

# NEWSLETTER

JUNE 2011: ISSUE 4



## 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 SMF Board.

2010 marks the year of renewal of the SMF Board.

## From the Chairman's Desk

The first half of this year was a hectic one for the maritime community in Singapore, in particular, during April with *Sea Asia 2011* conferences and exhibition and the varied networking events during the Singapore Maritime Week.

2011 is a significant year for the Singapore Maritime Foundation (SMF) as it marks the third edition of SMF's flagship event, *Sea Asia*. For the first time, the iconic maritime show was held at Marina Bay Sands Expo and Convention Centre from 12 - 14 April 2011. We are pleased to share that *Sea Asia 2011* saw a record attendance of 12,167 participants, exceeding the previous attendance figure of 10,186 participants in the 2009 show. SMF would not have been able to achieve this on its own and we are truly grateful to the Singapore maritime community for your ardent support.

We would like to thank our co-organiser, Seatrade, sponsors and maritime partners who have generously contributed their invaluable expertise and dedication to bring this show to fruition. We hope that we will be able to make the next edition in 2013 an even greater success.

Since the launch of the Singapore Ship Sale Form (SSF) in January, new updates have been added to the

[www.singforms.com](http://www.singforms.com) website. In March, SMF added two translation guidance versions of the SSF in Japanese and Chinese so as to make the SSF more accessible to the top management of maritime companies who may be more comfortable in their native languages. We are pleased to share that to date, there are over 50 ship sale and purchase transactions that have adopted the SSF. This is a good headstart and we sincerely urge more companies to consider the use of the SSF for their future transactions.

In May, SMF and the Association of Singapore Marine Industries (ASMI) led a delegation of 13 companies to the mega-maritime show, *Nor-Shipping 2011* as part of the Singapore Pavilion and treated our Norwegian partners to a sumptuous spread of Singapore cuisine as part of the popular *Singapore Nite@Nor-Shipping*.

*MaritimeONE* outreach activities continue to remain high on our agenda. An online marketing campaign was carried out on a youth-oriented website, STOMP, to showcase maritime television and radio commercials created by youth, in our bid to connect with young people in a more personable and effective manner. We hope that through the creative minds of these youth, we have raised the "maritime consciousness" and elevated the "hip"

quotient of maritime careers.

As we cruise into the second half of the year, SMF will be focusing our efforts on the *MaritimeONE* scholarships and industry outreach programmes. This year, we are pleased to announce the following maritime companies as our distinguished sponsors of the *MaritimeONE* Scholarship Programme. They include "K" Line Pte Ltd, F.H. Bertling Pte Ltd, L.C.H. (S) Pte Ltd, Neptune Orient Lines Ltd, Pacific Carriers Limited, Pacific International Lines (Pte) Ltd, PSA Corporation Ltd, RCL Feeder Pte Ltd, Singapore Maritime Academy of Singapore Polytechnic, SMTC-Global (Singapore) Pte Ltd, ST Marine, Swire Pacific Offshore Operations (Pte) Ltd and The Lloyd's Register Educational Trust.

Networking events and free seminars with the General Insurance Association are also in the pipeline.

We look forward to your continued support, as always.

With best wishes,



Michael Chia  
Chairman  
Singapore Maritime Foundation



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  
Executive Officer  
Sembcorp Marine Ltd



Board Member  
Mr Christopher Lau  
Senior Counsel  
Chartered Arbitrator  
Christopher Lau

A REVIEW OF JANUARY TO JUNE 2011

# STEERING AHEAD...SMF INITIATIVES



## Translated Guidance Documents of the Singapore Ship Sale Form (SSF), 3 March

On 3 March, SMF launched two translated guidance documents of the SSF, in Chinese and Japanese on the SSF website. This move is in response to feedback from the maritime community that such forms will be useful to maritime companies in China and Japan. These translated guidance documents do not supersede the actual form in English but serve as complementary references to allow top management staff who are more comfortable in their native languages to understand the SSF better. In the long run, SMF hopes to facilitate the use of the form beyond Singapore. These forms can be downloaded at [www.singforms.com](http://www.singforms.com).



