

NEWSLETTER



THE SMF BOARD

The SMF Board is steered by the Board of Directors, which comprises prominent personalities from the maritime industry. Our Board sets the direction and provides strategic insight for SMF's initiatives and programmes.

Presenting to you the SMF Board:



Mr Andreas Sohmen-Pao
Chairman,
BW Group



Ms Quah Ley Hoon
Chief Executive,
Maritime and Port
Authority of
Singapore



Mr Lee Keng Mun
Head of Shipping Asia,
Hamburg Commercial
Bank



Mr Tan Puay Hin
Chief Executive,
Singapore Logistics
Association



Mr Loo Tze Kian
Managing
Director,
LCH Lockton
Pte Ltd



Ms Lisa Teo
Executive Director,
Corporate
Development,
Pacific International
Lines (Pte) Ltd



Mr Abu Bakar
Chairman,
InfoFabrica
Holdings Pte Ltd



Mr Prem K. Gurbani
Founding Partner,
Gurbani & Co LLC



Mr Punit Oza
Vice President, Head of
Systems, Processes &
Competence (Dry Bulk),
Klaveness Asia Pte Ltd



Mr Chua San Lye
Chief Human
Resource Officer,
Sembcorp
Marine Ltd

FROM THE CHAIRMAN'S DESK

The first half of the year has been a busy one. In April, the Maritime and Port Authority of Singapore (MPA) organised *Singapore Maritime Week* together with industry partners. We were delighted to see a strong turnout at the biennial *Sea Asia*, including a record 13 national pavilions this year.

In June, SMF and the Association of Singapore Marine Industries (ASMI) led the Singapore Pavilion at *Nor-Shipping*, showcasing Singapore's maritime capabilities as an International Maritime Centre (IMC). SMF hosted the highly anticipated *Singapore Nite @ Nor-Shipping*, gathering shipping professionals and delegates together for an evening of networking over Singaporean cuisine.

On the local front, SMF continues to strengthen its outreach efforts, in support of the industry's growing needs. In August, we look forward to welcoming the newest batch of MaritimeONE scholars at the MaritimeONE Scholarship Awards Ceremony. Also, the Maritime Singapore Connect (MSC) Office will be conducting the inaugural MSC Career Discovery Programme at the National University of Singapore (NUS), Nanyang Technological University (NTU) and Singapore Management University (SMU), as a follow-up to the MSC Maritime Careers Workshop, to provide students with customised suggestions of maritime careers based on their interests, personalities and skills through expert diagnostic tools.

A big thank you to our partners who have supported us in these endeavours. We look forward to continuing our work with you in the months to come.

With best wishes,

Andreas Sohmen-Pao
Chairman, Singapore Maritime Foundation

STEERING AHEAD WITH SMF INITIATIVES



January – April 2019: MSC MARITIME SUMMIT CASE CHALLENGE

The inaugural MSC Maritime Summit Case Challenge drew over 100 participants across five universities, of whom 75% were non-maritime students. Organised by the Maritime Singapore Connect (MSC) Office, the event marked the first time that three maritime companies – APL, Jurong Port and Shell, came together as part of the industry's efforts to attract young talent.

The case competition, which spanned four months from January to April, comprised two rounds. In the Preliminary Round, participants were required to solve a business problem determined by APL, Jurong Port or Shell. From there, three finalist teams emerged. During the Grand Finals, Team Meridian from Singapore Management University (SMU) comprising three Year 3 Business Management students beat the other two teams from the National University of Singapore (NUS) and Nanyang Technological University (NTU), in a 24-hour challenge to solve key recruitment and talent management issues for a case study centred on strengthening Singapore's position as a Global Maritime Hub for Talent. The event culminated in the MSC Maritime Summit Dinner, where the three finalist teams each received an exclusive invitation for a fine-dining opportunity with C-suite representatives from APL, Jurong Port, Shell, SMF and the Maritime and Port Authority of Singapore (MPA).

