



Rules and Regulations for Preliminary Round and  
The Grand Finals

Organised by  MARITIME SINGAPORE CONNECT

An initiative of  **SMF** Singapore Maritime Foundation

Partners  **APL**  Jurong Port 

# 1. Overview

The organiser (“Singapore Maritime Foundation”) offers the following Rules and Regulations to provide a competition environment that is enjoyable, transparent and fair to all teams.

## 2. About MSC Maritime Summit Case Challenge

The MSC Maritime Summit Case Challenge (MMSCC) is an inaugural case competition designed to challenge undergraduates to solve real-life challenges faced by maritime companies whilst working in teams. It requires participants to propose comprehensive, innovative and feasible solutions.

The MMSCC is organised by the Maritime Singapore Connect (MSC) Office, a unit under the Singapore Maritime Foundation, and in partnership with APL Co. Pte Ltd (“APL”), Jurong Port Pte Ltd (“Jurong Port”) and Royal Dutch Shell (“Shell”).

You are strongly encouraged to register if you are interested to:

- Get a head start on your journey towards internships or careers in the maritime industry
- Gain deeper insights into the maritime industry and the opportunity to interact with Senior Maritime Leaders
- Challenge yourself and introduce fresh perspectives in an established industry
- Build up useful skill sets and competencies from this experience (i.e. analytical ability, creativity, knowledge application and presentation skills)

## 3. Case Challenge Prizes

| <b>Champion Team</b>                                                                                                  | <b>First Runner-Up</b>    | <b>Second Runner-Up</b> | <b>Merit Prizes x 6</b>                  |
|-----------------------------------------------------------------------------------------------------------------------|---------------------------|-------------------------|------------------------------------------|
| <b>\$2,000 Cash Prize</b>                                                                                             | <b>\$1,200 Cash Prize</b> | <b>\$800 Cash Prize</b> | <b>\$300<br/>CapitaLand<br/>Vouchers</b> |
| <b>Individual<br/>Trophies</b>                                                                                        |                           |                         |                                          |
| <b>MSC Maritime Summit Dinner:<br/>Exclusive invitation to dine with Senior Maritime Leaders at<br/>Artemis Grill</b> |                           |                         |                                          |

## 4. How to Participate

Participants should register in **teams of 3** (individual registrants will not be accepted) via Eventbrite (<https://www.eventbrite.sg/e/msc-maritime-summit-case-challenge-information-session-tickets-53216036598>) or visit the MSC website ([www.maritimesgconnect.com](http://www.maritimesgconnect.com)). Please note that participation for the Case Challenge is limited to the **first 30 teams** who register. Registration closes on **14 February 2019, 2359 hrs.**

When filling up the registration form, participants will be asked to come up with a team name. Teams are not allowed to indicate or suggest their educational institution when selecting team names. This team name will be final upon registration and no further changes can be made.

Only completed registrations will be considered. Participants are encouraged to register early so that the organisers can advise on required missing fields.

To encourage early registrations, the **first 10 teams** to register and submit their case solutions for the Preliminary Round will receive \$30 CapitaLand Vouchers. Once the submissions have been received, the teams will receive an email from the organiser when the vouchers are ready for collection.

By default, the first name on the registration form will be the **Team Captain**. Teams will receive an email (only through the Team Captain's email) to confirm the validity of the email address provided. The Team Captain's email will be the main communication channel between teams and the organiser. All teams are to ensure receipt of the confirmation email. In the event that no confirmation email is received within 24 hours, teams are to notify the organisers promptly at [mmscc@sgmf.com.sg](mailto:mmscc@sgmf.com.sg).

**Please note that there would be no walk-in registrations for the competition.**

By registering, participants grant consent for use of all information provided to Singapore Maritime Foundation for general marketing purposes, included but not limited to use on the Maritime Singapore Connect website, social media platforms, print publications, video and multi-media presentations.

## 5. Eligibility for Participation

The competition is open to all full-time undergraduates in local universities that include the following institutions:

- National University of Singapore (NUS);
- Nanyang Technological University (NTU)
- Singapore Management University (SMU);
- Singapore University of Technology and Design (SUTD);
- Singapore Institute of Technology (SIT) and

- Singapore Institute of Management (SIM)

Participants within the same team need not be from the same institution or faculty. There is no restriction on the year of study, hence final-year students who have just completed their final semester but have not started working full-time can participate. Participants cannot be a member of more than one team. Participants are not required to have prior knowledge of the maritime industry.

Once a team has registered, there should be no changes in its membership. In the event that unforeseen circumstances make it impossible for a team to continue without such a change in its members, the team must notify the organisers at [mmscc@sgmf.com.sg](mailto:mmscc@sgmf.com.sg) as soon as possible, specifying the reasons for the proposed change. Proposed changes will be assessed on a case-by-case basis.

