

# NEWSLETTER

JANUARY 2010: ISSUE 1



## On the Move

This segment seeks to highlight maritime leaders' movement, changes of appointments.

*If you wish to update the maritime community about changes in your organisation, please email [corpcomms@sgmf.com.sg](mailto:corpcomms@sgmf.com.sg).*

## Presenting to you... the new SMF Board.

2010 marks the year of renewal of the SMF Board. Presenting to you...the new SMF Board.



Chairman  
Mr Michael Chia  
Managing Director  
(Offshore) Keppel  
Offshore &  
Marine Ltd



Board Member  
Mr Lam Yi Young  
Chief Executive  
Maritime and  
Port Authority  
of Singapore



Board Member  
Mr Kuok Khoon Kuan  
Managing Director  
Pacific Carriers Ltd



Board Member  
Mr Erik Borgen  
Regional Director &  
Head of Asia DnB  
NOR Bank ASA



Board Member  
Mr Goh Teik Poh  
President,  
South Asia  
APL Co Pte Ltd



Board Member  
Mr Patrick Phoon  
Deputy Managing  
Director  
Evergreen Shipping  
Agency (S) Pte Ltd



Board Member  
Mr Wong Weng Sun  
President & Chief  
Operating Officer  
Sembcorp Marine Ltd



Board Member  
Mr Christopher Lau  
Senior Counsel,  
Chartered Arbitrator  
Christopher Lau

## From the Chairman's Desk

“ SMF is grateful for the support from the maritime partners, from offering scholarships, giving their invaluable time to contribute articles, to being part of our workgroups and working committees...”

It's my pleasure to present you the inaugural newsletter of SMF.

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 community.

Through this newsletter, we hope to update you on the initiatives of SMF and highlight some upcoming programmes. We have also included a special segment, *Frankly Speaking* to reflect the candid side of our maritime leaders.

2009 was a very challenging year for the maritime players, both in the private and the public sectors. At the international maritime scene, freight rates collapsed, bank financing almost came to a halt and stocks

plunged in equity markets. The economic crisis hit the Singapore maritime sector hard too. Many companies implemented cost-cutting measures and froze employment to reduce their overheads.

Despite the economic crisis, many partners remained committed to SMF's endeavour to grow the maritime talent pool and our efforts to make Singapore one of the leading international maritime centres. SMF is grateful for the support from the maritime partners, from offering scholarships, giving their invaluable time to contribute articles, to being part of our workgroups and working committees.

The worst seems to be over and there are definitely reasons to celebrate in 2010. We have emerged from the crisis, stronger and ever more ready to embrace new

challenges. Internally, there have been changes to the SMF Board. We welcome the injection of new leadership but at the same time, we wish to express our heartfelt appreciation of the Board members who have guided us and have been exemplary as stalwarts in the maritime industry.

SMF would strive to push the Singapore maritime industry to greater heights. We look forward to your continuous support in 2010.

We hope you would enjoy this first edition of our newsletter.

With best wishes,

Michael Chia  
Chairman  
Singapore Maritime Foundation

# A Year in Review 2009

2009 has been a fruitful year for SMF and we would not have been able to achieve these accomplishments without the concerted efforts of our maritime partners. Here are some of the milestones and major highlights in a nutshell.



## SMF assumes MaritimeONE Secretariat

In January, SMF took over the helm as the **MaritimeONE** Secretariat from the initiator, Maritime and Port Authority of Singapore (MPA). The **MaritimeONE** (Outreach Network) initiative was inceptioned in 2007 with four partners, MPA, SMF, Singapore Shipping Association (SSA) and Association of Singapore Marine Industries (ASMI) and as the key platform to collectively raise the awareness of the maritime industry and attract new entrants into the industry.



## SMF New Year Cocktail Reception 2009

SMF celebrated the New Year in 2009 against the somber backdrop of the global economic downturn at the Sentosa Pavilion. The reception was graced by Mr Raymond Lim, Minister for Transport and Second Minister for Foreign Affairs and attended by over 200 maritime leaders. The five-year commemorative publication, **SMF: Steering the Maritime Industry** to was also presented to the Minister.