Attendees included Ms Aw Kah Peng, Chairman of the Shell Companies in Singapore, Mr Ooi Boon Hoe, Chief Executive Officer of Jurong Port, Capt Lee Chee Seong, Chief Operating Officer of APL, Ms Tan Beng Tee, Assistant Chief Executive (Development) of MPA, Mr Lee Keng Mun, SMF Board Member and Head of Shipping Asia at Hamburg Commercial Bank and Mr Loo Tze Kian, SMF Board Member and Managing Director at LCH Lockton Pte Ltd.



9th February 2019: YES CLUB TEAMBONDING ACTIVITY

On a Saturday afternoon, members of the Young Executives and Students (YES) Club gathered for a chocolate making workshop led by professional chefs at the ToTT Store. With Valentine's Day around the corner, the 40 participants worked in teams to make delicious chocolate desserts, such as Oreo chocolate truffles and rose cake pops for their loved ones.

The YES Club welcomes maritime-related executives and students to learn from successful seniors and professionals in its maritime alumni network. At these events, fresh graduates and maritime students take the opportunity to meet with young maritime executives and learn more about their journey as maritime professionals. This creates a strong network of industry friendships that members of YES Club can look for guidance and support.

The next two YES Club activities will be held in the second half of the year.





National Service (NS). Students and full-time National Servicemen (NSmen) were introduced to the MSC website, a one-stop platform for all maritime-related information and diverse career opportunities offered by companies in the industry. They collectively showed an appreciation for the resume deposit function and other useful tools on the website.

February – May 2019: MSC OFFICE OUTREACH AT CAREER FAIRS

A recent finding from LinkedIn showed that 56% of those who started their careers in the maritime industry remained in the industry for their next role. With graduate hiring highlighted as a strategy to reduce churn, the MSC Office was involved in university career fairs at the National University of Singapore (NUS), Nanyang Technological University (NTU), Singapore Institute of Management (SIM) and Singapore Management University (SMU), to support job search efforts of graduating students. Working closely alongside the Maritime Education and Training (MET) team, an open concept booth was set up at the NUS Career Fair, where display stands, colourful information panels, packet drinks and a picker wheel were used to attract students. During the Information Session and Career Fair organised by the International Trading Institute (ITI) at SMU, the MSC Office shared with students interested in taking up a Trading or Maritime track more about the industry.

In addition, the MSC Office was also involved in the MINDEF/MHA Enhanced Career & Education Fair, which is organised on a quarterly basis to assist Singapore Armed Forces and Home Team personnel in making a smooth transition into the workforce or further education when they complete their

15th March 2019: MARITIME D/CODED TOUR

As Singapore's maritime sector begins to ride the wave of digitalisation, demand for young talent with expertise in the fields of Analytics and Information and Communications Technology (ICT) is steadily rising.

To give undergraduates a better understanding of the industry, the MSC Office organised the second edition of the Maritime D/coded Tour, welcoming students from diverse academic disciplines, including Computing, Information Systems, Technology and Design, Business, Economics, Engineering, Science and Mathematics.

Mr Cheng Zheng Yang, Offshore Analyst at VesselsValue shared how Big Data, Mathematics and Shipping can come together to enhance decision-making capabilities of the company, thereby achieving operational efficiency. In addition, experienced maritime professionals from Jurong Port and PSA Corporation shared their work relating to Information Technology and Data Analytics. Students were also given exclusive tours of the container and multi-purpose terminals at PSA and Jurong Port.



23rd March 2019: RAFFLES LIGHTHOUSE LEARNING JOURNEY

On the island of Pulau Satumu, sits one of Singapore's oldest lighthouses – the Raffles Lighthouse. As part of the activities at Singapore Maritime Week, SMF organises an annual learning journey to the lighthouse for MaritimeONE scholars and maritime students. The 54 scholars and students had the rare opportunity to scale the steps to the top of the lighthouse and listen as the lighthouse keepers told stories of life on the island.

