

## **FOR IMMEDIATE RELEASE**

### **HR Leaders Discuss New Approaches to Maritime Talent Attraction and Retention**

*Annual MSC Connexions Forum to be attended by over 120 participants*

**Singapore, Friday, 9 November 2018** – As the speed of change accelerates and technology brings with it disruptive functions that change the way conventional businesses work, organisations can no longer rely on existing advantages, and must actively evolve and compete. The secret to a successful organisation? We think – Talent. Maritime Human Resource leaders are sitting up and readying themselves for big changes as they gather to weigh in on the increasingly strategic role HR will play in driving the future of their organisations.

Under the government's industry transformation map (ITM) launched earlier this year, the maritime industry is expected to add 5,000 jobs over the next decade. To remain competitive in the contest for talent, Maritime Singapore must extensively brand themselves as a choice employer and begin paying attention to the shaping of the Employee Experience.

The annual MSC Connexions Forum, organised by the Maritime Singapore Connect (MSC) Office and to be held at the Four Seasons Hotel today, will see over 120 maritime employers, those from the government and associations, and those working with students and jobseekers in the schools and career centres under Workforce Singapore (WSG) and the Employment and Employability Institute (e2i) gather and be a part of the conversation on these maritime manpower issues. Topics discussed will include the challenges that maritime organisations face in talent attraction and retention and how the employee experience in the maritime industry stack up against other industries in Singapore.

The half-day event and panel discussion will provide a platform to facilitate active dialogue on issues such as the role of employer branding and the importance of creating an employee-centric environment. Discussions between the audience and industry heavyweights in HR will also reveal insights on current maritime employer branding and employee experiences.

Guest-speaker Mr Jason Ho, Head of Group Human Resources at Oversea-Chinese Banking Corporation Limited (OCBC Bank) and Director, Institute of Human Resource Professionals (IHRP), will also be sharing some insight on how the HR function will play a critical role in driving organisational digital transformation, and in doing so, create a future-ready workforce.

The annual forum will feature maritime HR specialists; Ms Sharon Teo, General Manager of Eastport Maritime Pte Ltd, Ms Melissa Kee, Chief Human Resources Officer of Kuok Singapore Limited Group and Ms Taneal Roach, Global Head of Human Resources of The China Navigation Company Pte Ltd.

“The forum aims to kickstart conversations around manpower and HR-related issues in the light of the increasing competition for talent and the growing pace of change in the industry. This is one of SMF’s many platforms to strengthen local maritime capabilities and build a pipeline of quality manpower where the industry is seen as committed to support students and jobseekers through internships, scholarships, job opportunities and best HR practices to ensure a competitive Maritime Singapore,” said Mr Kenneth Chia, Executive Director of the Singapore Maritime Foundation.

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### **ABOUT SINGAPORE MARITIME FOUNDATION**

Established in 2004, the Singapore Maritime Foundation (SMF) is a private sector-led organisation that aims to develop and promote Singapore as an International Maritime Centre (IMC). As the representative voice for the commercial players of the maritime industry, SMF seeks to forge strong partnerships with the public and private sectors of the maritime industry. SMF spearheads initiatives to promote the diverse clusters of the maritime industry in Singapore and at international frontiers, and to attract young talents to join the sector. SMF is directed by its Board of Directors which comprises prominent leaders in the Singapore maritime community.

For details, please visit [www.smf.com.sg](http://www.smf.com.sg)

### **ABOUT MARITIME SINGAPORE CONNECT OFFICE**

The Maritime Singapore Connect (MSC) Office was set up with a \$4 million commitment by the Maritime and Port Authority of Singapore in 2016 to complement efforts by the Sectoral Tripartite Committee for Transport (Sea) to attract more Singaporeans to join the maritime industry, following feedback from the industry.

The unit under the Singapore Maritime Foundation (SMF) works on various fronts to elevate profiling efforts of the maritime industry, connect students and jobseekers to maritime opportunities, and provide Singaporeans with easy access to maritime careers, education and training opportunities.

As a central node connecting maritime employers, industry associations, schools and government agencies on all things maritime, the MSC Office offers maritime-related education and career guidance, links the industry with schools for internship and job opportunities, and organises outreach events and publicity campaigns.

For details, visit [www.maritimesgconnect.com](http://www.maritimesgconnect.com)

**For media enquiries, please contact the following:**

Eileen Ho  
Hill+Knowlton Strategies  
DID: (65) 6390 3324  
Email: [eileen.ho@hkstrategies.com](mailto:eileen.ho@hkstrategies.com)

Beatrice Yeo  
Maritime Singapore Connect Office  
Singapore Maritime Foundation  
DID: (65) 6325 0272  
Email: [beatriceyeo@sgmf.com.sg](mailto:beatriceyeo@sgmf.com.sg)

**ANNEX OF QUOTES**

Panellists

“There has been a lot of effort from the government and key partners to raise the profile of the maritime industry. The recent IMC2030 strategic vision was very exciting and encouraging. However, we need more capable leaders to see it through. Our challenge is that the sector had lost 1-2 generations of pipeline talent due to lack of focus on developing local maritime talent. We have to catch up fast and be willing to bet on the younger talent to take the lead,” said Ms Melissa Kee, Chief Human Resources Officer of Kuok Singapore Limited Group.

“Competition for the best talent will be fierce. Employers need to focus on their brand and value proposition to ensure they are attracting the right talents and engaging the staff well to retain them. This means a greater focus on the intrinsic values of the job that goes beyond the monetary compensation and benefits, and more on the long-term prospects of the jobs in the fast-changing environment,” said Ms Sharon Teo, General Manager of Eastport Maritime Pte Ltd.

“The biggest investment a company can make is in its people. Singapore is a global maritime hub and we need to build local talent to support the global mindset. In this digital age, HR must be viewed as less administrative and transactional but more transformational, helping employees upskill for the future,” said Ms Taneal Roach, Global Head of Human Resources of The China Navigation Company Pte Ltd.

Moderator

“Every industry is competing for talent, and in this digital age we can expect disruptive business models that will force companies to rethink and re-evaluate the way we attract and retain talent. The HR function must adapt and adopt new ways of looking at employer branding and enhancing the employee experience. If we are not employee-centric, the company risk being left behind.” - Mr Michael Goh, Chief Corporate Services Officer of Jurong Port Pte Ltd.