## Sea Asia Youth Tour 2011, 14 April

More than 100 youth from various Institutes of Higher Learning (IHLs) were brought around the mega maritime exhibition as part of SMF's efforts to give them a better sense of the diversity and magnitude of the maritime sector. Mr David Chin, Executive Director of SMF, kick-started the *Sea Asia Youth Tour 2011* by addressing the students and highlighting the integral role of the Singapore maritime sector and its close links with Singapore's economy. During the guided tours, representatives from selected maritime companies shared insights about their companies and available internship and career opportunities for young people.



## SMU Industry Awareness Talk, 18 March

In a bid to heighten the maritime "consciousness" among undergraduates, SMF partnered the Singapore Management University (SMU) to organise the inaugural maritime industry awareness talk at its premises. Three speakers from port operations, ship-broking and marine insurance sectors shared interesting facets of their maritime careers and exciting career advancement prospects within the sector. The talk was well-attended by 100 undergraduates, who raised pertinent questions on maritime careers and current issues. SMF is constantly on the look-out for speakers for these on-campus talks. Companies interested in participating in future school talks can contact Ms Lindy Sim at [lindysim@sgmf.com.sg](mailto:lindysim@sgmf.com.sg).



## MaritimeONE Commercial Challenge – People's Choice on STOMP, 29 April

The *MaritimeONE Commercial Challenge - People's Choice* is an online marketing campaign on the popular STOMP website, which featured creative maritime television and radio commercials conceptualised by students of Wee Kim Wee School of Communication and Information, NTU and School of Business, Communications and Media Management, Temasek Polytechnic. Held from 7 March to 25 April 2011, the contest drew a total of 31,236 votes from the public who voted for their favourite commercials. Through this online campaign, SMF hopes to present refreshing perspectives of the maritime industry to youth and the public.



## Maritime Knowledge Shipping Session 15 (Asset Play & Dispute Resolution), 28 March

The first Maritime Knowledge Shipping session of the year was well-attended by marine insurance and maritime professionals. Mr Henry Mytton-Mills, Managing Director of Aries Shipbroking (Asia) Pte Ltd and SMF Advisory Panel Member, gave an insightful opening address which touched on the acquisition process involving ship owners, brokers and bankers. Thereafter, Ms Ticy Thomas, Research Analyst of the Centre for Maritime Studies, NUS, and Mr Lee Wai Pong, Executive Director of the Singapore Chamber of Maritime Arbitration (SCMA), gave participants enlightening presentations on the Ship Sale & Purchase process, the arbitration scene in Singapore and the role of SCMA.



## Institute of Maritime Law 3rd Singapore Short Course, 16 – 27 May

The Institute of Maritime Law 3rd Singapore Short Course is a highly regarded course conducted by the University of Southampton, School of Law in Singapore. 22 delegates from major law firms, active in the field of maritime law, insurance companies and P&I Clubs attended the two-week course which provided intensive study on various aspects of maritime law and the way they interlink with each other and operate in the wider commercial context. The two-week course concluded with a farewell dinner sponsored by SMF. Held at Hilton Hotel, the dinner reception was graced by Guest-of-Honour, Justice Steven Chong.



## SMF Strategic HR & PR Networking Session, 29 March

Over 30 HR and PR partners attended the inaugural SMF Strategic HR & PR Networking session. The casual networking event was held at Artery, the Red Dot Museum. Mr David Chin, Executive Director of SMF, gave a light-hearted address to thank these partners for their support towards SMF's endeavours in manpower development and marketing efforts to raise the profile of maritime careers. The SMF staff also shared presentations which highlighted the current and upcoming marketing and outreach initiatives that SMF has mapped out for the year.



