

**SPEECH BY MR KENNETH CHIA  
EXECUTIVE DIRECTOR OF THE SINGAPORE MARITIME FOUNDATION  
AT THE MSC MARITIME SUMMIT CASE CHALLENGE (GRAND FINALS),  
30 MARCH 2019, 9.30AM, HELD AT SHERATON TOWERS SINGAPORE,  
LEVEL 2, BALLROOMS 3 & 4**

Ms Quah Ley Hoon, Chief Executive of the Maritime and Port Authority of Singapore and member of the SMF Board,

Ms Bernice Yeoh, Director of International Maritime Centre Division from the Maritime and Port Authority of Singapore,

Mr Lee Keng Mun, Head of Shipping Asia from Hamburg Commerical Bank and member of the SMF Board,

Capt Lee Chee Seong, Chief Operations Officer of APL,

Mr Michael Goh, Chief Corporate Services Officer of Jurong Port,

Mr Nick Potter, General Manager of the Shell Companies in Singapore,

Distinguished Guests,

Ladies and Gentlemen,

A very good morning to all of you. Thank you for taking time to be here on a Saturday and it gives me great pleasure to welcome you to the Grand Finals of the inaugural MSC Maritime Summit Case Challenge.

1. First of all, I'd like to congratulate the three finalist teams. The judges were very impressed by the quality of the submissions, which made the judging process a tough one. Our organising partners, APL, Jurong Port and Shell, have shared that it was evident that the teams had poured their heart and soul into their research, going beyond information that was already in the case. This resulted in a very close fight, with a one-point difference between some teams. However, the finalist teams have differentiated

themselves by showcasing their creativity, thoroughness and attention to detail by introducing novel perspectives, and even developing both short and long term solutions for the challenges posed.

2. Overall, we are heartened to have received a good number of submissions. A total of 32 teams (exceeded our initial target of 30 teams) participated in the Preliminary Round, with students coming from NUS, NTU, SMU, SIT and SIM, and across various disciplines and year of study. We are also happy to note that 77% of participants are non-maritime students. This is great because Singapore is a world-leading International Maritime Centre and as such, maritime companies here offer diverse opportunities for talent of different backgrounds. We hope that you will continue to engage with the maritime industry and would consider building your career in.

### **Developments in the Maritime Industry**

3. I believe that this Case Challenge experience has provided you with an in-depth view of the different aspects of the maritime industry, and the role it plays in Singapore's economy. With the advent of digitalisation, the government has incorporated greater technological application in this sector, such as through the use of Artificial Intelligence, drones and smart systems in the upcoming Tuas Mega Port and Jurong Port's next-generation multi-purpose port.

4. However, while Maritime Singapore continues to invest in greater automation and technology, people are still at the centre of the industry's growth. The industry requires a highly capable and diverse talent pool to support these developments. As such, maritime companies are always on the lookout for passionate individuals with a global mindset and the drive to succeed.

### **MSC Maritime Summit Case Challenge – Grand Finals**

5. This was the inspiration for today's final case challenge. While the cases for the Preliminary Round were based on real-world problems faced by maritime companies, today, we have given our three finalist teams 24 hours to think about how the maritime industry can tackle its talent challenges even as we work towards our vision for Singapore to be the Global Maritime Hub for Connectivity, Innovation and Talent. Best of luck to the three finalist teams! Coincidentally, each of the teams are from the different universities (NTU - ThunderBoat, NUS – Misad Ventures, and SMU - Meridian) that makes it a more exciting finals. I look forward to your presentations, and speaking more with you at the MSC Maritime Summit Dinner on Monday.

### **Conclusion**

6. In closing, I'd like to express my gratitude to our partners, APL, Jurong Port and Shell, and also to MPA, for your strong support in our inaugural run of the MSC Maritime Summit Case Challenge. I'd also like to thank the career counsellors here today. Your partnership is important, and may we continue to inspire our young people to explore the different maritime opportunities that this dynamic industry offers. Finally to the students, thank you for your participation. Your enthusiasm and drive have made this inaugural MSC Maritime Summit Case Challenge a successful event.

Thank you.