## Sea Asia 2009: Singapore's iconic maritime event

Held from 21 to 23 April, **Sea Asia** is SMF's flagship event in 2009. This is the first time that **Sea Asia 2009** was positioned as an anchor event of the **Singapore Maritime Week**. The launch of **Sea Asia 2009** was officiated by the Guest-of-Honour, Prof S. Jayakumar, Singapore's Senior Minister and Co-ordinating Minister for National Security and was attended by over 500 maritime luminaries.



## Launch of the reconstituted Singapore Chamber of Maritime Arbitration (SCMA)

The SCMA has been reconstituted and with effect from May 2009 and is a separate entity from the Singapore International Arbitration Centre (SIAC). The aim of SCMA is 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. The launch of SCMA was held at The Fullerton Hotel and saw the congregation of leading maritime lawyers.



## MPA and MaritimeONE Scholarships Award Ceremony

The MPA and **MaritimeONE** Scholarship Awards Ceremony was held on 3 August at the National Museum of Singapore. A total of 17 **MaritimeONE** scholarships were given out in 2009, a jump from 14 at the inaugural awards ceremony in 2008. These **MaritimeONE** scholarships are worth S\$438,500 and signify the commitment of our partners to grow the maritime talent pool in Singapore. The sponsoring companies in 2009 are Lloyd's Register Educational Trust, Pacific Carriers Limited, Pacific International Lines Pte Ltd, Singapore Maritime Academy in Singapore Polytechnic, SMA-SMTC-Global (S) Pte Ltd, and TORM Singapore Pte Ltd.



## Launch of Y.E.S. Club

In a bid to establish greater rapport with maritime students, SMF launched the Maritime YES Club for Young Executives and Students on 16 February 2009. The YES Club serves as the platform for maritime students from diverse institutes of higher learning to network with the maritime community. Through YES Club, SMF hopes to plug students into the maritime alumni network so that they can keep abreast of the latest maritime activities.

SMF welcomes all maritime students who are keen to be part of YES Club to contact us. Please send your enquiries to [yesclub@sgmf.com.sg](mailto:yesclub@sgmf.com.sg).



## MaritimeONE@Campus & MaritimeONE Challenge - Looking through the eyes of the youth

In 2009, SMF approached the Wee Kim Wee School of Communication and Information, NTU to explore new ways of reaching out to the youth. Two maritime challenges, **Maritime@Campus** and **MaritimeONE Challenge** were presented to students of the module, **Creative Strategies**. Students were tasked to conceptualise marketing strategies to make maritime careers more appealing to youth. The students presented refreshing ways to encourage youth to pursue maritime careers. SMF further developed one of the students' projects and incorporated it into SMF's promotional efforts.



## MaritimeONE Human Resource Seminar & Forum

The inaugural **MaritimeONE Human Resource Seminar & Forum** was held at the Marina Mandarin Hotel on 25 November 2009. The seminar was well-attended by over 80 maritime professionals and HR practitioners. Many participants openly shared the challenges they faced in the recruitment of young staff and discussed ways to recruit and retain talents in their organisations and gave constructive suggestions of courses and measures that can be adopted to attract, develop and retain talents in the long run. This **MaritimeONE** seminar is spearheaded by the Singapore Shipping Association (SSA) and co-organised by the SMF, MPA and ASMI.



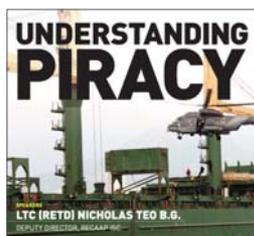
### Singapore Pavilion @ Nor-Shipping 2009

SMF flew the Singapore flag high at the mega-maritime event, **Nor-Shipping**, held from 9 June to 12 June 2009, in Oslo, Norway. The organisers, SMF and ASMI led 13 companies to showcase the spectrum of auxiliary maritime services in Singapore to the international maritime community. Through the participation in **Nor-Shipping** and the **Singapore Nite** reception, SMF hopes to forge closer partnerships with the Norwegian maritime community.



