

NEWSLETTER

JUNE 2010: ISSUE 2



From the Chairman's Desk

“ With the new SMF Board, I'm confident that we will be able to continue the good work and legacy we inherited and formulate initiatives to strengthen Singapore as a leading international maritime centre... ”

The first half of 2010 sailed through in a breeze. In January, SMF ushered in the New Year with our annual cocktail reception at Sentosa Pavilion. Graced by Mr Raymond Lim, Minister for Transport and Second Minister for Foreign Affairs, the reception marked a milestone - the change of leadership. Two founding members, Mr S.S. Teo and Dato Jude Benny stepped down from the Board after the completion of their three two-year terms. Their passion and willingness to share their expertise with the maritime community have laid a strong foundation for SMF. For that, I salute them. Others who have contributed significantly include BG (NS) Tay Lim Heng, Deputy Secretary (Development) for National Development, Mr Choo Chiau Beng, Chairman and CEO of Keppel Offshore and Marine Ltd, Mr Brent Nelson Smith, Managing Director of Vietnam Capital Group, RADM (NS) Lui Tuck Yew, Acting Minister for Information, Communications and the Arts, Mr Heng Chiang Gnee, CEO of Maritime Sustainability Pte Ltd and Mr Teo Joo Kim, Chairman of Pacific

Carriers Ltd. The SMF Board has expanded from seven to eight members. With the new SMF Board, I'm confident that we will be able to continue the good work and legacy we inherited and formulate initiatives to strengthen Singapore as a leading international maritime centre.

On 8 February, SMF shared industry insights at the MPA Workplan Seminar with the presentation, *Snapshots of the Singapore maritime sector and responses from SMF*. In March, we went full-steam ahead to heighten awareness of the maritime industry, in particular to youth. The inaugural series of maritime postcards was launched island-wide. SMF partnered Wee Kim Wee School of Communication and Information of NTU and Singapore Polytechnic to engage youth to conceptualise maritime advertisements and create television commercials.

April was a hectic month. The Singapore Maritime Week saw two interesting public outreach initiatives,

The Amazing Maritime Race and the *Maritime Moments Through Your Lens Photography Competition & Exhibition*. SMF and SSA co-organised the session, *The Presentation for Consultation of Proposed New Ship Sale Form* to gather industry feedback. Over 120 maritime professionals were present and many provided constructive suggestions on ways to improve the form. The *Sea Asia* Launch Party at Reflections@Keppel was well-attended. In June, SMF and Association of Singapore Marine Industries (ASMI) will be leading 15 maritime companies to the mega-maritime show, *Posidonia* in Greece. There are more exciting initiatives in the pipeline. We look forward to your continued support.

With best wishes,



Michael Chia
Chairman
Singapore Maritime Foundation

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.

Presenting to you... the new SMF Board.

2010 marks the year of renewal of the 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
Executive Officer
Sembcorp Marine Ltd



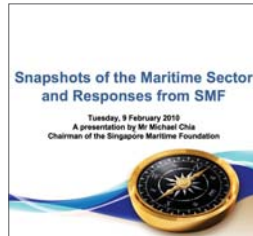
Board Member
Mr Christopher Lau
Senior Counsel
Chartered Arbitrator
Christopher Lau

JAN TO JUN 2010 STEERING AHEAD...



SMF New Year Cocktail Reception, 8 January

This year marked a new milestone as the annual function was hosted by the new Chairman of SMF, Mr Michael Chia for the first time. Mr Chia introduced the new SMF Board Members to the maritime community and paid tribute to the outgoing Chairman, Mr S.S. Teo. The Guest-of-Honour, Mr Raymond Lim, Minister for Transport and Second Minister for Foreign Affairs delivered a speech and highlighted the maritime performance in 2009. The event was held at Sentosa Pavilion and was well-attended by some of the most influential leaders in the public and private sectors of the maritime industry.



SMF Presentation at the MPA Workplan Seminar, 8 February

Mr Michael Chia, Chairman of SMF delivered a presentation, entitled **Snapshots of the Singapore maritime sector and responses from SMF** at the MPA Workplan Seminar held at JTC Summit Theatre. During his presentation, he shared insights from industry partners on their proposed recommendations for the maritime sector. Mr Chia also highlighted SMF's initiatives in nurturing talents, raising awareness and fostering synergies across the maritime clusters and the 2010 workplans.



LRET's Visit to Singapore, 19 February

On 19 February, SMF played host and facilitated meetings for Mr Michael Franklin, Director of Lloyd's Register Educational Trust during his official visit to Singapore. He visited some of the institutes of higher learning, interacted with his scholars and their lecturers. Mr Franklin was brought on a tour of the Simulation Centre at Singapore Maritime Academy in Singapore Polytechnic by Mr Roland Tan, Director of Singapore Maritime Academy. LRET has been one of the major sponsors for the MaritimeONE scholarships. Mr Michael Chia, Chairman of SMF also hosted an appreciation reception for Mr Franklin and key lecturers of maritime courses.



