldwide and stimulated economic globalisation. The maritime industry has contributed to the stellar growth of Asia – especially China and India – and benefiting our nation, at the cross-roads of international trade. Singapore has built up a reputation for having a rich maritime heritage and now as an International Maritime Centre (IMC), opportunities abound.

It is the call of the sea – be it for seafaring, shore-based maritime services or offshore and marine careers – that continually draws a special group of people to its fold. The 21 personalities featured within these pages are examples of vibrant talents who dare to dream big and are now giving back to the industry that has made their dreams come true. They epitomise the diverse careers that are available within the vastness of the maritime trade.

I would like to share with you the adage that “words are mere bubbles of water; deeds are drops of gold”. Everyone talks about making something of their lives, but only the pro-active ones will put words into action.

The maritime industry is seeking out committed individuals who will heed the calling and carve out a rewarding career in this field. It is a call as much as a challenge; one where you can cause ripple effects for generations to come.

In this light, I invite you to join us and make big waves in the **“Sea of Opportunities, Shore of Possibilities”**.

S. S. Teo
Chairman, MaritimeONE Steering Committee



IN THE WAKE OF

MIC TO RY

TO BUILD A NEW SHIP may take up to 5 years or more, from planning to launch. Shipowners often wish that they had a crystal ball to forecast trade demand years down the road, so that they would have built the right sized vessels at the right time to meet demand in that route.

Whilst many people forecasted that ships would not be full in 2007 due to the many newly built mega container vessels coming onstream, shipping lines were pleasantly surprised to see strong trade growth globally, which even resulted in a shortage of cargo space on certain tradelanes.

Katty Teo, Senior Sales Executive (Corporate Desk) at Pacific International Lines (Pte) Ltd, shares that they have been facing similar challenges since May, despite being in tune with their customers' shipment cycles.

And how did she cope with her customers' requests for cargo space during the crunch? "It was really a concerted effort by all in the company to address the situation. We managed to add adhoc sailings to provide additional cargo space. We even re-routed cargo and realigned our vessel schedules to ensure quick connectivity of our customers' cargo. But most of all, we kept our promise to deliver and that matters most to our customers."

Riding The Waves

Katty is on a constant lookout for the big wave that will enable her to try out wakeboarding tricks. When it comes to tricky moves, Katty prefers to execute them one step at a time, rather than rush haphazardly into flips and somersaults. For example, she took almost a month of conditioning before attempting the 360 (a spin where the rider does a 360 degree rotation while in the air). While she does not shy away from challenges, she always ensures that she feels comfortable and confident before attempting any fancy moves.

Wakeboarding has changed her entire outlook on her career and life. "In shipping, I've learnt that change is the only constant. In the face of new challenges, I do not panic or rush headlong into them. Instead, with proper planning and preparation, I move forward fearlessly, knowing that I can successfully overcome them."



Katty is also an avid wakeboarder. "I liken my trials as a wakeboarder at sea with the challenges in my job. In wakeboarding, I have to be alert and adapt to the erratic sea conditions or sudden wind turbulence. Being able to think on your feet and resolve problems keeps you ahead of any competition," Katty stresses.

The marketing graduate from Central Queensland University worked in an Australian shipping company for two years before settling back in Singapore. The reason why she has remained in her current job for six years is obvious. She succinctly puts it, "The Singapore maritime industry provides the right blend of flexibility and excitement."

Excitement in her job comes from her meetings with clients. "Customers do have challenging requests. But it's a huge sense of satisfaction when you not only meet their demands, you exceed their expectations. Moreover I get to interact with culturally-diverse individuals with different temperaments and expectations, which makes my job even more interesting!" Katty divulges.

She treasures the memorable experience of handling the loading of a 120-foot catamaran onto one of PIL's container ships. It was the first time the company undertook such a project and her team had to consult experienced contractors, operations and port personnel to come up with a suitable proposal. Katty recalls, "We ended up using two gantry cranes to lift the catamaran up onto our vessel. It took more than a month's study and preparation, but just 15 minutes to carry out the lifting."

Sounds like a challenging industry? Katty is quick to affirm. "It certainly is. As a sales executive, I look for the big challenges in my career, just as a wakeboarder looks for the big wave out at sea. In both cases, anything can happen and you will come out stronger!"

“EL QUE MADRUGA COJE AGUA CLARA!”

IF YOU WERE STUMPED by that Spanish proverb, try asking Kaleena Kwan, an ex-Spanish tutor and now full-time shipbroker with Simpson, Spence and Young. The vivacious fresh graduate from Singapore Management University's Lee Kong Chian School of Business will gladly translate the proverb for you. In English, the phrase simply means "he who rises early gathers clear water".

If you are the first to arrive at the scene, you will stand the best chance for success. That explains why Kaleena, fresh out of school, chose to join the maritime industry as a shipbroker. It has only been a couple of months since she settled into her work environment, but she is taking to it like a fish to water.

To think it all started when she heeded the sound advice of a friend's father to consider the opportunities in the maritime industry. While he was not a shipbroker, he was able to pique Kaleena's interest and set her on a quest for more information about being a shipbroker. Admittedly, at one time, she only had a vague idea of what a shipbroker does. Today, however, she can rattle off her list of professional duties with ease.

"Shipbrokers discuss market trends and opportunities with ship owners, report on sales, value vessels, calculate freight earnings, advise on finance and try to find ships for specific employment opportunities. When a ship is sold, brokers usually negotiate on behalf of the buyer and seller on price and terms. Besides, they provide a route to resolving any disputes which might arise," Kaleena enthuses.

In other words, Kaleena has to act as a specialist intermediary between ship owners and charterers who use ships to transport cargo, or between buyers and sellers of ships. To facilitate the intermediary

process, she sets aside personal time to entertain and build relationships, way beyond the normal working hours of 9 to 6. However, Kaleena is not complaining. She gladly takes these tasks in her stride and sees them as ways to spend quality time with her colleagues and clients alike.

She is also a self-professed "daredevil who enjoys exploring new things in life". Unmistakably, this is one spunky girl who has never imagined taking on any job that renders life colourless and mundane. Instead, what she seeks is a real purpose in life and a vibrant career that will continue to keep her challenged. Shipbroking has proven to be the answer that she has been searching for.

Even the male-dominated working environment does not faze her one bit. While she discovered her male colleagues to be louder, more open and direct, Kaleena has been able to "fit in, just like one of the boys".

She continues to hold her own, even if it requires her to keep asking her seniors a lot of questions. Frustrating or otherwise, she rationalises that being inquisitive is the best way to learn. "Most things in life are not served to you on a silver platter. In order to get ahead, it is my own responsibility to find the answers to questions that puzzle me."

Kaleena makes one last call to like-minded individuals who want a fulfilling career that offers a vibrant way of life. "Shipbroking is a rather exclusive sector where you find dynamism, challenges and good friendships. I'm learning, earning and enjoying myself!"

Spanish Lessons for Life!

Kaleena shares the lessons she has learned on her job, in English and Spanish.

Agua que no has de beber, déjala correr.

Translation:

Let waters you will not be drinking run freely.

Interpretation:

If you don't need something, leave it for others to use.

Office context: Always spare a thought for your colleagues whom you work closely with. Share information freely with one another, for the benefit of all.

Cuando el río suena, agua lleva.

Translation: When the river makes noise, (it is because) it carries water.

Interpretation: Every rumour probably has some truth in it.

Office context: Sieve the fact from fiction. Where market rumours are concerned, you have to follow up on the ones that are most likely to be truths.

Gato escaldado del agua fría huye.

Translation:

A scalded cat runs from cold water

Interpretation:

People often draw overly broad lessons from their experiences.

Office context: Learn from your past experiences but do not be overly careful or too afraid to meet more challenges in future.

SMU Class of 2007



A FINER EYE FOR DETAIL

FROM THE WIDE ASSORTMENT OF BEADS BEFORE HER, Lay San picks out the ones that she feels would be most apt. Delicately stringing them with wire and hooks, an intricate piece of necklace soon develops. Holding up her finished piece, Lay San expresses, "The mixture of beads complement one another nicely, like I knew they would."

Today, as Chief Risk Officer at FSL Trust Management Pte Ltd, Lay San marvels that many things in her life have also fallen nicely into place, just like her beadwork. After graduating from University of Iowa with a major in Finance and a minor in Communication Studies, she headed back to Singapore to establish her career in corporate banking. Midway through her 9-year long career in banking, she sharpened her global business acumen by securing an MBA-Global Management degree at Thunderbird, School of Global Management in the U.S. Soon after her return to the bank, Lay San was assigned to oversee the credit management of the Transportation/Logistics portfolio, which included many international shipping companies.