### Collaboration with The Business Times

In October 2008, the Singapore Maritime Foundation (SMF) and Maritime and Port Authority of Singapore (MPA) collaborated with The Business Times. As part of the partnership, The Business Times agreed to dedicate a section of the Wednesday **Transport Hub** pages to feature maritime news and articles. SMF welcomes our maritime partners to come forth and contribute articles for the **Transport Hub** pages. For queries about submission of articles in The Business Times, please email SMF at [corpcomms@sgmf.com.sg](mailto:corpcomms@sgmf.com.sg) or call Tel: 6325 0225.



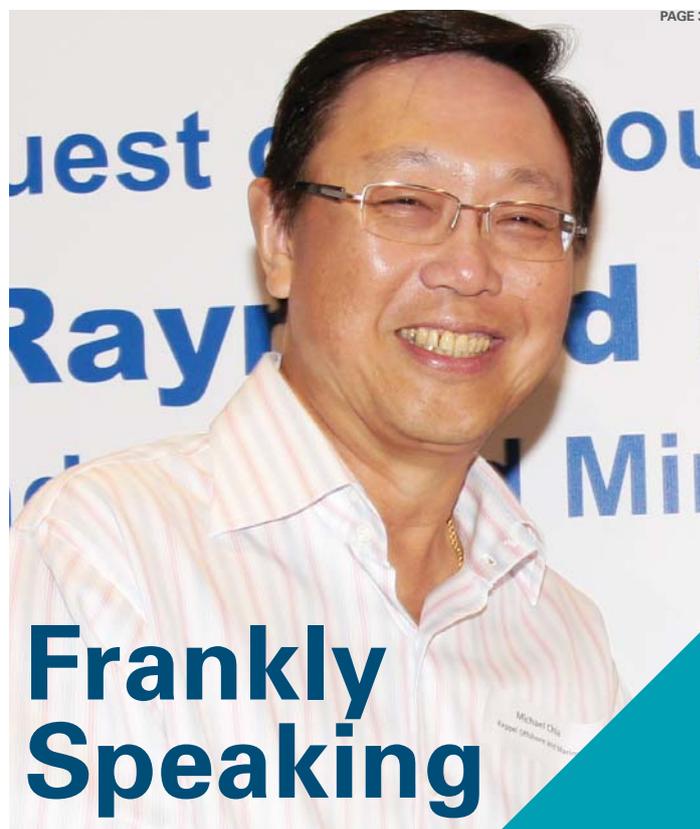
### Maritime Knowledge Shipping Sessions

Targeted at the maritime partners and the insurance practitioners, these seminars sought to equip participants with a better understanding of the intricacies of the maritime industry. The three seminars were namely, **Maritime Dispute Resolution**, **Understanding Piracy** and **Risk Assessment Perspectives and Updates**. These seminars have been well received and the organisers will be presenting a brand-new series in 2010.



### New MaritimeONE Scholarship

4 December 2009 marked the inaugural collaboration of a one-day programme jointly organised by National Cadet Corp, SMA and SMF for NCC cadets from the secondary schools. 160 cadets from the NCC Leadership Camp were treated to an experiential programme, **Maritime Experience @SMA**. The evening reception, **A Maritime Night with NCC** also signifies the launch of the new **SMA-MaritimeONE Scholarship** for NCC cadets in 2010 to pursue diplomas in sea-going courses.



# Frankly Speaking

**An exclusive interview with a senior maritime personality on the lighter side of life. We reveal the candid side of this maritime personality which may be little known to others. Mr Michael Chia has taken over the helm from Mr S.S. Teo as the new Chairman of the Singapore Maritime Foundation.**

#### 1) When I was little, I wanted to be...

an aeronautical engineer. I was very much fascinated by how planes fly and travel over long distances. Unwittingly, it turned out that I studied naval architecture instead, and pursue a career in the maritime industry instead of aerospace.

#### 2) Please share one little known aspect of your career or your personal life

I like music a lot and self taught myself to read, write and play certain instruments. I find it a great way to relax as well as to communicate and express oneself. I still dream to be a music conductor one day.

#### 3) If I'm not in the maritime industry, I would be...

a musician. I suppose this is a career pursuit open to the younger generation today than it was for our age group when our parents insisted that we must have a "good job".