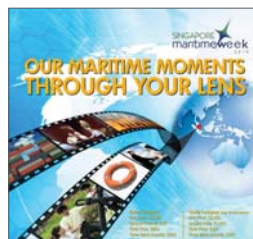
Maritime Knowledge Shipping Session, 10 March

The fourth season of the Maritime Knowledge Shipping Session was launched with the seminar, **The Insured Maritime Adventure: Recoveries & General Average**. Jointly organised by SMF and General Insurance Association of Singapore and sponsored by L.C.H. (S) Pte Ltd, this free seminar was well-attended by over 150 insurance practitioners and maritime professionals. The two speakers, Mr Sumeet Malhotra, Legal Counsel of Cargill Asia Pacific Holdings Pte Ltd and Mr Gregg Newman, Director of W K Webster & Co Ltd shared their expertise on Recoveries and General Average and gave the participants a better understanding of salvage incidences and its intricacies.



SMW 2010 - The Amazing Maritime Race

At the sound of the horn by Guest-of-Honour, Mr Michael Chia, Chairman of SMF, 856 participants took off for the inaugural **Amazing Maritime Race**. From Fullerton Lighthouse on Fort Canning Hill to Marina South Pier, competitors competed in teams of four and raced around Singapore to solve clues, complete tasks and answer questions on Singapore's maritime industry and heritage in the four-hour race. Winning teams for the Open and Youth categories, namely **The Amazers** and **Man Overboard**, were presented their prizes by Minister Raymond Lim. This race was jointly organised by ASMI, SMF, SSA and MPA as part of the Singapore Maritime Week.



SMW 2010 - Our Maritime Moments Through Your Lens Photography Competition & Exhibition

The SMW Photography Competition, **Our Maritime Moments Through Your Lens** was jointly organised by MPA, ASMI, SMF and SSA to bring the maritime industry closer to the public. Field trips to the southern islands of Singapore and Raffles Lighthouse were specially organised for participants. The public response was overwhelming with over 600 submissions. Mr Lee Kia Jiam and Ms Nur Hidayah Bte Ishak were winners in the Open and Youth categories respectively. Prizes worth \$10,000 were presented to the winning entries. Winning works were displayed in a special lighthouse-themed exhibition at VivoCity from 21 to 25 April 2010.



SMW 2010 - New Ship Sale Form, 27 April

On 27 April, SMF and SSA jointly held the event, **Presentation for Consultation of Proposed New Ship Sale Form** at M Hotel. The proposed new ship sale form is formulated to provide an alternative form for the maritime community. Graced by Tan Sri Frank Tsao, Founder and Senior Chairman of IMC, the session was well-attended by over 120 maritime professionals including maritime lawyers, ship bankers, ship brokers, ship owners. Participants freely raised their suggestions and shared their expertise on how to improve the proposed form in this highly interactive dialogue session moderated by Mr David Chin, Executive Director of SMF.



SMW2010 - Sea Asia 2011 Launch Party, 27 April

The **Sea Asia 2011** was launched a glittering party held at **Reflections@Keppel** showroom. Mr Michael Chia, Chairman of SMF, Mr Chris Hayman, Chairman of Seatrade and Mr Lam Yi Young, Chief Executive of MPA officiated the launch with a gigantic confetti-popping champagne bottle and highlighted the significance of this iconic maritime show in their speeches. Over 150 sponsors, maritime partners and exhibitors were present to celebrate the joyous occasion. The **Sea Asia 2011** show will be held from 12 to 14 April 2011 at Marina Sands and promises to be a bigger show than the 2009 show.

SMF INITIATIVES



Maritime Professionals Postcard Series, March

In March, SMF launched its inaugural maritime postcard series island-wide. 90,000 postcards were circulated at cafes, libraries and entertainment hot spots. The design concept was conceptualised by a group of students from Wee Kim Wee School of Communication and Information, Nanyang Technological University as part of the **MaritimeONE@Campus Challenge** spearheaded by SMF in 2009. SMF evolved the creative concept further and featured six real-life maritime professionals as part of the advertisement series. The marketing campaign seeks to accentuate interesting facets of maritime careers to the general public and encourage youth to pursue maritime education.



The MaritimeONE Makeover Challenge, March

SMF collaborated with Wee Kim Wee School of Communication and Information of Nanyang Technological University for the third time in 2010. Undergraduates in the copywriting class were tasked to conceptualise maritime print advertisements as part of their classroom assignment. Through this partnership, SMF engaged students in a case study to give a maritime industry an image overhaul. MaritimeONE partners were invited as judges and were impressed by the refreshing advertisement concepts demonstrated in these students' presentations. Two teams were awarded cash prizes for their outstanding presentations. SMF will explore incorporating some of these creative ideas into its future marketing efforts.



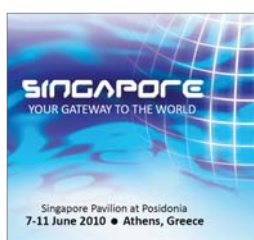
The MaritimeONE Video Challenge on STOMP, March - April

105 first-year film students of Singapore Polytechnic were tasked to create maritime commercials as part of MaritimeONE outreach efforts to make the maritime careers more appealing to youth. Five most outstanding video works were featured in STOMP website in a six-week online marketing campaign, **The MaritimeONE Video Challenge - People's Choice**. The online campaign drew thousands of votes from the public and four lucky voters walked away with attractive prizes. On 21 April, students shared behind-the-scenes anecdotes during the judging session at Singapore Polytechnic. MaritimeONE judges identified the best video presentation and made the group the proud winner of the top prize of \$500.