"The global nature of the maritime industry appeals to me. The opportunity to have first-hand interaction with customers and business associates from all corners of the globe motivated my move to FSL Trust Management," Lay San explains.

With FSL Trust Management offering an alternative financing solution via long-term bareboat leasing services to the international shipping industry, Lay San's current scope of work is not that different from ship financiers and risk managers in the conventional banking market. However, the sense of fulfilment can be greater as Lay San contributes to the growth of a developing non-tax driven ship-leasing sector.

Apart from self-confidence, her advice to potential financiers and risk managers is to develop a flair for numbers. In her line of work, you need to analyse financial statements, generate cash flow projections and demonstrate excellent credit sense to assess the multitude of risks involved. Technical aspects aside, the right candidate must also have effective communication skills to coax tight-lipped customers to be forthcoming with information. Other pre-requisites include being meticulous and possessing the drive to get the job done.

As Chief Risk Officer, Lay San makes numerous judgement calls on the feasibility of transactions. "You must have an eye for detail while navigating through the complexity of transactions often involving hundreds of millions of dollars," Lay San emphasises. "Your investigative mind pieces together the myriad of information that you have culled from various sources to form a clear picture of the customers' and transactions' risk profiles. Come to think of it, it's like stringing different types of beads together to create a necklace."

Holding up her masterpiece, Lay San demonstrates how securely the beads have been strung together to form a complete sequence. With a view to establishing long-term relationships with her customers, her unique piece of necklace has likewise been made to last.

Key Activities in Risk Management

- * "Know Your Customer" – this includes history, management team, growth strategy, asset deployment, capital expenditure plan, etc
- * Assessment of financial statements and ratio analysis
- * Cash flow projections and scenario / stress analysis
- * Peer comparison and evaluation of customers' competitive landscape
- * Understanding industry development and impact of economic changes
- * Review of asset quality and asset fungibility
- * Determination of acceptable residual values
- * Evaluation of transaction-specific factors, including political and country risks, 'key-man' risks, etc



ENGINEERED FOR SAFETY



BY HIS OWN ADMISSION, Derrick Chin has always been a vigilant planner. He always sets time aside to lay careful plans and anticipate any problems that are likely to affect the results. "Every problem has a solution!" Derrick readily asserts. "I enjoy the challenge in coming up with the best way to resolve any problem, whether in my personal life or at work."

His can-do attitude is reflected in his work as a Senior Safety Manager in Jurong Shipyard, a subsidiary of SembCorp Marine. Derrick has been a loyal employee with the shipyard for the past 13 years; the same company that granted him a scholarship for his Diploma in Shipbuilding and Offshore Engineering at Ngee Ann Polytechnic and a Bachelor degree in Naval Architecture and Offshore Engineering from Strathclyde University in Scotland, UK.

For Derrick, the choice was clear. Upon his return to Singapore, he decided to work in the Safety Department. He says, "When I was offered the position in the Safety Department, I was thrilled with the prospect of learning something new and applying my engineering knowledge from a safety perspective."

Derrick now leads a team of over 20 engineers. He starts each day with them discussing the challenges in their projects and to make contingency plans for possible problems ahead. "Some have this misconception that our work as safety personnel involves only clamping down on at-risk operations on site," he reveals. In fact, safety goes beyond enforcement to encompass safety promotion as well as risk assessment to proactively prevent potential hazards in the workplace.

He acknowledges that it was challenging to foster a safety culture during the early years. However, through education and training, mindsets are changing. Safety is now a core value not only in his company, but the entire maritime industry today.

With the increasing emphasis on workplace safety, Derrick is pleased to see greater vigilance being adopted. At the heart of it all, it is the people that matter. "Our main goal is to see everyone returning home safe from work to their families and loved ones," he says.

YAP CHEA KIM, an Engineer specialising in Naval Architecture at SembCorp Marine's subsidiary Jurong Shipyard, will not give up even when the best plans do not work out according to his expectations. Instead, he stays positive and tweaks his plans, believing that he would eventually overcome the odds. "I always believe that things will work out at the end if you set your mind to it and work towards your goal," he says

This optimistic young man is certainly one that would not be detracted from his ambitions, even when the going is tough.

Chea Kim's childhood dream has always been to be an engineer. Spurred on by this, he graduated in 1999 with a Bachelor's degree in Naval Architecture and Offshore Engineering from the National Taiwan University. This was in the thick of the economic recession where there were limited job openings in the sector.

Unfazed, he put his plan of entering the marine and offshore industry on hold to take up another career, never doubting that he would one day make his dream come true. His patience finally paid off when the industry made a strong comeback a few years later and Chea Kim secured a position with Jurong Shipyard.

"I ALWAYS BELIEVE THAT THINGS WILL WORK OUT AT THE END IF YOU SET YOUR MIND TO IT AND WORK TOWARDS YOUR GOAL."

"EVERY PROBLEM HAS A SOLUTION!"

Today, Chea Kim applies his expertise in naval architecture to calculate and determine the safe operating specifications and parameters for various projects, from shipbuilding to rig building. "Beyond calculations, I have to work closely with the production team to plan and map out processes to ensure that quality and safety of the operations are not compromised. I also meet up with my clients to discuss technical issues or handle their queries regarding procedures or calculations," he says.

Every so often, Chea Kim will go onboard the vessels to survey their conditions before giving his approval for major operations or to verify the accuracy of his calculations.

Always seeking new challenges, he is looking forward to test, document and review the performance of one of his most interesting projects – an ultra-deepwater semi-submersible rig for oil drilling – in the open sea. All these different aspects of the job keep him enthusiastic and passionate, and he is delighted to be continually learning and improving.

With his plans coming together, Chea Kim looks all set for success in his chosen career.



WHEN IVAN LIM saw the television star Christopher Lee in the highly-rated local television series 'The Peak', he could not help but laugh out loud. What Ivan found amusing was how simplistic Christopher Lee had made his job out to be.

Some scenes of 'The Peak' were shot at Keppel Shipyard, where Ivan has been working as a Project Manager for the past 10 years. In fact, one of the vessels under his charge even made a special appearance as a prop in the backdrop.

The actor had coordinated the task of lifting heavy cargo by shouting a few simple commands into his walkie-talkie and gesticulating wildly. In real life, a project manager would have to make careful calculations and conduct hazard analysis before carrying out the task of lifting heavy cargo.

Ivan holds a Diploma in Marine Engineering from Singapore Polytechnic and a Masters in Engineering degree in Marine Engineering from the University of Newcastle Upon Tyne in U.K. He completed both courses under the scholarship programmes offered by Keppel Shipyard and Keppel Corporation. He is quick to add that education and experience must go hand-in-hand.

As a Project Manager in the shipyard, his education had prepared him on the technical aspects of managing resources to ensure that projects are completed on time and within budget. Through on-the-job experience, he has learnt skills like interpreting drawings and contractual obligations, but most of all, managing a project through his team.

Ask Ivan and he will share his nugget of wisdom for those just starting out in a similar career. In fact, he has coined 'A.S.K.' - Attitude, Skill and Knowledge. He explains, "First and foremost, one must have the right attitude, and ask when in doubt, the skills and knowledge will follow. That is my personal mantra, which I also share with my colleagues".

Ivan gets a thrill every time his project is completed and he can deliver the ship to his client. His heart fills with pride during the naming ceremony of each vessel as he takes mental strolls through every deck, passage way and bilge of the entire ship. The indescribable sense of satisfaction stays with him a long time, spurring him to greater heights with his next project.

PROJECTED SUCCESS



NEW ACQUAINTANCES ARE IN FOR A SURPRISE when they ask Frances Teh, the Mechanical Engineering graduate from National University of Singapore, what she does for a living, with a bright smile, she tells them, "I build oil rigs."

That simple answer sums up the gist of Frances' job, but it carries deeper overtones. Firstly, the inference is that Singapore, the smallest country of Southeast Asia, does have the appropriate facilities and expertise to produce oil rigs. Some people are taken aback by that realisation. Many others are more surprised to learn that the young and petite lady is an accomplished and well-respected leader at work.

In her capacity as Project Engineer, Frances has to be firm and decisive to lead a team of professional engineers from diverse disciplines. Overseeing the team can be an intimidating task, considering that some of her counterparts possess many more years of experience.

In spite of this, Frances considers it a great challenge and opportunity to learn from her team members. She says, "People bring their own expertise to the meeting room, and it is a bonus to pick their brains while working as a team."

As the Project Engineer, it is also Frances' task to motivate her colleagues to be result-oriented. Once everybody shares the same outlook, it is easier to race ahead towards a common goal. Frances explains, "Though we officially start work at 7.30am and get off work at 4.30pm, our team has always stayed back later if necessary to complete our tasks. That's the kind of team spirit and commitment that we have!"