As the nation celebrates the bicentennial of Singapore's founding, the Raffles Lighthouse remains a symbol of Singapore's maritime journey since the 14th century and a reminder of the nation's historic milestone as a maritime emporium, as it continues to light the way for vessels navigating through the Singapore Straits.

The Raffles Lighthouse learning journey is just one of the many outreach programmes organised by MaritimeONE to allow the public to gain a deeper appreciation of the maritime industry and its significance to Singapore.



9th – 11th April 2019: SEA ASIA 2019

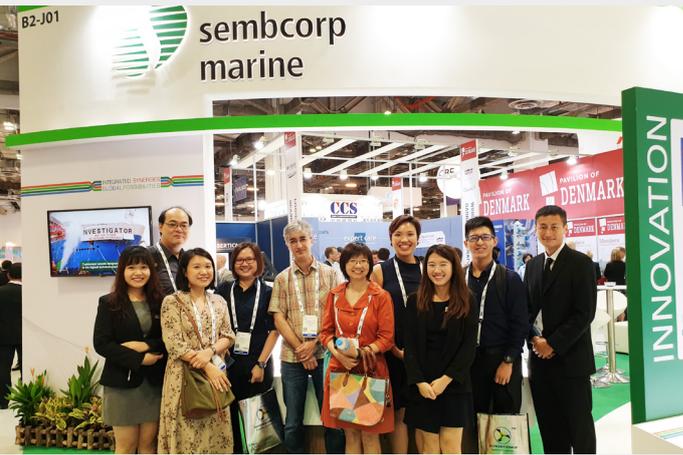
SMF supports Singapore's efforts to become an International Maritime Centre through positioning the nation as a thought leader and promoting Maritime Singapore's capabilities to an international audience. Together with Informa Markets (Seatrade), SMF organised the 7th edition of Sea Asia, Asia's anchor maritime and offshore event at the Singapore Maritime Week, for global maritime leaders to gather and discuss salient industry issues such as regulation, digitalisation and sustainability at the Marina Bay Sands.

The show was opened by Guest-of-Honour, Dr Janil Puthuchery, Senior Minister of State for Transport, Communications and Information.

The exhibition segment had more than 400 exhibitors showcasing their latest products and innovation across the two floors featuring a record 13 national pavilions. The Innovation Arena was introduced to the show for the first time, showcasing innovations by maritime startups. The event was attended by 15,000 participants from 80 countries.

Mark your calendars for the next edition of Sea Asia, which will return from April 20 – 22 in 2021.





9th April 2019: SEA ASIA TOUR FOR EDUCATION AND CAREER GUIDANCE COUNSELLORS

As part of the MSC Office's efforts in engaging local schools and career centres, an exclusive guided tour at the Sea Asia Exhibition was organised for Education and Career Guidance (ECG) counsellors from local institutions, including the Ministry of Education, SkillsFuture Singapore and Workforce Singapore.

During the tour, ECG counsellors had the opportunity to interact with experienced professionals from global maritime companies such as Jurong Port, Keppel Offshore & Marine, PSA Corporation and Sembcorp Marine at their exhibition booths. They unanimously agree that this experience has deepened their understanding of the wide spectrum of career opportunities available in the maritime industry.



21st May 2019: MARITIME EXPERIENTIAL PROGRAMME WITH THE SINGAPORE SHIPPING ASSOCIATION (SSA)

In May, SMF and SSA organised the first session of the Maritime Experiential Programme (MEP), transporting 48 students from Orchid Park Secondary School to maritime themed locations such as Wavelink Maritime Institute and the Singapore Maritime Gallery. Students and teachers had the opportunity to learn more about Singapore's rich maritime history, and the significance of the industry to the nation's development.

Organised specially for secondary school students, the MEP is held yearly to raise awareness of the maritime industry and its many opportunities, while instilling interest through immersing students into a day in the lives of maritime professionals through company visits, or to maritime themed locations in Singapore, such as the Ports. These sessions are held twice a year, and the next session will be held in October.



