

Press Release (For immediate release)

Over 300 Maritime Leaders Joined Guest-of-Honour, Dr Lam Pin Min, Senior Minister of State, Ministry of Transport & Ministry of Health, at the Singapore Maritime Foundation (SMF) New Year Cocktail Reception 2019 at Shangri-la Hotel, Singapore

Key figures of Singapore's 2018 Maritime Performance also announced at the SMF New Year Cocktail Reception on 14 January 2019

Singapore, 14 January 2019 – Dr Lam Pin Min, Senior Minister of State, Ministry of Transport & Ministry of Health, was the Guest-of-Honour for the SMF New Year Cocktail Reception, and was joined by over 300 top maritime leaders from the private and public sectors to usher in the New Year at Shangri-La Hotel this evening.

Notable luminaries included Mr Loh Ngai Seng, Permanent Secretary of the Ministry of Transport, and Mr Niam Chiang Meng, Chairman of the Maritime and Port Authority of Singapore. The event also saw members of the SMF Board of Directors and Advisory Panel ushering the New Year together with the maritime community.

In his opening address, Mr Andreas Sohmen-Pao, Chairman of SMF, highlighted some of the Foundation's achievements in 2018, such as the award of the first Business Analytics scholar at the Maritime Outreach Network (MaritimeONE) Scholarships Award Ceremony, and the Maritime Singapore Connect Office's (MSC) inaugural run of the Careers At Sea & Beyond Forum and Exhibition, where over 60% of participants indicated that they were interested to explore careers at sea.

Quote from Mr Andreas Sohmen-Pao, Chairman of SMF: "Efforts to enhance collaboration with start-ups and adjacent industries have also been evident in activities such as the MSC Connexions Forum and the Maritime D/coded Tour - our education and training programmes, in addition to our ongoing sessions with industry partners to identify critical maritime issues.

In 2019, SMF, in partnership with Seatrade (UBM), will host Sea Asia 2019, Asia's premier maritime exhibition and conference, which will be held during Singapore Maritime Week in April. Sea Asia 2019 will be the seventh edition of the conference since its inception.

The SMF Board comprises prominent senior personalities from the maritime industry, and sets the direction for SMF's industry promotion initiatives. Since the inception of SMF in 2004, SMF has been working in sync with the public and private sectors of the maritime community to strengthen Singapore's position as an International Maritime Centre and nurture talent in the areas of maritime education and careers.

Please refer to **Annex A** for the full list of SMF Board Members.

At the event, SMF also announced the launch of its new corporate website, which seeks to modernise SMF's brand image. The revamped website focuses on greater interactivity, as well as an enhanced user experience, where visitors can access relevant information in a fuss-free manner.

Mr Kenneth Chia, Executive Director of SMF, describes the website revamp as a refreshing and long-awaited one.

Quote from Mr Kenneth Chia, Executive Director of the Singapore Maritime Foundation: *"As the bridge between the private and public sectors of the industry, we want visitors to be able to access maritime related information conveniently. With the industry undergoing a season of digitalisation, it is also fitting that SMF undergoes a transformation in the digital space as well."*

Please refer to **Annex B** for highlights of the revamped SMF website.

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About the Singapore Maritime Foundation (SMF)

Established in 2004, the Singapore Maritime Foundation (SMF) is a private sector-led organization that seeks to develop and promote Singapore as an International Maritime Centre (IMC). As the representative voice for the commercial players of the maritime industry, the Foundation 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, visit www.smf.com.sg.

Annex A - The SMF Board 2019

SMF Chairman	1. Mr Andreas Sohmen-Pao Chairman, BW Group
SMF Board Members	2. Ms Quah Ley Hoon Chief Executive, Maritime and Port Authority of Singapore 3. Mr Lee Keng Mun Head of Shipping Asia, HSH Nordbank AG (Singapore Branch) 4. Mr Tan Puay Hin Chief Executive, Singapore Logistics Association 5. Mr Abu Bakar Bin Mohd Nor Managing Director (Gas & Specialised Vessels), Keppel Offshore and Marine Ltd 6. Mr Loo Tze Kian Managing Director, LCH Lockton Pte Ltd 7. Ms Lisa Teo Executive Director, Corporate Development, Pacific International Lines (Pte) Ltd 8. Mr Punit Oza General Manager, Klaveness Asia Pte Ltd 9. Mr Prem Gurbani Founding Partner, Gurbani & Co. LLC 10. Mr Chua San Lye Chief Human Resource Officer, Sembcorp Marine Ltd

Annex B – Features of the Revamped SMF Website

1. Modern Web Design

The new site features a greater variety of visual elements, with images and videos to present information about the maritime industry in a more dynamic manner. The website is also optimised for use across platforms both on mobile and desktop.

2. Enhanced user experience

The new site will feature streamlined pages for an enhanced user experience, with specific pathways for different target audiences to access their required set of information. To navigate to their desired content instantly, visitors can make use of the smart search bar.

The new site also includes curated contact forms for specific queries, so that visitors can have their queries responded to in a more efficient manner.

3. Interactive Singapore Maritime Services Guide (SMSG)

The SMSG was created for companies to connect and forge relationships with those within the maritime sector, as well as those outside the industry, and houses information on more than 4,000 maritime companies. Visitors can access the guide on the website, obtain information pertaining to the company's contact details and connect seamlessly with the company through a contact form.

4. Easy to access resources

Visitors will be able to access information from publications, presentations and past events conveniently, allowing them to gain easy access to information pertaining to the industry, as well as the initiatives that SMF has completed over the years.