It is evident that Frances enjoys the camaraderie with her colleagues. That also explains how she works closely with her team to ensure smooth engineering progress. Together, they make it a point to provide sufficient and accurate information in the engineering drawings issued for construction. This way, they can iron out any kinks ahead of the construction schedule, while adhering to the rules and regulations of the maritime industry.

Frances notes that the team spirit becomes more intense when it is close to delivery time. With pride in her voice she shares "When the big day finally arrives to deliver the oil rigs to the clients, you see the smiles of satisfaction all around, and you know that the teamwork and hard work have paid off many fold!"

POSSIBLE SEABUILDING TILES



WHAT DRIVES JAMES?



WHETHER IT IS AT WORK OR PLAY, James pursues his goals with unwavering determination. In the office, he is driven by his own motivation to perform his best as a top-notch Marine Surveyor. Off work, it is his car of choice, the sparkling graphite BMW that he drives, through hours of high-performance road trips.

Whether it is his career or car, James plans to keep it right on track, towards his destination and goal. As a Marine Surveyor, he knows the open seas may be rough and tough, but he knows he will always be tougher. Even when the ride gets bumpy and the road seems uphill, James sees the challenges as a matter of chalking up experience.

"This morning, I received a call to inspect a ship," James recounts matter-of-factly. "I headed down to the shipyard and saw this ship with an enormous gash on the bow! How much damage had been done to the bottom of the ship, nobody knows as yet." It will take a month or so for James to assess the mangled steel, gather photographic evidence, recommend the proper restoration works, verify that repairs are effected in accordance with quality standards before getting the ship back to top form again.

When tasked to draw a comparison between his car and the ships he assesses, James muses, "Both require a yearly inspection! After the first three years, you send your car to the Land Transport Authority for an annual inspection. Likewise, ships are sent to us for their annual surveys, right from year one. As Marine Surveyors, we ensure the ships are safe to continue its operations by complying with various rules, regulations, standards and specifications."

Just as James chalks up the miles in his car, his career is fast clocking up the milestones. After all, James proclaims, "Every man needs a good drive, from his car and for his career!"

James On His Turning Points

Past

James became a Marine Surveyor in 2003 after attaining an Advanced Diploma in Marine Engineering (earned under a NOL sponsorship programme) and Marine Engineer Class 1 Certificate of Competency – Motor (from MPA), and having chalked up substantial experience as a seagoing Chief Engineer onboard Aframax tankers.

Present

James is currently a Senior Marine Surveyor with Lloyd's Register Asia. He inspects, assesses, monitors and reports on the condition of ships in accordance with international classification and statutory rules and regulations. Moreover, he has to liaise with manufacturers of new or reconditioned equipment intended for new or existing vessels and ensure that they comply with set standards.

Future

He sees himself mentoring and training new surveyors so that they will be confident in discharging their responsibilities independently. Somewhere down the road, he hopes to be promoted as a manager and take on more responsibilities and challenges.



WHAT DRIVES JAMES?

"WHY DID YOU CHOOSE to join the maritime industry?" That's one question that Captain Jolyn Tay gets all the time. Considering her petite frame, Jolyn doesn't readily fit the image of a commanding ship captain. Yet, therein lies the misconception that you need to be a macho man to be a captain. Well, you can be a woman, to begin with.

"People expect to see someone bulky, brusque and bronzed. In my position as a Controller (Marine Safety), they hear my strong and confident voice on the telephone and they think I am a million times larger than life. Then they see me in person and have to do a double-take!" Jolyn laughs out loud before she quips, "To be the Head of the Marine Safety Section in the Maritime & Port Authority of Singapore, you don't have to look like Incredible Hulk... or even Wonder Woman!"

As a Marine Environmental & Safety Department Controller with the Maritime and Port Authority of Singapore, she has accumulated an immense wealth of experience and knowledge. No wonder she emphasises to prospective job hunters the importance of equipping themselves with education and expertise in the management of ships. After all, in our modern context, ships are even more highly equipped, thanks to the advancement of technology.

As the only girl (and middle child) in a family of four boys, Jolyn has always set her sights on a challenging job on the high seas. So, while studying for her Diploma in Nautical Studies at the Singapore Maritime Academy in Singapore Polytechnic, she started sailing as a cadet to clock her sea time. Subsequently, she upgraded herself with an Advanced Diploma in Maritime Transportation, moving closer to her seafaring aspirations. Thereafter, she conscientiously clocked five years of sea time to qualify as a Captain.

"Initially, it wasn't easy being the only female in a male dominated environment. My fear stemmed from the need to get along with culturally diverse individuals from different nationalities; most who were much older than me. Nevertheless, once I had learned to adapt to the environment, I could better manage my emotions, my job and my life."

Through open communication, she finally figured out what makes her peers tick and was able to break all invisible barriers. The end result was that everyone worked hard, but also played hard on board the ship that came equipped with a mini swimming pool, gym and recreation room.

Till this day, Jolyn has nothing but encouragement for girls who want to pave a similar career path in the maritime industry. "This is a long voyage to embark upon and you just don't give up easily. You should give yourself more than three years to shine. Besides, the first few years on the job would be spent on training anyway."

Who needs superheroes of unparalleled brute strength dedicated to acts of derring-do in the name of public interest, when we can have responsible, ready and resilient Captains who ensure the safety of our port and marine environment? Will you heed the call for more real-life heroes like Jolyn?

Time & Travel

Clocking The Sea Time

To qualify as a captain, you need to clock up 36 months of pure sea time, excluding the mandatory holiday breaks. Jolyn has logged a total of five years of prescribed sea time, upgrading herself with Certificates of Competency 1, 2 and 3 before being promoted as a Captain. The lengthy process includes courses and exams that focus on the technical aspects as well as real-life experiences.

Expect The Unexpected

On board the ship, you have to be psychologically prepared that your working hours might extend to a 24-hour emergency standby.

The Long Breaks

In sailing, for every 3 to 6-month contract out at sea, you will get a three-month break in between. Jolyn has taken the time away from sea to travel overseas to unwind on beaches around the region.

IN A WOMAN'S WORLD



GOAL AFTER GOAL

"I PLAY TO WIN!" proclaims Wendy Ng. There is a flinty edge of conviction in her voice that makes you sit up and listen when she speaks.

The Claims Director at Charles Taylor Mutual Management (Asia) is aware that she may come across as rather formal and results-driven at work and at play. While she admits to adopting a more serious persona in the office, she is actually quite at ease hanging out with her colleagues and peers outside work. When the occasion calls for it, she doesn't mind letting her hair down, all in the name of team bonding.

One classic example would be her direct involvement in the annual Bench and Bar Games organised by the Singapore and Malaysian Law Societies – a three-day event that fosters relationships between lawyers in the two jurisdictions. The sports include golf, football and swimming amongst others, and the active sportswoman always makes time to get her kicks (pun intended) on the football pitch.

"I think of myself as a team player – whether working with colleagues or with team members on the football pitch. The important thing is to get the right result for the team."

Wendy's passion to succeed on the football pitch is equally evident at work, accentuated by the way she manages the chain of challenges that come her way in the course of her work.

In her capacity as Claims Director, Wendy allocates a large part of her time to working with her team to ensure that the shipowner members are well served. Emergency calls and tricky situations are a

common occurrence. The second that she is called up over a major shipping incident, she has to prep herself up to get the best possible outcome. These matters are often time-sensitive as any delay could have a serious impact on the ship owner.

"There's this element of surprise, where you get challenged all the time," Wendy quips. "There's no way you can come into the office and expect the job to be on autopilot! You never know when and where a shipping incident may occur. You may need to be in one country one day and in another the next, and dealing with completely different situations, people and circumstances."

"They all have one thing in common, though," says Wendy, "you get the best results by working with people – ship masters, your experts, the local authorities or whoever. In that sense, it's a bit like playing football. You have to help each other."

With such unexpected twists and turns in her job, Wendy has never regretted choosing shipping as her module of choice during the final year of her Law degree course at National University of Singapore. Moreover, as fate would have it, she did her pupillage in a law firm where she was involved in a complex shipping case. To Wendy, that was a sign that the maritime industry was her calling. Though the details of the case have become fuzzy over time, she fondly remembers the adrenaline rush and the sense of satisfaction that left her hungry for more.