4th – 7th June 2019: NOR-SHIPPING 2019

SMF and the Association of Singapore Marine Industries (ASMI) led nine companies under the Singapore Pavilion to Oslo, Norway for the biennial Nor-Shipping 2019 Exhibition to showcase Singapore's maritime capabilities to the international maritime community. Guest of Honour, Dr Lam Pin Min, Senior Minister of State for the Ministry of Transport and Ministry of Health, officially opened the Pavilion at the ribbon cutting ceremony.

SMF hosted the Singapore Nite @ Nor-Shipping (5 June), one of the most anticipated and popular event during the Nor-Shipping Week, at the Radisson Blu Plaza Hotel. The event was also graced by Dr Lam Pin Min as the Guest of Honour.

Close ties between Singapore, Norway and the international maritime community were celebrated by the 450 senior maritime stakeholders in attendance. Guests took the chance to catch up with old friends and forge new connections over delicious Singapore cuisine prepared by Singaporean chefs specially flown in for this event.

SMF would like to thank its main sponsors, Keppel Offshore and Marine, MPA, Sembcorp Marine, and our supporting sponsor, Thome Ship Management, for their generosity.



FRANKLY SPEAKING



MS QUAH LEY HOON

Ms Quah Ley Hoon joined the Maritime and Port Authority of Singapore (MPA) as Chief Executive in 2019, and has more than 12 years of work experience in the public sector ranging from economic policies to environmental and social policies. She sits on the Board at SMF and works with the Foundation to promote Singapore as an International Maritime Centre. In this exclusive interview, Ms Quah shares another side of herself that is little known to others.

SMF: Who or what inspires you?

LH: I draw inspiration when I am at peace with nature, in particular when I am surrounded by the vast mountain ranges and open sea.

SMF: What are some of your favourite hobbies?

LH: I am a FOMO mother, so I spend time hanging around my kids doing their hobbies when I have time. Once in a while, I will catch some me-time and do yoga.

When I was young, I trekked often in mountains including Mount Ophir, Gunong Tahan, Himalayans, Mount Kinabalu and Kilimanjaro. More recently, I went trekking with my kids in Bhutan. I will miss the mountains once in a while.

SMF: What's the one thing you need every morning?

LH: Walking my Jack Russells and talking to them every morning before the hectic day starts.

SMF: What are three things that you cannot live without?

LH: Fun, changes and relaxation.

SMF: How did you get into the maritime industry?

LH: It was really by chance, a golden opportunity came my way and I seized it.

SMF: If you had a superpower what would it be?

LH: I think I don't need any superpowers. Life is transient and we are just one small piece of the jigsaw puzzle. I just live my life as if there is no tomorrow and contribute where I can.

SMF: What did you aspire to be when you were younger?

LH: I had always wanted to be a teacher. I thought having the knowledge and imparting it to others is very "cool", and I still maintain a deep respect for all teachers.

SMF: What would you name your boat if you had one?

LH: I would name it 'World'.

SMF: How would you describe the importance of maritime to someone who is not from the industry?

LH: Without shipping, it would be very expensive to transport things from one place to another. We are talking more than 80% of world trade being transported by sea. This illustrates how significant the maritime industry is.

And for Singapore, with a history of over 700 years as a trading port, the maritime industry makes an important contribution to our GDP and workforce. This would not be possible without the close collaboration between the government, industry partners such as SMF, ASMI and SSA, the more than 5,000 maritime establishments, and our unions such as SMOU, SOS and AUSBE.

YOUTH MATTERS

DEBBIE NEO ENG TIN

**SMA-FlagshipV-
MaritimeONE Scholar**



SMF: What made you decide to pursue a career or education in the maritime industry?

DN: It all started when I had to decide what I wanted to do after O-levels. I chanced upon the Diploma in Maritime Business offered by Singapore Polytechnic and decided to apply for the course. The next three years then opened doors for me into the world of maritime. Not long after, I applied for the MaritimeONE scholarship, which gave me the opportunity to go abroad and attain my degree at Plymouth University within a shorter period of time, as compared to the usual 3-4 years, allowing me to be able to join the industry sooner.