## Nor-Shipping 2011, 24 – 27 May

SMF and the Association of Singapore Marine Industries (ASMI) led a contingent of 13 established maritime-related companies to Oslo, Norway as part of the Singapore Pavilion @ *Nor-Shipping*. Held from 24 to 27 May 2011, the Singapore Pavilion aimed to showcase various maritime products and services available in Singapore. SMF also hosted the *Singapore Nite @ Nor-Shipping* networking reception on 25 May, where about 350 delegates, including exhibitors, Norwegian maritime leaders and overseas guests were treated to a feast of authentic Singaporean cuisine.



## The MaritimeONE Choice, 7 April

SMF collaborated with Mr Tim Clark, Lecturer of Wee Kim Wee School of Communication and Information, NTU and over 35 students to formulate marketing campaigns to convince parents and grandparents of youth that the maritime sector is the choice sector for young people to pursue dynamic and rewarding careers. Students were given a week to conceptualise their ideal marketing campaigns to woo the target audience. The judges were impressed by the professionalism and creativity of the students. The best team and the first and second runner-ups were awarded certificates and attractive cash prizes.



## Maritime Knowledge Shipping Session 16, 21 June

The 16th session of the Maritime Knowledge Shipping Session seeks to give participants a better understanding on damage and risk assessment. The first speaker, Mr Alex Pinto, Director of Charles Taylor Marine & Richard Hogg Lindley, kickstarted the session by touching on pertinent issues that should be considered prior to the commencement of projects and providing an overview of the actual transportation process, the interplay amongst various parties involved and the claims process. The second speaker, Mr Guido Luis Gavio, Regional Manager, South East Asia, of Belfor (Asia) Pte Ltd, used real-life case studies to highlight the importance of a restoration service provider in the damage assessment process.



## Sea Asia 2011: The Asian Voice in World Shipping, 12 – 14 April

SMF's flagship maritime event, *Sea Asia 2011* was staged at Marina Bay Sands for the first time. This third edition of *Sea Asia* was one of the anchor events as part of the Singapore Maritime Week. The three-day event drew a high record of 12,167 participants, exceeding the attendance figure of 10,186 participants in the *Sea Asia 2009* show. The *Sea Asia* conference sessions also saw an increase in the number of participants. The launch of *Sea Asia 2011* was officiated by Deputy Prime Minister and Defence Minister Teo Chee Hean and was graced by over 600 overseas and local maritime luminaries. The next *Sea Asia* will take place on 9 – 11 April 2013 in Singapore.



## MaritimeONE Scholarship Programme 2011

Since the introduction of the MaritimeONE Scholarship Programme in 2007, about 60 young outstanding scholars have been awarded scholarships to pursue tertiary education in maritime-related courses. SMF is proud to acknowledge that some of these bright young minds are carving a niche for themselves and contributing back to the industry that has groomed them. This year, more companies have come forth to pledge their commitment towards the MaritimeONE Scholarship Programme. To acknowledge the award recipients and their sponsors, the MaritimeONE Scholarships Award ceremony will be held in August.



Mohamad Shahril Bin Zainuddin (centre)

## MaritimeONE Scholar Mohamad Shahril Bin Zainuddin

When I was growing up, my dream was set on becoming a professional football player. I was determined to pursue a sports-related education but my family circumstances prevented that. I had to back out as a team player in a professional football club in order to focus on my academic pursuits during my junior college days. Coming from a humble background and being the eldest child, I need to shoulder the responsibility of supporting my family. My parents had high hopes for me and getting into the university was key to them. Such harsh reality checks made me pull a halt to the sports dream.

My mediocre "A" levels did not open as many doors as I had hoped. However, I was determined to work hard and excel. A 'chanced' encounter introduced me to the Bachelor of Maritime Studies course at the Nanyang Technological University. During the four-year course, I met some inspiring maritime lecturers, some had sound academic knowledge, while others had a good grasp of industry expertise. I was intrigued by the magnitude and dynamism of the maritime industry and knew then that maritime was where I wanted to pursue my lifelong career.