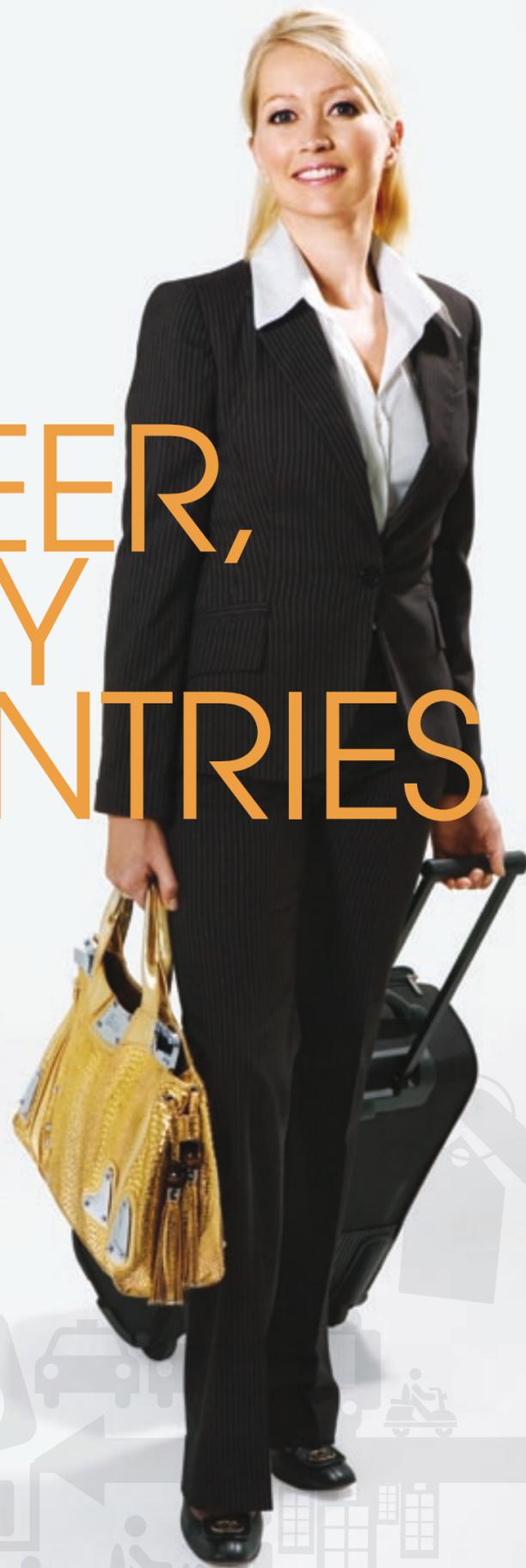
In retrospect, Wendy explains, "I've always considered shipping to be interesting and important. While hardly anyone thinks of it as glamorous, you cannot deny that the world's economy revolves around shipping. This industry will stay relevant to Singapore no matter what. It's also an industry where I know I will definitely score my career goals."

Seeing how Wendy consistently scores her goals both on the football pitch and in her career path, you can bet she is counting them, one by one.

Wendy's Goals:

1. I am my own benchmark, my own competition.
2. Strategise a game plan and give it my best shot. However, be prepared to move the goal post from time to time.
3. Determination, like stamina, is the foundation of success.
4. To live a balanced life, take time out to kick back and have fun.
5. To play foody at Wembley!

ONE CAREER, MANY COUNTRIES



LINE LUND CLAUSEN, Chartering Manager at J. Lauritzen Singapore Pte. Ltd. laughingly recalls a memorable incident that occurred some years back. Amidst the holidaymakers who were sun tanning on the beach in the Caribbean Islands, sipping their pina coladas and chilling out to the ocean sounds, Line was on duty, looked decidedly out of place toggged up in her boiler suit, heavy helmet and bulky boots.

"I guessed people must have been wondering what I was doing there, dressed in such a peculiar manner. I was tempted to point to the waters across the horizon and proudly proclaim, 'Hey! That's my ship waiting at the port! I'm here on duty to oversee its operations!'" quips Line.

Till this day, Line still keeps that boiler suit in her wardrobe, although she has moved on from operations to chartering. The self-professed go-getter has never been afraid to take on new job titles or responsibilities. She credits her guts to her years spent growing up in Denmark, which has transformed her into a fighter who continually overcomes challenges.

"Back home, I considered the option of studying law, but eventually decided that it'd only be restricted to the geographical boundaries of Denmark," Line shares. "So, I began searching for a career option that would give me more international exposure. I found my answer in the maritime industry."

That developed into a personal goal that she set her mind to accomplish. After obtaining her specialised Bachelor's degree from the Institute of Chartered Shipbrokers in the UK, she was selected to join J. Lauritzen as a shipping trainee. For the next two years, she would clock regular hours at work, and continue with paperwork and assignments in the evenings. All these experiences proved to be good training for Line as she was next posted to Connecticut, U.S. to kick-start J. Lauritzen's Operations Department. Three years into that position, Line requested for an overseas posting in the area of chartering - a sector of the shipping industry she had always been keen to explore.

Today, based in Singapore as a Chartering Manager, her daily chartering responsibilities are to fix cargoes and ships within the Far East including Hong Kong, Taiwan, Korea and Japan, and the U.S. West Coast, West Coast Canada, Central and South America.

Till this day, Line remembers her early days in the Operations Department when she had to liaise directly with ships and their cargo operations. Consequently, a great deal of her time was spent working with ships and clients on various contracts on affreightment and spot cargoes.

Asked her how much time she spends on trading and networking, she states that she spends only 5 per cent of her time in actual trading. She further reveals, "The other 95 per cent of my time is spent updating myself with worldwide freight rates, collecting information by talking to people, finding out what the competitors are doing and discussing expectations of the market with my colleagues."

Having travelled from the West to the East, it is inevitable that Line sometimes misses Denmark. However, she reasons that "the adventure of immersing myself in diverse cultures in different countries and the challenge to create milestones in my personal career far outweigh any sacrifices that I have to make!"

What's in Her Bag?

Keys + keyring: I bought this keyring on a business trip to Sydney in February 2007. I fly regularly to Sydney and Melbourne to liaise with my customers and brokers there.

Business card holder: I bought this business card holder in Kuala Lumpur, Malaysia. It does a good job of keeping my business cards nice and clean.

Wallet: My hubby gave me this wallet for my birthday in 2006. I carry it around with me almost everywhere I go and a must on my overseas trips - as it is a special gift from someone whom I care about a lot.

iPod: I received this iPod on my last day of work at the New York office. This gift from my colleagues is a precious reminder of my stint in 'The Big Apple'.

Sunglasses: I bought this pair of sunglasses in Panama. I was there to analyse agents' prices and performances for a customer who wanted the best deal for their large fleet of ships passing through the Panama Canal.

Pen: It's nice to have something from home when you are abroad. I treasure this gift from my Dad as it constantly reminds me of his presence in my life, even though he is far away in Denmark.

Blackberry: The maritime industry is buzzing with activities, 24/7, 365 days a year. I need my Blackberry to attend to work issues, whether at 4.00am in the morning or on Christmas Eve. This wireless handheld device which offers easy internet connectivity is the perfect solution for me.

Make-up: Working in a male-dominant industry doesn't mean I must lose my feminine touch. My make-up, a must in my bag, is my survival kit. When I look good, I feel good!

J. Lauritzen memory stick: This handy memory stick is a fantastic tool that stores all the data I need. On it, I keep my contractual clauses and other important information that I might need during negotiations. Whether I'm at work, at home or anywhere else, I can easily access the data.



SHE SAYS:

maritime: First off, why did you become a Maritime Lawyer?

Sue Ann: It all began with a childhood aspiration to practice law. After graduating with a Bachelor's degree in Law from Leicester University in England, I proceeded to attain a Master's degree at the University College London (UCL). Before I elected subjects for the Master's degree, I attended the Cadwallader Annual Memorial Lecture and ended up choosing shipping law subjects. Personally, I find maritime law to be all-encompassing as it involves other areas of law. For example, within the sphere of maritime law, you might find yourself dealing with contractual or personal injury claims.

m: Tell us more about being a Maritime Lawyer.

SA: As a young Maritime Lawyer, I face a steep learning curve. I believe that you can only become more efficient through experience. At all times, I need to be sharp and determined so as to deal with the stress that comes with the job. The interesting thing is that I face different legal cases everyday. Besides doing legal work, I help put together "Snapshots", JTJB's in-house magazine. I also write for law publications and assist in seminars organised by my firm.

m: Share with us the challenges at work.

SA: Much of my work revolves around shipping litigation. This involves dealing with wet shipping, including collision, or dry shipping, and that includes disputes related to cargo contamination, detention and charter party claims etc. On the non-contentious front, my practice areas also include ship finance, sale and purchase of newly built or second-hand ships, as well as matters relating to shipbuilding.