## 6. Important Dates to Note

The Case Challenge comprises two rounds: Preliminary Round and The Grand Finals. The case material for the Preliminary Round will be centred on real-life business challenges faced by maritime companies while the theme for The Grand Finals case will be centred on strengthening Singapore's position as a Global Maritime Hub for Talent.

### Preliminary Round

| Event                        | Date / Time                                    | Notification Method / Venue     |
|------------------------------|------------------------------------------------|---------------------------------|
| Preliminary Case Release     | <b>11 February 2019</b><br>1000 hrs            | Via email                       |
| Information Session          | <b>15 February 2019</b><br>1830 hrs – 2100 hrs | Singapore Management University |
| Preliminary Round Submission | <b>By 1 March 2019</b><br>1200 hrs             | Via email                       |
| Notification of Finalists    | <b>By 22 March 2019</b><br>1500 hrs            | Via email                       |

## The Grand Finals

| Event                      | Date / Time                                 | Venue                                                                                               |
|----------------------------|---------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Final Case Release         | <b>29 March 2019</b><br>0800 hrs            | Via email                                                                                           |
| The Grand Finals           | <b>30 March 2019</b><br>0830 hrs – 1200 hrs | To be confirmed at a later date                                                                     |
| MSC Maritime Summit Dinner | <b>1 April 2019</b><br>1900 hrs – 2100 hrs  | Artemis Grill<br><i>138 Market Street,<br/>CapitaGreen Rooftop<br/>(Level 40), Singapore 048946</i> |

By registering for the MMSCC 2019, participants should ensure their availability for the dates listed.

## 7. Preliminary Round

### 7.1 Case Release

The **three cases** (each contributed by APL, Jurong Port and Shell) for the Preliminary Round will be released on **11 February 2019, 1000 hrs**. Teams will receive the case materials through the Team Captain's email. In the event that the case materials are not received, teams are to notify the organisers at [mmscc@sgmf.com.sg](mailto:mmscc@sgmf.com.sg).

Teams are to acknowledge receipt of the case materials.

Participants are encouraged to read through the three case materials and prepare questions to ask during the Information Session.

### 7.2 Information Session

During the Information session on **15 February 2019, 1830 – 2100 hrs**, maritime companies will share about what they are looking out for in the case submissions. There will be a Q&A round for participants to clarify details on the three case materials. Participants are encouraged to ask as many questions as possible to propose insightful recommendations as this is the only chance to pose questions to the companies.

Each team will only need to work on one out of the three cases. Since there are three different cases, the Team Captain (if absent, one of the team members will be

appointed) from each registered team will draw lots at the end of the session to determine the case allocated to each team.

It is **compulsory for at least two participants from each registered team** to attend the Information Session. Otherwise, the team will not be allocated a case for participation.

The organiser reserves the final rights for allocation of cases.

### 7.3 Deliverables: Preliminary Round

| Item | Guidelines                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | <p><b>YouTube Video Presentation</b></p> <p>Teams will be required to submit a video presentation of their proposed strategies. <u>All three members of the team must present.</u></p> <p>The video should be <u>no longer than 12 minutes.</u> Teams should ensure that the audio recording is loud and clear.</p> <p>Teams are to create their videos and <u>upload the video to YouTube.</u> Teams will need to setup a YouTube account first (this can be a team member's personal YouTube account or a new team account). Teams must <u>change the privacy settings of their videos on YouTube to 'un-listed' (and not private).</u> Click on this <a href="#">link</a> for instructions on changing the privacy settings of the uploaded video on YouTube.</p> <p>Teams are not to make mention of APL, Jurong Port, Shell but to refer to the names as cited in the case material.</p> |
| 2    | <p><b>PowerPoint Slides (PDF and PPT format)</b></p> <p>Teams will also need to submit <u>both PDF and PPT</u> files of any slides used in the video. A maximum of <u>10 slides</u>, excluding the cover slide / references slides, will be allowed.</p> <p>The <u>cover slide</u> must contain the <u>team name</u> and <u>assigned case title.</u> There should not be any mention of institution name or members' names.</p> <p>An <u>Executive Summary slide</u> that outlines the overview of the issues and proposed strategies/recommendations should be included as one of the 10 slides.</p> <p>While there are no restrictions on the font type / font size, teams should ensure that the text is easy to read.</p>                                                                                                                                                                 |

|   |                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |                     | <p>Teams are not to make mention of APL, Jurong Port, Shell but to refer to the names as cited in the case material.</p> <p>Teams are free to utilise print and online resources and databases for research. However, all <u>sources of information</u> must be cited appropriately.</p> <p>Teams should ensure that the submitted slides are compatible with Microsoft PowerPoint 2010 edition.</p> <p>Teams are to title their submission deck as “Team Name_Preliminary Round”, in both PDF and PPT format.</p> |
| 3 | <b>Team Picture</b> | <p>Teams are required to submit a team picture. The image file title should follow the naming convention according to the positions of the individuals in the photo (from left to right). For example, if the Team Leader is standing on the extreme left, then the naming will be as follows: “Team Name_Team Leader’s Name, Member 1’s Name, Member 2’s Name”</p>                                                                                                                                                |

## 7.4 Case Submission

Teams will be given two weeks for submission.