Gandhi once said, "You must be the change you wish to see in this world." Hard work and perseverance eventually earned me the prestigious TORM-MaritimeONE Scholarship during my third-year. The scholarship came in timely as it helped to relieve my financial burden needed for the six-month module in Oslo, Norway. SMF has been a close mentor and has provided me with ample opportunities to learn and realise my full potential. As a MaritimeONE-TORM scholar, I participated in numerous maritime conferences, networking events and learning journeys. Through SMF, I applied for the Global Internship Programme, an initiative spearheaded by General Insurance Association (GIA) and travelled to London to serve a two-week internship in the renowned Lloyd's market in London, with Watkins Syndicate Singapore Pte Limited, as part of Lloyd's Syndicate. These experiences have ignited my passion for the maritime industry and plugged me into the Singapore maritime network, both the student circle and that of the maritime professionals. I'm grateful to SMF and MaritimeONE for steering me in the right direction and faithfully paving the way for my maritime career.

Though I have to forsake my initial ambition to be a soccer football player, I have no regrets as I have an entire sea of opportunities in the maritime sector beckoning me ahead. I am waiting in anticipation to enter the next exciting phase of my maritime journey as I enter the real maritime world and embark on my first job as a management trainee with Norden Shipping (Singapore) Pte. Ltd in August 2011.



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

A diplomat, like my father.

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

I have three grown-up daughters who are currently residing in Oslo. In a few weeks, one of them will be expecting the birth of her first baby. I'm waiting in anticipation as I will soon become a grandfather for the very first time.

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

I would still be a banker. Some people may have misconceptions that bankers working at DnB NOR only cover the maritime industry. Although DnB NOR is one of the world's leading shipping banks and a large part of the bank's business activities here in Asia revolve around shipping and other related industries, I do have the opportunity to work with major international players from other industries such as the energy sector.

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

As a banker working in Oslo, Norway, I've enjoyed a fulfilling career during my years there. On hindsight, it would have been interesting to move overseas to work at a much earlier stage of my life than I did, as I only moved to Singapore a couple of years back. It would be interesting to see how things would turn out.

### 5) When I retire...

I hope to use my years of work experience, in particular, the expertise I've acquired from Asia, to assist companies to establish or expand their presence in the Asia-Pacific region.

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

The maritime industry is extremely exciting as it is fast-paced and has an "entrepreneurial" aspect to it. The maritime industry is multi-faceted as there are diverse specialisations ranging from seafaring to ship brokering and ship financing, amongst others. This trade is niche, yet highly international in nature. A career in the maritime industry will promise international exposure and career advancements in the globally-connected maritime world.

## Frankly Speaking

**An exclusive interview with a maritime leader on the lighter side of life. Mr Erik Borgen is a SMF Board Member and the Regional Director & Head of Asia of DnB Nor Bank ASA.**

## What's New!



In April, SMF launched the inaugural Singapore Maritime Services Guide 2011 (SMSG) during the *Sea Asia* 2011 show as part of the Singapore Maritime Week. The SMSG publication and the CD-Rom were widely circulated at *Sea Asia* show and at the Singapore Pavilion @ *Nor-Shipping 2011* show held in Oslo, Norway.

The SMSG seeks to showcase the diversity of maritime services in Singapore through a listing of the companies across various specialisations ranging from Bunkering, Law & Arbitration, Finance, Classification Societies to Shipbrokers, Ship Surveying, Marine & Offshore Engineering amongst others. SMF hopes that the SMSG will serve as a useful reference to the Singapore maritime community and to global partners who hope to gain a better understanding of the key players in the maritime ancillary services sector here.

The SMSG is free and can be made available upon request. For request of copies of the Guide, please contact Ms Dorothy Ng, Corporate Communications and Development Manager of SMF at Email: [dorothy@sgmf.com.sg](mailto:dorothy@sgmf.com.sg) or Contact: 6325 0227.



**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.**