The maritime industry is fast-moving and clients want quick solutions to their problems. Turnaround must always be prompt. By the way, girls can excel in this just like guys. There are now more females than ever in the shipping industry, but you don't get preferential treatment just because you are a girl.

m: Does your character help you in your job?

SA: I enjoy meeting people and experiencing different cultures. I would also say that I am a conscientious worker who always tries my best. I think these qualities are essential for a young Maritime Lawyer like myself to enable me to learn on the job at a quicker pace.

m: Are you different at and off work?

SA: I would like to think that I'm pretty much the same at work and off work. I like to be in control of situations. But yes, I would say that I am more relaxed on weekends.

m: How do you de-stress from the pressures of work?

SA: I believe in finding a balance between work and life. After knocking off work, I usually hang out with family and friends over dinner or drinks. Alternatively, I visit the gym, chill out to jazz music or just tune in to my all-time favourite Discovery Travel and Living channel. I also enjoy cooking occasionally.

m: What advice do you have for would-be Maritime Lawyers?

SA: Education has to be backed up by hard work. You need to possess that constant determination and believe in your cause.

HE SAYS:

maritime: First off, why did you become a Maritime Lawyer?

Kenny: From the attachments I served whilst in university, I decided that working in the maritime industry would provide opportunities beyond being confined to a desk. I'm glad to say that my experiences have been interesting and unique. Also, given the status of our port, I've always believed that the maritime industry would remain relevant and with that, Maritime Lawyers.

m: Tell us more about being a Maritime Lawyer.

K: As a Maritime Lawyer, you're constantly exposed to the technical and trade aspects from all facets of the maritime industry and you learn a lot on the job. The challenge is to effectively harness what you have learned in law school, together with all the experience gained on the job, to pursue your clients' best interests. That aside, the problems and issues that arise are very real and fast-paced and you must remain sharp enough to pick out subtle nuances and alternations in people's positions. Often, you also get the opportunity to experience first-hand, boarding vessels, oil rigs etc for various purposes.

m: Share with us the challenges at work.

K: As the maritime industry operates round the clock, incidents or events take place at any time and we have had to react quickly and effectively and often under tight time constraints. Therefore, you have to be flexible and be prepared for anything. You also have to manage the pressure from your clients, your superiors and the Court whilst seeking to advance your clients' case in their best interests.

m: Does your character help you in your job?

K: I'm easygoing, which helps a great deal to alleviate the stress and pressures in my line of work. I'm sure that my colleagues will say that I chatter a fair bit at work, but the banter helps to relieve the tension.

m: Are you different on and off work?

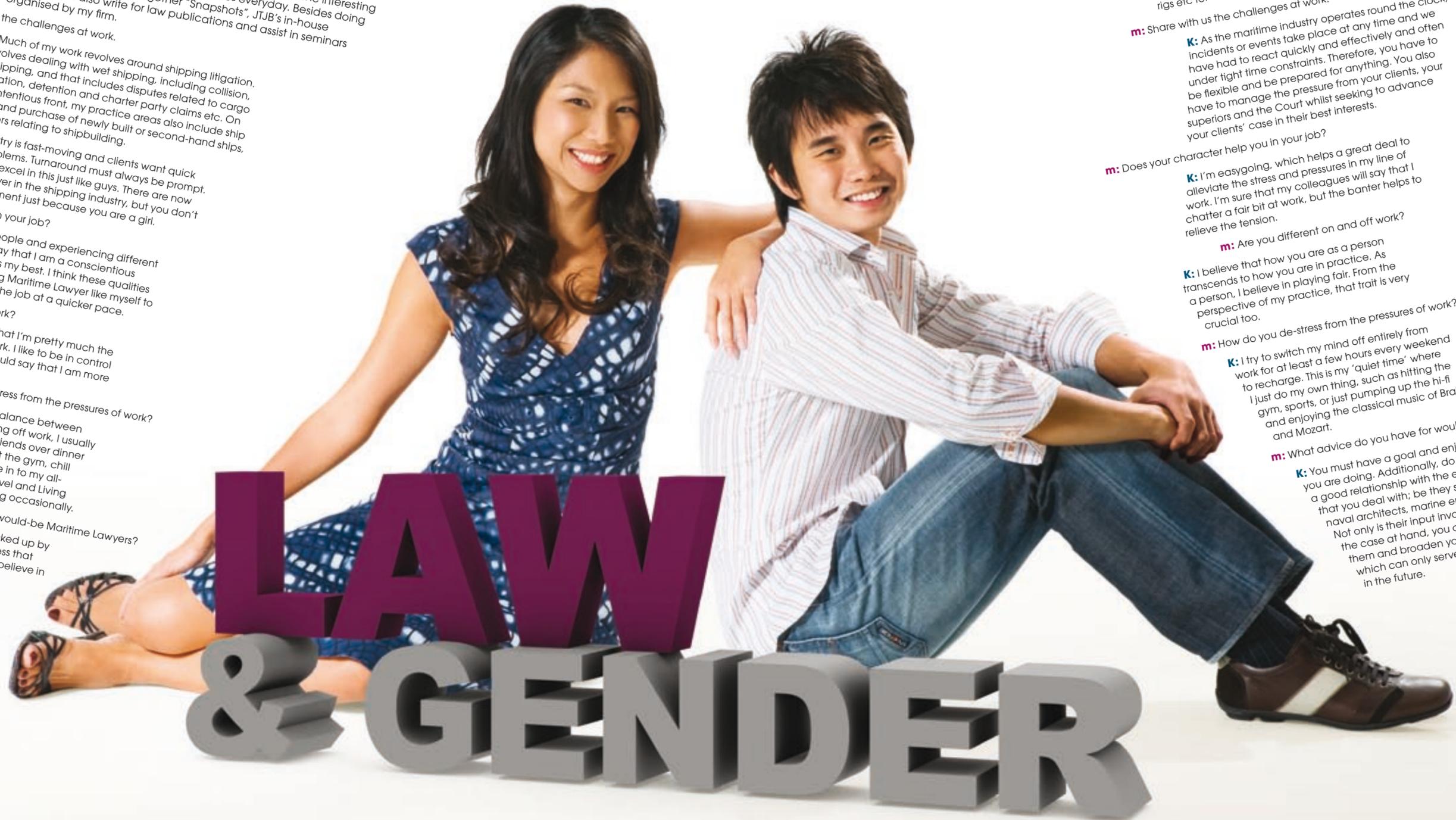
K: I believe that how you are as a person transcends to how you are in practice. As a person, I believe in playing fair. From the perspective of my practice, that trait is very crucial too.

m: How do you de-stress from the pressures of work?

K: I try to switch my mind off entirely from work for at least a few hours every weekend to recharge. This is my 'quiet time' where I just do my own thing, such as hitting the gym, sports, or just pumping up the hi-fi and enjoying the classical music of Brahms and Mozart.

m: What advice do you have for would-be Maritime Lawyers?

K: You must have a goal and enjoy what you are doing. Additionally, do develop a good relationship with the experts that you deal with; be they surveyors, naval architects, marine engineers etc. Not only is their input invaluable to the case at hand, you can learn from them and broaden your knowledge, which can only serve you well in the future.



CAPTAIN RAVI SOMAKUMAR, Operations Manager at Anglo-Eastern Ship management (Singapore) Pte. Ltd, has always fancied the idea of being a man on the go. He enthuses, "I love being in the thick of action. That explains why I have worked on various ships including oil tankers, containers, bulk carriers and passenger vessels, rising from the ranks of a Deck Cadet Officer to a Ship Master!"

The Master of Science (MSc) in Maritime Studies graduate from Nanyang Technological University expresses a love for challenges and adventure. His wanderlust streak has taken him around the world, assuming different job responsibilities. At each position, he has picked up new knowledge and expertise that have worked to his advantage.

Now, he understands the maritime industry better, seeing it as a chain of associated operations, each important in its own aspect, and significantly greater as a whole. Capt. Ravi sees it as one diverse community ranging from the crane operators to the bunker traders, ship financiers and operations personnel. "Everyone plays a significant part and works together to make things happen!"

After 10 years of sailing on Anglo Eastern's gas carriers as a Chief Officer and then as a Ship Master, he returned to shore and took up the post as an Internal Auditor reporting to his Hong Kong office in 2003. The following year, he joined the Singapore office as an Operations Manager. Under his charge, he oversees the day-to-day operations of a fleet of 55 ships, including gas carriers, oil tankers and chemical tankers.

He is also responsible for overseeing the safety measures and issues for the vessels. He reveals, "Besides monitoring the voyage and ensuring that the charter party or freight contract obligations are being fulfilled, I also analyse security risks and implement measures to respond to and manage that risk."

Sounds like a lot of challenges? Well, Ravi does not mind it one bit. For the man of action, he reckons, "the more the merrier. Bring it on!"

