

# E-NEWSLETTER



## From the Chairman's Desk

It has been a hectic first half of the year for the maritime community, particularly in April, with the gathering of the local and international maritime community in town for Singapore Maritime Week (SMW).

I am happy to share that the Sea Asia conference and exhibition, co-organised with Seatrade biennially as part of SMW, reached a record-high of over 16,000 participants from 85 countries this year, making it Asia's largest maritime event. The number of participants for SMF's flagship event has more than doubled, and the net exhibition space more than tripled, over the span of five shows since the inaugural edition in 2007. Indeed, the success of Sea Asia 2015 highlights the increasingly dominant role that Singapore, and the Asia region, play in the global maritime and offshore industries.

SMF also flew the Singapore flag proudly at Nor-Shipping in June, where we worked with the Association of Singapore Marine Industries, to gather 13 home-grown maritime companies under the Singapore Pavilion. The Singapore Nite evening reception was also well-attended by the maritime fraternity gathered there.

Our efforts to enthuse the younger generation about the maritime industry have also continued on various platforms this year. Apart from the face-to-face interactions at campus-specific events, we have also targeted students via campaigns on Facebook, YouTube and in the cinemas. Such profiling endeavours are important to build up the awareness and interest needed to sustain the maritime manpower pipeline in the long run.

SMF is also in the midst of processing applications for the MaritimeONE Scholarship Programme in the lead up to the awards ceremony in August. This year, we are happy to have the support of 24 sponsors.

They are "K" Line Pte Ltd, American Bureau of Shipping, F. H. Bertling Chartering and Ship Management Pte Ltd, Fednav Singapore Pte Ltd, Flagship Ventures, Global Maritime Talent Pte Ltd, IMC Industrial Group, Jurong Port Pte Ltd, Keppel Offshore & Marine Ltd, L.C.H. (S) Pte Ltd, NORDEN Shipping (Singapore) Pte Ltd, Pacific International Lines (Pte) Ltd, PSA Corporation Ltd, Sailors' Society, Sembcorp Marine Ltd, Singapore Maritime Academy - Singapore Polytechnic, Singapore Maritime Officers' Union, SMTC Global (Singapore) Pte Ltd, Swire Pacific Offshore Operations (Pte) Ltd, The China Navigation Company Pte Ltd, The Chua Chor Teck Memorial Fund, Thome Ship Management Pte Ltd, Transport Capital Pte Ltd and X-PRESS FEEDERS.

I would like to thank our partners for their strong support for SMF's various initiatives, and we will seek to do more for the benefit of Maritime Singapore.

With best wishes,  
Michael Chia  
Chairman  
Singapore Maritime Foundation



## STEERING AHEAD... SMF INITIATIVES

A REVIEW OF 2015, JAN TO JUN 2015

**Social Media Campaign, 5 January to 13 February**  
Earlier this year, SMF kicked off its first ever social media campaign on Facebook and YouTube, to encourage secondary school students, especially those who had just...

**Maritime Pavilion @ NTU and NUS Career Fairs, 27 January & 10 February**  
SMF organised the Maritime Pavilion at both the NTU and NUS career fairs to offer students a one-stop centre to search for and enquire...

**Maritime Knowledge Shipping Session 30: The Maritime CAT Model, 17 March**  
SMF co-organised the first session of the year with the General Insurance Association of Singapore (GIA) on the...

**SMU Maritime Tea Talk, 18 March**  
This event is held annually to provide an overview of the maritime industry to students from the Singapore Management University (SMU). This year's...

**Maritime Profiling Video Showcase at over 500 locations in Singapore, 6 to 26 April**  
To raise awareness of the MaritimeONE Scholarships during this year's application period, SMF ran a...

**The Straits Times Online Campaign, 19 to 25 April**  
To promote the MaritimeONE Scholarships, SMF ran a campaign in April to target those who read The Straits Times news online via their mobile smartphones. The campaign...

**Sea Asia 2015: The Asian Voice in World Shipping, Charting Asia's Future Growth, 21 to 23 April**  
Sea Asia 2015 was successfully held at the Marina Bay Sands Expo and Convention Centre from...

**Cinema Advertisement Campaign, 23 April to 20 May**  
SMF screened the Maritime Profiling Video at Golden Village cinemas from 23 April to 20 May 2015 to coincide with the premiere of the mega blockbuster, "The Avengers: Age of Ultron". As this...

**Maritime Campus at Meridian Junior College, 27 April**  
The Maritime Campus is a one-day exhibition targeting junior college students. The exhibition brought the world of maritime to Meridian Junior...

**Institute of Maritime Law - 7th Singapore Short Course 2015, 18 to 29 May**  
SMF is a supporting partner for the Singapore Short Course (formerly known as the Maritime Law and Practice Course)...

**Maritime Experiential Programme, 26 May**  
Organised specially for secondary school students, the inaugural Maritime Experiential Programme (MEP) aims to bring students to interesting...

**Nor-Shipping 2015, 2 - 5 June**  
In June, SMF and the Association of Singapore Marine Industries (ASMI) led a delegation of 13 maritime-related companies...

## WHAT'S NEW



SMF has launched the third edition of the Singapore Maritime Services Guide during the recent Singapore Maritime Week. A total of 13,000 copies of the Guide, 5,000 in print and 8,000 in CD-ROM were produced. The publication was circulated at SMF's flagship event, Sea Asia 2015 as well as at the Singapore Pavilion at Nor-Shipping 2015.

Jointly developed with Marshall Cavendish, the Singapore Maritime Services Guide 2015/2016 seeks to be a reference resource to showcase the breadth and magnitude of the maritime industry, in particular, the maritime ancillary services in Singapore. It encompasses a compilation of company contacts, ranging from maritime arbitration, finance, classification societies and shipping to bunkering amongst others.

If you would like to request for copies of the Guide, please email to: corpcomms@sgmf.com.sg or fax to: 6325 4050. The publication is free of charge and can be collected at the SMF office.