SMF: Could you share any interesting experiences you've had so far while pursuing your course of study or internship?

DN: The most interesting experience I had was when I sailed onboard a Multi-Purpose Vessel from Port Moresby to Lae, Papua New Guinea. The voyage was short but memorable, as I got to experience the rhythm of life at sea. Furthermore, the Ship Master kindly brought me along to the open market in Lae, together with the Chief Cook and Chief Steward, as they headed out for groceries.

On a separate occasion, I had the chance to tag along with a hold surveyor to conduct cargo hold inspections for a bulk carrier. As I am working in the Operations department for Swire Bulk, a division in the China Navigation Company (CNC), seeing the conditions of the hold and understanding what the surveyor was looking out for enriched my job.

SMF: How has the MaritimeONE Scholarship Programme enriched your education and/or career?

DN: Not only has the MaritimeONE Scholarship Programme helped to finance my education, it has also given me opportunities to expand my social and professional network. Through industry events, I have been able to connect with fellow scholars and veterans from the industry, who are more than willing to share valuable insights and tips that have helped me navigate my career in the industry. I have also learnt more about the different areas of the industry, which has given me a holistic understanding of the maritime industry.

SMF: What do you do in your spare time?

DN: Rock climbing is something I love doing more than anything else in the world, and it's a sport I started 6 years ago. Over the years, I've transitioned from climbing competitively to coaching children on the weekends. The sense of satisfaction I get from seeing them grow and learn is indescribable and is something I look forward to on the weekends.

In addition to rock climbing, I also spend my free time running, reading and spending time with my adorable dog – Snuggles. I've also set a goal for myself – to trek or hike up one mountain a year. I'm really glad to have conquered Snow and Jade Mountain (Taiwan) in December last year and Mt. Kinabalu (Malaysia) in April this year.

SMF: What's trending now amongst youths?

DN: I would say the hype about the newest bubble tea in town and who gets their hands on it first!

There are more and more bubble tea chains opening in Singapore even though we already have a few go-to(s) such as KOI, Gong Cha and LiHO. It only takes a few articles on these new establishments to be shared online before they start attracting long queues. I feel that youths are the most effective marketing tools for these chains – once they post photos of their selected bubble tea on their social media platforms, their friends would definitely want to try it out.

SMF: What is the best thing about being part of Maritime Singapore?

DN: Being a part of a well-established and fast-moving community is one of the best things about Maritime Singapore. Singapore's unique position as an International Maritime Centre has connected us with a multitude of opportunities for growth. With recent technological advancements, we are seeing great developments, such as the building of the Tuas Mega Port. It is one of the many things we should be proud of.

SMF: What's one cause that is dear to your heart?

DN: As someone who loves challenges, I took part in The Nepal Challenge last year to run 100km within a month and raise funds to support a child

and her family in Nepal for a year. With the support of my family and friends, I succeeded in completing the challenge and was very glad to hear that the child I supported has been doing well. It's also very heartwarming to receive her handwritten/drawn letters every now and then. Once the current sponsorship ends in June this year, I hope to continue supporting her or other children. If anyone is keen, do consider taking up this challenge – you can really make a difference in someone else's life!

SMF: What have you learnt about being in the maritime industry?

DN: During my 2 years in CNCo, I have learnt that shipping is not all about shipping containers or the liner businesses, but that it incorporates other aspects such as bulk carriers. Personally, after becoming involved in bulk operations in my current role, I found that this was the more interesting side of the industry, although there is still plenty that I have yet to learn. In short, learning never stops!

SMF: Any words of advice to someone who might be keen to join the maritime industry?

DN: Keep an open mind! There is a variety of roles that you can take up in this growing industry. Do not join the industry thinking that you can only do one particular job because you will never know what you are truly capable of until you try. Take me for an example – I spent 1 year in the Liner side of CNCo as a Repair & Maintenance Executive and am now a Management Trainee for Bulk.