MAN ON THE GO

“EVERYONE PLAYS A SIGNIFICANT PART AND WORKS TOGETHER TO MAKE THINGS HAPPEN!”





IT ALL ADDS UP

Lee Lay Khoon considers herself lucky to have found the perfect job as a ship planner. She figures that anyone who wants to step into her shoes must be interested in the maritime industry, adopt a good learning attitude and be excellent at working out facts and figures.

100% SHE ENSURES ACCURACY IN CALCULATING THE MAXIMUM LOAD OF A SHIP BEFORE LOADING AND DISCHARGING.

1,800 IS THE NUMBER OF VESSELS LAY KHOON'S COMPANY HANDLES IN A YEAR

50 SHE COMMUNICATES WITH CLIENTS FROM MORE THAN

168 COUNTRIES

8,063 THE LARGEST VESSELS CARRY A TOTAL CAPACITY OF TEU

IS HER EXTENSION NUMBER. IN CANTONESE, THE LANGUAGE SHE SPEAKS FLUENTLY, THESE NUMBERS SOUND LIKE THE PROPITIOUS PHRASE 'PATH TO PROSPERITY'.

THE YEAR WAS 2003. It was with an uneasy mix of excitement, anxiety and anticipation that Lay Khoon decided to leave the publishing firm where she had been working for the past two years. What she was gearing herself up for was a new career path in the maritime industry, as a ship planner at Evergreen Shipping Agency (Singapore) Pte Ltd.

Looking back, she considers that the turning point in her life where she mustered the courage to leave her former job. "I took the plunge and swam upstream to where I am today!" she says with a hearty laugh.

168 – is her office extension number. She considers that as the first sign that she had made the right decision. In Cantonese, (the language that the Perak-born Singaporean PR speaks fluently), the numbers 'Yat-Luk-Fatt' auspiciously sounds like 'Path to Prosperity'. It has since become an anecdote that she enjoys telling clients and friends alike.

When it comes to her job, Lay Khoon turns all serious. Ask her about her official work duties, and she can rattle off in a single breath, "I start the day coordinating closely with the ship masters, ship owners and my Head Office in Taipei on vessel schedules. Next, I undertake the planning of containerships for maximum slot utilisation and cost-effectiveness. Of course, I need to liaise with port authorities, coordinate with our partner shipping lines and attend

to any cargo 'change of destination' requests. Then, I prepare and send dispatch reports to my head office and agents."

Just when you think that the multi-tasker is done with her list, Lay Khoon quickly adds, "I also take note of the vessels' schedules and berth monitoring with the port terminal. Last but not least, I ensure my Head Office's Operations Department and terminals are kept up-to-date regarding vessel performance."

There are days when she clocks in more than her regular work hours and has to be on a 24-hour standby. After knocking off at 5.30pm, she can easily log on to her company's Virtual Private Network (VPN) server from home to access her data files. That means that even at 2.00am, she can easily resolve her ships' urgent berthing issues from home.

Lay Khoon understands that it is all part and parcel of her job to provide impeccable service to her clients, so that they will continue to hold her company in high esteem. Make no mistake, this is a company that deploys 1,800 vessels spanning more than 50 countries that underscores Evergreen Shipping Agency's commitment to meet the challenges of the maritime industry. For Lay Khoon, she figures that she is ready to progress alongside the company, charting one milestone at a time.

AN ACE AT WORK AND IN LIFE

FOR THE UNINITIATED, an ace or a hole-in-one in golf is when a player hits the ball directly from the tee into the cup with one shot. Since it is relatively rare, it usually becomes the talk of town. Likewise, when you ace your career, you build up a reputation for yourself and people know you by your legacy. This is what Elias A. Yahya, Business Development Manager (Terminals) at APL strongly advocates.

While golf has been said to be the unofficial sport of the business world, Elias declares that it can also be a social game to build up camaraderie with colleagues and friends. To Elias, golf should appeal across the spectrum of society because anybody can enjoy a good tee. After all, golf has been that pivot that perfectly balances his life and work.

The golf enthusiast advises graduates, "you have the opportunity to make meaningful contributions, given the many facets, vast scope and complexity of the shipping industry".

Elias is obviously speaking from experience. Armed with a Masters degree in Estate Management from the National University of Singapore, which he obtained on scholarship, Elias started his career as a management trainee with the NOL (Neptune Orient Lines Ltd) Group.

As part of his training, Elias had the opportunity to work in Singapore, India and the US, covering functions ranging from operations and customer service to documentation and IT.

Asked about his job, Elias begins, "My team is involved in seeking out container terminal investment opportunities globally. Terminals are crucial to the efficient operations of a shipping company, but opportunities are limited and highly sought after these days."

Elias is quick to share his recent case of a heavily contested tender in Europe his company had won, which he considers to be the highest point of his career. His pride for the project prompts him to liken it to "bidding for the rights to host the Olympics".

Indeed, the whole company was involved, from senior management right down to the people at the local office. In retrospect, Elias remembers how they had to "respond to the call, analyse trends, prepare proposals, engage and collaborate with consultants, seek approvals and complete the submission before the deadline".

This project will stretch over the next couple of years, where land has to be reclaimed from the sea, the breakwaters built and the quay cranes constructed. But time will fly by and the terminal will be up and running, serving as a reflection of all the hard work Elias has put in.

"...YOU HAVE THE OPPORTUNITY TO MAKE MEANINGFUL CONTRIBUTIONS, GIVEN THE MANY FACETS, VAST SCOPE AND COMPLEXITY OF THE SHIPPING INDUSTRY."

A Champion of Sailability

Elias finds time for more than tender projects and golf. He is also a volunteer with Sailability. This NOL-endorsed sailing programme for the disabled was started in Australia and US. Singapore has since gone on record as one of the pioneer adoptees of Sailability.

He is passionate and supportive with what Sailability accomplishes - to help the disabled live fuller and more independent lives through participation and excellence in sailing. He has witnessed how these sailors triumphed over adversity with their strength, guts and determination - the very qualities that he has demonstrated in work and life.

It is his wish to see more volunteers come forward to spend just a few hours helping the disabled, be it chauffeuring them from their homes or rigging their boats. With another disabled sailing centre soon to be set up in the North of Singapore, more disabled people of all ages and backgrounds will have the opportunity to take up sailing. He remains confident that one day, our local community of disabled sailors will represent Singapore to compete on the global stage.



Photos courtesy of Sailability Singapore & Singapore Disability Sports Council



SETTING HIS SIGHTS

FAR WIDE

The Maersk International Shipping Education (M.I.S.E.) is a rigorous two-year graduate programme that develops and prepares the trainee for an international career within the Maersk group of companies. M.I.S.E. trainees are expected to juggle their day job, assignments and self-study, while attending two-week lectures and exams bi-annually in Copenhagen, Denmark where Maersk's headquarters is located.

Every year, over 85,000 applications are received worldwide for this programme and only around 0.005% are selected. This year in Singapore, the HQ of Southeast Asia, only 12 made the cut. Lawrence Chan is one of those who has what it takes.

WHEN LAWRENCE JOINED MAERSK Singapore's Southeast Asia Sales' Business Development Department, he found out that transporting coffee beans from Point A to Point B isn't as easy as it sounds. The whole procedure requires a team of dedicated people worldwide, working 24 hours a day, seven days a week to ensure that the coffee beans are safely transported on time, every time.

The M.I.S.E. trainee has learned much more than just sussing out how coffee beans are delivered over oceans to our shores. After all, 90 per cent of the world's trade is carried out by sea and he is working for the world's biggest shipping company.

Lawrence usually starts his day in the office collating data, pulling out various tables, assessing trends and working out the possibilities of correlations. When he senses a good business opportunity, he will hold discussions with his colleagues before submitting his proposals. On receiving the green light, thorough plans are rolled out and his team goes all out to close the deal.

Nothing seems to faze the avid horticulturist-bodybuilder-Mensa member-toastmaster. After all, Lawrence subscribes to the wise adage that "If it is to be, it is up to me". He gladly takes on the responsibility of work and looks forward to job rotations in different departments as part of the M.I.S.E. programme. Lawrence sees this as an opportunity to acquire cross-functional knowledge and experience as well as to better his communication skills. He emphasises the value of understanding the emotions of others when he says, "The customers don't care how much you know, until they know how much you care."

Indeed, the positive thinker has always believed in being pro-active and making his intentions known. Every knot gets untangled no matter how complicated it might appear initially.