#### 4) If you can change one thing in your life, or one trait of yours, what would it be?

There is nothing I would like to change. I think I am happy with what I am and how I go about my life.

#### 5) When I retire,

I would like to travel the world - to the more distant places where I have not visited, play more golf and indulge more seriously into music. There's so much to do.

#### 6) What would you say to young people who are thinking of pursuing their careers in the maritime industry?

A great place to experience challenges of all types... and each challenge provides you the opportunity to grow and develop your career. Never a dull moment even after 33 years in the industry.

### Mary Ooi, Her Maritime Dream

Never once in my childhood ambitions have I imagined that I would take a huge stride into the vast world of the maritime industry. I remember clearly the first day at the Singapore Maritime Academy (SMA) in Singapore Polytechnic. I stepped into the classroom, clueless about what laid ahead; not knowing that this step would lead to a discovery of my passion for the maritime industry.

I watched and listened in awe as the lecturers shared their exciting experiences at sea. Their knowledgeable words widened my scope of knowledge about the world economy, the importance of this sector, and its impact on world trade. The intricacies and complexities of the diverse industry piqued my curiosity. The learning process was an enriching and enjoyable cruise.

After getting my diploma certification in the Maritime Transportation Management in 2009, I decided to further my education in order to equip me better with a maritime degree. I scouted around for a course that best suited my interest. The Bachelor of Maritime Operations with the Maritime Transportation Management was the course that I could best connect with. The course was broadly divided into three phases. For the first three months, the classes were conducted at the Singapore Maritime Academy and the next three months of classes were conducted in the Maritime Institute of Willem Barentsz in the Netherlands. The final phase was a six-month work internship in the Singapore maritime industry.

The overseas exposure in The Netherlands swept me off the ground and I was blown away by the magnitude of the global maritime scene. I am grateful to be given this opportunity to study in Europe. The scholarship awarded to me by the Singapore Maritime Academy and the Singapore Maritime Foundation (SMF) have cushioned my course fees and steered me towards my goal to be a maritime professional. I will be graduating in September 2010. The maritime experience has been enriching and exciting and I am sure that the next leg of the journey upon my graduation will be even more so.



## Youth Matters

### What's New!



#### Singapore Pavilion@Posidonia, Athens, Greece

The 22nd *Posidonia* exhibition will be held from 7-11 June 2010 in Athens, Greece. The Singapore Maritime Foundation (SMF), together with Association of Singapore Marine Industries (ASMI) with the support of MPA, will be leading Singapore's participation as a National Pavilion to showcase Singapore's spectrum of maritime services to the global maritime community.

For the 2010 show, SMF and ASMI have booked a larger space for the Singapore Pavilion at 259.5 sqm. To date, 17 companies have confirmed their participation. They include maritime companies comprising offshore and marine, ship management, maritime law, ship equipment and services. If your company is interested to be part of the Singapore Pavilion, please contact Mr Wilson Tan at 63250 279 or email [wilson@sgmf.com.sg](mailto:wilson@sgmf.com.sg).



#### Launch of Maritime Week 2010 - Maritime Amazing Race & Photography Competition

As part of the Singapore Maritime Week, MPA, SMF, ASMI and SSA have lined up two outreach events to bring the maritime industry closer to the public. From 10 January to 31 March, photographers are invited to submit images that represent the uniqueness of Maritime Singapore based on the theme, *Maritime Moments Through Your Lens*. This photography competition is organised in partnership with The Photographic Society of Singapore (PSS). There are two categories, Open and Youth. The top entries will be displayed at Vivocity, Central Court A, from 21 to 25 April. *The Great Maritime Race* will take place at Vivocity on 25 April. Participants will embark on a discovery journey around Singapore and solve cryptic clues by completing various tasks. Top teams stand to win fabulous prizes and attractive goodie bags await all participants. For registration and details, please visit [www.smw.sg](http://www.smw.sg).



### Your Say

*SMF welcomes any feedback or suggestions for the SMF newsletter. If you wish to give any suggestions, please feel free to write to us at [corpcomms@sgmf.com.sg](mailto:corpcomms@sgmf.com.sg). We will be happy to incorporate your suggestions into the SMF newsletter.*