The mode of submission (YouTube video link, slides in PDF and PPT format and team picture) is through email attachment at [mmscc@sgmf.com.sg](mailto:mmscc@sgmf.com.sg), with the subject title “MMSCC 2019 Preliminary Round: Team Name”. Teams are encouraged to submit early to allow for potential network problems. Late submissions, for any reason, will not be considered.

Teams are allowed to submit only once and the deadline for submission is on **1 March 2019, 1200 hrs.**

Upon successful receipt of the submission, the organiser will notify each team via email.

In the event of submission delay due to a documented failure in network infrastructure or the lack of the receipt of an acknowledgement email, teams must promptly notify the organiser at [mmscc@sgmf.com.sg](mailto:mmscc@sgmf.com.sg) so that the organiser can provide an alternative channel for submission.

## 7.5 External Support

After receiving the allocated case at the end of the Information Session, participants are strictly not allowed to contact the case company/organisation for further clarifications on the case. Details on the case, coupled with additional information from print and online publications are sufficient for the competition.

The case must not be shared or distributed to anyone outside of the competition at any time.

## 7.6 Anonymity

Teams must not include any information in their deliverables that would enable judges to identify their members or educational institution.

## 7.7 Notification of Finalist Teams

The result of the Preliminary Round will be announced latest by **22 March 2019, 1500 hrs** via email.

**Three teams** will be selected to advance to The Grand Finals. These three teams will also receive written feedback from the judging panel to identify areas for improvement. In preparation for The Grand Finals, useful resources will be sent across to the teams for their reference.

Every participant of MMSCC 2019 will receive a Certification of Participation. The organiser will contact the Team Captain from each team to make the necessary arrangements for the collection of the certificates.

# 8. The Grand Finals

## 8.1 Case Release

The **final case** (centred on strengthening Singapore's position as a Global Maritime Hub for Talent) will be released on **29 March 2019, 0800 hrs**. Teams will receive the case materials through the Team Captain's email. In the event that the case materials are not received, teams are to notify the organisers at [mmscc@sgmf.com.sg](mailto:mmscc@sgmf.com.sg).

The Finalist teams are to acknowledge receipt of the case materials.

Teams will be given **24 hours** to deliberate the case and arrive at their analysis and solutions.



## **8.2 Consultation Session (Optional)**

To provide a platform for the finalist teams to clarify the case material, there will be an optional 30 minutes consultation slot offered to each team with an advisor. The consultation session will be held on **29 March 2019** at the Singapore Maritime Foundation office (120 Cantonment Road, #02-01, Maritime House, Singapore 089760). The consultation slots available are 2.30pm – 3.00pm, 3.15pm – 3.45pm, 4.00pm – 4.30pm.

The selection of the slot will be sent across with the final case material earlier in the morning, on a first-come-first-served basis.

After the consultation session, participants are strictly not allowed to contact the advisor for further clarifications of the case.

## **8.3 Deliverables: The Grand Finals**

The three finalist teams will compete by presenting their recommendations on **30 March 2019, 0830 hrs – 1200 hrs** to the judging panel and a live audience (i.e. general public). Please note that there may be media present at the event.

The Team Captain from each finalist team will draw lots on the event day to decide on the order of presentation.

Each team will be given 15 minutes to complete their presentation and 10 minutes for Q&A.

All three finalist teams will be required to submit a copy of their presentation slides 30 minutes (by 0900 hrs) before the start of the presentation round. No changes to the presentation will be allowed after the submission.

Teams would use the laptop provided by the organiser for the actual presentation. WIFI connection would be provided by the organiser.

## **8.4 Awards Ceremony**

The Champion Team, First Runner-Up and Second Runner-Up of MMSCC 2019 will be announced on the event day. The organiser will contact the winners for the collection of cash prizes after the event.

Besides the Top Three prizes, there will be six teams who will be awarded Merit Prizes based on their submissions for the Preliminary Round. As the six winning teams will only be announced during the Grand Finals, at least two members of the winning teams must be present to claim the \$300 CapitaLand vouchers.

## 9. Fair Play

Teams will only submit their original work for all deliverables. All sources must be cited clearly.

Teams must not include any information in all their deliverables that would enable judges to identify their members or educational institutions.

## 10. Others

The organiser will not answer any questions that might give teams an advantage in proposing solutions to the case. Only questions related to clarifications on logistics, submission, rules and in understanding the case materials will be answered. All questions are to be sent to [mmscc@sgmf.com.sg](mailto:mmscc@sgmf.com.sg).

Any other rules or information will be posted on the MSC website ([www.maritime.sgconnect.com](http://www.maritime.sgconnect.com)). Teams are responsible for checking the website regularly for the latest updates.

The organiser reserves the right to disqualify or penalise any teams found to be in breach of the competition rules.

The organiser also reserves the right to make changes to the rules.