As a case in point, Lawrence has been working hard on the in-depth analysis of Customer Satisfaction Survey data trends. From his findings, he has to create, recommend and implement appropriate action plans. Moreover, he is responsible for the classification of his company's clients. Optimistically, he reveals, "At this point in time, through effective time management, the entire process is taking shape and I am beginning to see the fruits of our work."

There is little doubt that Lawrence's diligence has paid off. To date, he has passed all five admission tests (for entry to the two-week module training in Copenhagen), handed in three home assignments and passed his company-sponsored Spanish class test, all on top of his daily work.

A highlight of the M.I.S.E. programme which Lawrence looks forward to, is his regular two-week stints in Copenhagen where he will attend full-time lectures and sit for exams with some 450 trainees from 85 countries. This is an opportunity to build a network of contacts across cultural and geographical boundaries.

If his plans were to fall perfectly into place, after his graduation from the M.I.S.E. programme, Lawrence hopes to be posted to China for his first overseas assignment where he has set his sights on carving his niche in Sales.

There is no doubt that Lawrence is ready to tackle every challenge that might arise. After all, his passion will help him hold the fort when challenges come a-knocking. He has fire and fervour for what he does, and finds satisfaction in what he has done. To him, "fulfillment is knowing that I have created an impact, no matter how big or small it may be. I feel fulfilled simply because I have made a difference."

NUS Class of 2007



A CHANGE IN THE



"I REALISED THAT IF I'D STAYED IN ACADEMIA, FOCUSING ON MY CLIMATE CHANGE STUDIES, I WOULD ONLY BE LOOKING AT ONE PERSPECTIVE OF THE CLIMATE QUESTION. THE JOB SWITCH WOULD BE A GREAT OPPORTUNITY TO BE PRESENTED WITH A DIFFERENT POINT OF VIEW AND TO BROADEN MY KNOWLEDGE BASE."

AFTER FIVE YEARS IN ACADEMIA as a geographer and climate research scientist, having studied at the prestigious universities of Oxford and Cambridge, Petya Blumbach decided that it was time for a change. Initially, her heart was set on heading down the academic path, focusing on research and higher education, however, after careful deliberation; she weighed her options and made an about-turn, boldly plunging into the world of shipping.

In retrospect, the current Group Assistant Manager at Amsbach Marine (S) Pte Ltd feels it was a good career change to make. "I realised that if I'd stayed in academia, focusing on my climate change studies, I would only be looking at one perspective of the climate question. The job switch would be a great opportunity to be presented with a different point of view and to broaden my knowledge base." Although Petya understands that maritime activities create greenhouse emissions, she also concurs that it is a vital component of the world economy. Her wish is to see "greener" practices being adopted, while staying economically viable in the long run. The possibilities range from building more energy efficient vessels, to seeing the use of alternative fuel sources, to tighter legislation to protect the marine environment.

The career change turned out to be a wise decision. Many who have touched base with Petya on a professional level attest to her outstanding sales and marketing prowess. And why not? This is a remarkable lady whose scope of work has covered many aspects of the business.

We're talking about a business with affiliations that cover the Southeast Asian region, notably Singapore, Malaysia, Indonesia and Papua New Guinea. Adding to that, it's a company that has collaborated with international leaders in marine and logistical projects.

It goes without saying that the faint-hearted need not apply for a job that involves a myriad of challenges ranging from the sale and purchase of new and second-hand vessels, to spotting short term and long term chartering opportunities, to managing turnkey logistic and consultancy projects.

"I've elevated Amsbach Marine's recognition on the international market, re-branded the company's image, improved our internal data management and HR systems, widened our clientele base and expanded our consultancy business," Petya says, when asked about her work achievements.

Make no mistake, Petya's achievements did not come easy, and she has prevailed over numerous high-action and adrenaline-pumping incidents. One of which was the episode when she managed to put a Mexican AHTS (Anchor Handling Tug Supply) vessel on sub-charter to Russian clients working in Vietnam, whilst the vessel was lying idle due to a delay during its on-hire status in Indonesia. By her own admission, it was a stressful experience as there must have been about 20 parties involved! Through perseverance and hard work, Petya and her team managed to find a solution that was favourable to one and all.

Through all her career challenges, she has remained affable. This character trait has served her well, even in her present professional capacity. The shipping industry, in her own words, is "all about meeting people face-to-face, shaking hands, engaging and interacting with them on a personal level".

What makes Petya special is not just her high energy level, her acute business acumen, or how she straddles business management and clientele service with equal authority. Rather, it is her warm relationship with each individual that she comes across. She touches them with her wisdom and zeal, adding her own personal legacy to Amsbach Marine and inspiring them to trust in the name that was first started in Singapore in the 1970s.

What you will remember about Petya long after meeting her in person, is not just her work commitment and motivation, but her willpower to make changes in her life and enjoying the challenges that come along with them.



I AM
NOT A
SALESMAN!
I'M A
BUNKER TRADER!

BUNKER TRADER, THAT IS.

CROSSWORD

The crossword puzzle helps put the pieces together on bunker trading.

ACROSS

A Bunker Trader...

- A1** May be put in charge of a fleet of ships or tankers, which are used to transport oil in bulk.
- A2** Needs supplies such as fuels, lubricants and other related products and services for ships.
- A3** Sources for trading partners either through recommendations or cold calls, and attends to their needs.
- A4** Works closely with colleagues to ensure customers receive the best prices and terms.
- A5** Undergoes on-the-job training to gain experience.
- A6** Trades bunkering goods and services in US Dollars.
- A7** Ensures services and products meet the quality demands and environmental requirements in accordance with international business principles and standards.

DOWN

A Bunker Trader...

- D1** Multitasks by performing many duties concurrently, such as servicing the clients' needs, monitoring the prices of oil on the global trading platform and keeping oneself updated with the global news.
- D2** Networks with traders worldwide for mutual assistance or support, and to help with future business dealings.
- D3** Monitors the oil and gas prices between 4 to 4.30pm, when the global trading platform starts.

More on Bunker Trading...

- D4** A term derived from steamship days when the vessels had to lay to and fill their large bins with coal for fuel.
- D5** Today's modern ship engines use oil of various viscosities, pour points and limits of sulphur.
- D6** The lading or freight of a ship that gets discharged at the terminals. Crude
- D7** A small powerful boat designed for towing or pushing larger vessels, to expedite the bunker delivery. Tugboat
- D8** Cargo hoses are used to connect the berge to the terminal pumping system.
- D9** Pumping rates and amounts must be monitored closely to prevent spills and accidents.



"WHAT KIND OF TRADER? WHAT'S A BUNKER?" That's the response that Steve Goh usually gets whenever someone asks what he does for a living.

For many students from the institutions of higher learning, bunker trading is not the typical career choice simply because they do not even know it exists or what it entails. Whilst studying for his Diploma in Marine Engineering at Singapore Polytechnic, Steve likewise, could not ascertain that bunker trading was his calling. Later, with a Bachelor of Economics and Banking Finance from the University of Western Australia, Steve took up the job offer at Bomim Bunker Oil Pte Ltd. Fast forward to today, he has since realised just how demanding yet rewarding bunker trading can be.

For Steve, it is the marketing aspect that draws him to the job, even if it means having to be available 24/7. Steve stands by his principle that "trustworthiness will lead to clients' goodwill". That explains why he has been prudent in building up his reputation as a reliable bunker trader. In so doing, his clients will continue to call upon him based on the good work he has done.

Other than great interpersonal skills, Steve believes that a bunker trader should also possess the strong desire to learn. While it is good to have a maritime academic background, your ability to learn on the job is imperative. Steve explains, "A tertiary education may have taught you the technical terms, but no paper qualifications can prepare you to be observant and responsive to real-life situations. Vessels ply anywhere and everywhere, so anything and everything can happen! Learn to deal with different scenarios that call for quick thinking and action."

To illustrate the importance of being a problem-solver, Steve shares the incident whereby he was called upon to assist a client who had a vessel that encountered problems in the open seas and needed bunkers urgently. Aware of the severity of the situation, Steve wasted no time in recommending a port that his clients could re-route the vessel to, and made expeditious arrangements for the required bunkers.

Today, the self-professed "observant, responsive and never procrastinating" Steve cannot see himself doing anything else other than passionately pursuing a fast-paced career as a bunker trader. With all that buzz and excitement that he has described, it is easy to understand why.

AN OPEN DOOR POLICY

Jurong Port

the unexamined
life is not
worth living

UPON YOUR ARRIVAL, Terence Moo would throw the door wide open and warmly welcome you into his office. That is where you wouldn't miss the fluid handwriting across the whiteboard, proclaiming the message "The life which is unexamined is not worth living" which the Vice President (Marketing & Corporate Development) at Jurong Port subscribes to.