Maritime Learning Journey, 25 March

SMF held its first **Maritime Learning Journey** for maritime students and scholars. About 40 maritime undergraduates were brought on a field trip in which they visited highly restricted areas such as the Port Operations Control Centre 2 (POCC2) and the Pasir Panjang Terminal. Ms Wong Fong Tze, Vice-President, Corporate Communications, PSA Singapore Terminals shared her expertise and answered burning questions from these young minds during the Q&A session. The students found the field trip and Q&A session interactive and enlightening.



Posidonia 2011, 7 June to 11 June

Together with the Association of Singapore Marine Industries (ASMI), SMF will be leading a contingent of 15 Singapore companies to fly the Singapore flag at the biennale mega-maritime show, **Posidonia 2011** held in Athens, Greece. This is the fourth time that SMF and ASMI are fronting the Singapore Pavilion. Through this platform, SMF hopes to showcase the spectrum of auxiliary products and services available in Singapore and push forth the Singapore companies to the global maritime players.



Posting of Jobs on Maritime Careers Web Portal

The Maritime Careers Web Portal (www.maritimecareers.com.sg) strives to be a one-stop resource centre for maritime careers and education in Singapore and seeks to reach out to students and people who are exploring career opportunities within the maritime sector. This portal is an initiative under MaritimeONE, a platform for maritime stakeholders to raise awareness of the maritime industry and attract talents to pursue maritime careers. Companies are encouraged to make use of the jobs-feed feature on this portal to post maritime-related jobs at no cost. For enquiries, please email Ms Regina Lim of MPA, at reginal@mpa.gov.sg.

What's New!



MARITIME PROFESSIONALS POSTCARD SERIES

In 2008, SMF partnered Wee Kim Wee School of Communication and Information to see the maritime industry through the eyes of youth. The collaboration, **MaritimeONE@Campus Challenge** saw the birth of many creative concepts. SMF has taken one of these students' concepts a step further beyond just a paper exercise. Presenting to you, the inaugural Maritime Professionals Postcard Series.



COURTESY OF PSA CORPORATION LTD

Frankly Speaking

From an apprentice in the dockyard to Director General (Trade) of the Ministry of Trade and Industry before his retirement in end 2006, Mr David Chin's career is deeply interwoven with the maritime industry.

Beneath the candid disposition lies a man with a strong passion for this sector. In 2009, Mr Chin was awarded his 45 years of continuous membership certificate (1964-2009) of Institute of Marine Engineering, Science & Technology (IMarEST) and the prestigious IMarEST President's Commendation in recognition of his outstanding contributions. This adds to the list of accolades in his illustrious maritime career. Today, Mr Chin is the Executive Director of Singapore Maritime Foundation.

1) When I was little, one of the things I wanted was to...

see the world with my two best friends. We wanted to sail the world on the same ship together. Amongst us, we decided one would pursue a navigational career and another would be a radio officer. For me, I was to keep the ship's engine running. Thus, I became a shipyard apprentice to learn the skills to do so.

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

Many may think that my life had been a list of gradual progress but in actual fact, my career almost got grounded when I did badly for my O-levels examinations. My results were so bad that I could not continue to study nor land a job I wanted. I then decided to join the dockyard in the port as an apprentice to learn a skill and to go to sea one day. During my apprenticeship, I was given the opportunity to attend a part-time diploma course in Engineering at Singapore Polytechnic. This gave me a second chance in life. It was then that I acquired the technical expertise and realised the importance of constantly improving oneself to take on roles of higher responsibilities. Having seen how things were done at the bottom of the food chain, I worked hard to improve myself in order to move up the chain. I am what I now am because of my apprenticeship.

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

a school teacher. Had my "O" level results been better, I would have joined the Teachers Training College. But given the bad results, they did not want to even give me an interview, so I had to look at other alternatives and went for a maritime career.

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

I guess it would be my love for pork and Chinese food as life may be more interesting if I am a little more adventurous when it comes to other cuisines. Once in Paris, my wife and my daughter went to a famous French restaurant while I went alone to the next street to a Chinese restaurant which served sub-standard food. During a working trip in Geneva, we crossed the border to France one evening for a change. When it was dinnertime, I went hunting for Chinese food and the group almost "disowned" me for sticking to my devotion.

5) When I retire,

I hope to read all the books that I had accumulated over the years but not had the time to read, especially my collection of a few hundred books on Chinese paintings in English.

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

The maritime industry is a vibrant and exciting sector. There are many opportunities for you to develop yourself professionally and excel. There is a strong sense of camaraderie within the maritime community which makes work enjoyable. Find your niche and passion within the sector and grow your career from there.

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. We will be happy to incorporate your suggestions into the SMF newsletter.