The saying by Greek philosopher, Plato, has stayed on the whiteboard for the longest time, reminding him that he has to continually examine his own actions. He has always believed in being fair to all and remaining responsible for the manner in which he treats others. In his own words, "At the end of day, I must have a clear conscience. This is why I examine what I have done and live with the consequences."

Indeed, true to his open door policy, his subordinates can freely walk in with their discussions. Terence's cheerful disposition puts them at ease, allowing them to open up to him about business and personal matters.

Terence's motivation comes from the self-assurance that he can make a difference. As a case in point, Jurong Port did not have a container terminal five years ago, let alone a marketing division. Undeterred, Terence had to pull out all stops to help develop the business to where it is today.

"Sure, we have detractors and competitors, but we survived," Terence reminisced. "Ultimately, it's the tangible results that speak for themselves."

It all started when the civil engineer graduate first joined the Singapore's national shipping line, Neptune Orient Lines in the 1990s. That was where he had the opportunity to learn the ropes of the shipping industry. After three years in the commercial department, he was posted to Germany as his company's assistant representative for a four-year stint. He then moved on to Jurong Port, where he started off in the Business Development department, and rose through the ranks, playing a part in developing the port's business to its present-day magnitude.

Today, Terence handles the entire port's marketing, the business development for overseas initiatives and property and lease management. In addition, his duties cover customer service matters and handling the company's corporate communications.

He describes his varied roles as an array of different challenges and opportunities. "Marketing requires me to set firm targets like revenue and soft targets like clientele relationships. As for lease matters, I help to secure customers and resolve any possible issues they may have, as they are in with us for the long haul. Whereas in terms of the media aspect, my position enables me to increase the profile and recognition for the company."

In the same manner, Terence recommends that potential maritime industry employees should avail themselves to all opportunities. For him, the key is to build on the work experience and diversify within the industry, as he has successfully done.

"Be thankful for every opportunity to learn about the industry. You can leverage on your acquired knowledge and apply it to numerous job scopes; for example, one could switch from shipping to port operations, or marine to logistics. The idea is to learn different facets of the business and understand how the industry links up."

By the same measure, Terence advocates that being small doesn't necessarily mean being outclassed. "Our size has worked to our advantage as it allows us to be nimble and responsive to our customers' needs and they are very appreciative of our attention." There is also no lack of career opportunities for those interested in joining their team. Jurong Port now offers a 1-year management trainee program for the outstanding few who want to make a difference in the maritime industry.

Could this be your Port of Call?

AHEAD OF TIME

IT TOOK DANIEL PHAY JUST ONE YEAR to be promoted from an Operations Executive to an Assistant Manager at PSA Corporation Ltd. That is quite a feat, bearing testament to his dedication and hard work. It helps that he has been consistently results-oriented, with an excellent track record.

Daniel graduated with a Bachelor's degree in Electrical Engineering (2nd Upper Honours) from Nanyang Technological University and joined PSA's Operations Management Training Scheme.

It is mind-boggling that over 200 shipping lines operate from PSA's container terminals at Tanjong Pagar, Brani, Keppel and Pasir Panjang, offering connections to 600 ports in 123 countries. Every day, some 70,000 TEUs (twenty-foot equivalent units) are handled at PSA. Being the ground manager in charge of moving high volumes within a limited time, it is no wonder then that Daniel professes to be very time-conscious and wholeheartedly subscribes to the adage that "time is of the essence".

In fact, it is this sense of urgency on the part of every member of the team, including Daniel, which has helped PSA move some 24 million TEUs in 2006.

Arriving before the start of his shift at 7.30 am, Daniel takes stock of the day's targets and plans ahead to achieve them. In the next 12 hours, he will make front line decisions, set the direction for the team, prioritise tasks, and optimise manpower and equipment resources for ship operations. He communicates with on-site officers through his walkie-talkie as they act as his eyes and ears to ensure that operations are carried out without a hitch.

Close-circuit televisions (CCTVs) enable Daniel to monitor port operations from the control centre. With state-of-the-art computer systems, he can effectively access real-time information enabling him to monitor the progress of ships' operations.

He explains, "The control room is like a nerve centre linking the various departments. Working closely together with the logistics, stowage planning, yard planning and engineering teams, we provide an integrated solution to our customers with quick turnaround times."

Sailing according to schedule is extremely critical for ships. For example, it is critical for ships sailing onward through the Suez Canal to arrive punctually at the appointed time to join the convoy through the Canal (available twice daily only). "When ships are off schedule, they will encounter problems further on in their journey. We do our best to help them arrive as scheduled in the next port and this is valued by our customers," Daniel explains.

At 7:30pm, Daniel would usually wrap up his duties, ready to hand over to his night shift counterpart. The hours may seem long but he works only three or four days in a week, depending on his roster.

"Shift duty can be a boon to your personal schedule if you can organise long blocks of free personal time," Daniel discloses. "More importantly, it feels good to know that you're in control of your work and life, and can manage your time well!"

Time to Pick Up Essential Skills

As Operations Executives are leaders who work with people and collaborate with different teams, they should also cultivate some essential skills. Daniel shares these skills below:

1. Creativity

Our business is very dynamic. Although operational sequences may have been pre-planned, we need to consider the ground situation when executing the plans. For instance, if activity is heavy at the wharfside, I will look into creative re-deployment of cranes and personnel to achieve a better ship turnaround!

2. Interpersonal Skills

In operations management, I have to work closely with the different teams managing specialised facets of Operations such as logistics, ship planning, yard planning and engineering. So I focus on developing my interpersonal skills to interact well to ensure the best results.

3. Motivational Skills

I take a more pro-active role by encouraging my team to give their best at work. I motivate the people whom I supervise by treating them the same way I wish to be treated: as valued professionals. It is about treating all with respect, dignity, and fairness.



maritime Magazine

Project Leader

Patrick Phoon
COUNCIL MEMBER,
SINGAPORE SHIPPING ASSOCIATION

Working Group Members

Marianne Choo
SINGAPORE SHIPPING ASSOCIATION

Xandrea Cai
SINGAPORE SHIPPING ASSOCIATION

Alex Loh
SINGAPORE SHIPPING ASSOCIATION

Joselyn Lim
EVERGREEN SHIPPING AGENCY
(SINGAPORE) PTE LTD

Lim Cheok Hwa
MARITIME AND PORT AUTHORITY OF SINGAPORE

Leong Tze Wei
MARITIME AND PORT AUTHORITY OF SINGAPORE

Faith Ong
MARITIME AND PORT AUTHORITY OF SINGAPORE

Design & Production

SiliconPlus Communications Pte Ltd

No part of this magazine may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the written permission of the publisher. All rights reserved.

Published by
Singapore Shipping Association
59 Tras Street
Singapore 078998

For more information, log on to
www.maritimecareers.com.sg

©Copyright 2007, Singapore Shipping Association
Printed and bound in Singapore

ACKNOWLEDGEMENTS

Katty Teo
PACIFIC INTERNATIONAL LINES PTE LTD

Kaleena Kwan
SIMPSON SPENCE & YOUNG

Kwa Lay San
FSL TRUST MANAGEMENT PTE LTD

Yap Chea Kim
JURONG SHIPYARD PTE LTD

Derrick Chin
JURONG SHIPYARD PTE LTD

Ivan Lim
KEPPEL SHIPYARD LIMITED

Frances Teh
KEPPEL FELS LIMITED

James Yeap
LLOYD'S REGISTER ASIA

Jolyn Tay
MARITIME AND PORT AUTHORITY OF SINGAPORE

Wendy Ng
CHARLES TAYLOR MUTUAL MANAGEMENT (ASIA) PTE LTD

Line Clausen
J. LAURITZEN SINGAPORE PTE LTD

Gan Sue Ann
JOSEPH TAN JUDE BENNY ADVOCATES & SOLICITORS

Kenny Choo
ALLEN & GLEDHILL LLP

Ravi Somakumar
ANGLO-EASTERN SHIPMANAGEMENT (SINGAPORE) PTE LTD

Lee Lay Khoon
EVERGREEN SHIPPING AGENCY (SINGAPORE) PTE LTD

Elias A. Yahya
APL CO. PTE LTD

Lawrence Chan
MAERSK SINGAPORE PTE LTD

Peiya Blumbach
AMSBACH MARINE (SINGAPORE) PTE LTD

Steve Goh
BOMIN BUNKER OIL PTE LTD

Terence Moo
JURONG PORT PTE LTD

Daniel Phay
PSA CORPORATION LTD

We're casting the net wider for fresh talents!



MaritimeONE is a partnership of industry, institutes of higher learning and the government to promote maritime careers in Singapore.

Internships
Scholarships
NetworkONE
Networking Events
Student Outreach Activities

Maritime
ONE