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Press Release

FOR IMMEDIATE RELEASE

Launch of Singapore Maritime Ambassador Programme at the Singapore Maritime Dialogue

Singapore, 4 August 2015 – Mrs Josephine Teo, Senior Minister of State, Ministry of Finance and Ministry of Transport, launched the **Singapore Maritime Ambassador Programme (SG-MAP)** today at the second **Singapore Maritime Dialogue**. The programme engages students and professionals from various maritime sectors to volunteer as Singapore Maritime Ambassadors. They will help to inspire more Singaporeans, especially the younger generation, to join the maritime sector by showcasing the immense possibilities that this sector offers. This new initiative is spearheaded by the Singapore Maritime Foundation (SMF), with support from the Maritime and Port Authority of Singapore (MPA).

Mrs Teo said, "***The Singapore Maritime Ambassador Programme supports our efforts to build a strong and sustainable core of local talent that will take Maritime Singapore into the next chapter. I am glad that amongst the Ambassadors are students, executives and industry veterans, who will be able to share their experiences and passion for the maritime sector.***"

For a start, 30 Maritime Ambassadors have been identified and more are expected to be appointed in the coming months to complement the current spectrum of promotional and outreach initiatives by various stakeholders in the maritime industry.

Mr Muhammad Hazreen Bin M Haffis, the moderator for this year's Singapore Maritime Dialogue, is one of the Singapore Maritime Ambassador pioneers. The IMC – MaritimeONE scholar joined IMC Industrial Pte Ltd¹ last year, after graduating from Nanyang Technological University with a Bachelor of Science (Honours) in Maritime Studies.

¹ IMC Industrial Group specialises in providing industrial supply chain and logistic solutions to serve companies in a wide spectrum of industries, including the dry bulk, wet bulk, and oil and gas sectors.

“What excites me about the maritime industry is the dynamic nature of the sector. I had the chance to interact with many maritime professionals when I served as President of the NTU Maritime Business Society, and everyone I met then was genuinely passionate about the industry. So, I feel honoured and privileged to have the chance to serve as a Maritime Ambassador so I can share what I know and love about the industry. Hopefully, I can inspire other youths to consider maritime careers because shipping plays such an important part in our daily lives; it transports 90 per cent of world trade,” said the 26-year-old, who is on a two-year management trainee programme with IMC Industrial Pte Ltd.

The Singapore Maritime Dialogue aims to create awareness of and generate interest in the maritime education, scholarship and career opportunities that the Singapore maritime industry has to offer. About 280 students from various junior colleges, polytechnics and ITE College Central participated in this year’s event held at The Star Gallery – The Star Performing Arts Centre. The students had the opportunity to hear from and engage in a panel discussion with Mrs Josephine Teo and five senior maritime leaders² around this year’s theme – “Maritime Singapore in 2030”.

In line with the dialogue’s theme, the exhibition this year featured a future-ready component, where students learnt more about the futuristic technology to be deployed at upcoming mega developments like Tuas Port³. Key features include the use of automated machinery and green energy systems to improve productivity and environmental sustainability. Students also learnt more about maritime-related courses, careers and scholarships at the exhibition, which had participation from academic institutions like Nanyang Technological University, Singapore Management University and Singapore Institute of Technology.

Another new element was the inter-school maritime quiz. The team from ITE College Central (Business School) came out tops from amongst the 16 teams fielded by attending schools. They received the championship trophy along with the top cash prize of S\$1,000⁴, from the Guest-of-Honour, Mrs Josephine Teo.

² The dialogue panellists comprised **Mrs Josephine Teo**, Senior Minister of State, Ministry of Finance and Ministry of Transport; **Mr Andrew Tan**, Chief Executive, Maritime and Port Authority of Singapore; **Mr James Pang**, Managing Director, Pacific Radiance Ltd; **Mr Tan Puay Hin**, Regional CEO, Southeast Asia, PSA International Pte Ltd; **Mr Lee Keng Mun**, Head of Shipping, HSH Nordbank AG; and **Mr Ong Poh Kwee**, Chief Operating Officer, Sembcorp Marine Ltd.

³ All port terminals will consolidate and move to a megaport in Tuas by the end of the next decade. When fully operational, Tuas Port will have the capacity to handle 65 million twenty-foot equivalent units (TEUs) of cargo annually – nearly double the amount Singapore handled in 2014.

⁴ The top three teams received trophies along with cash prizes of S\$1,000, S\$500 and S\$200 respectively from the Guest-of-Honour, Mrs Josephine Teo, Senior Minister of State for Finance and Transport.

Mr Michael Chia, Chairman of SMF and MaritimeONE, had this to say about the maritime industry's synergistic efforts for student outreach, ***“The youths of today are increasingly discerning about their future careers, so we need to reach out to them in as many ways as possible, through events like the Singapore Maritime Dialogue, and the Maritime Ambassadors under the new SG-MAP initiative, amongst others. Singapore retained its top spot as the most important maritime capital in a recent survey⁵ that benchmarked 15 cities around the world, and we want our young people to know about the many exciting and varied opportunities in Maritime Singapore that are right at their door steps.”***

-End-

Attached:

- **Photos from the Singapore Maritime Dialogue 2015**

Captions for photos:

- **Picture 1:** Mrs Josephine Teo, Senior Minister of State, Ministry of Finance and Ministry of Transport giving the opening address at the Singapore Maritime Dialogue 2015
- **Picture 2:** Panellists at the Singapore Maritime Dialogue 2015 (L-R: Mr Lee Keng Mun, Head of Shipping, HSH Nordbank AG; Mr James Pang, Managing Director, Pacific Radiance Ltd; Mr Andrew Tan, Chief Executive, Maritime and Port Authority of Singapore; Mrs Josephine Teo, Senior Minister of State, Ministry of Finance and Ministry of Transport; Mr Tan Puay Hin, Regional CEO, Southeast Asia, PSA International Pte Ltd; Mr Ong Poh Kwee, Chief Operating Officer, Sembcorp Marine Ltd; and Mr Muhammad Hazreen Bin M Haffis, emcee and moderator for the Singapore Maritime Dialogue 2015
- **Picture 3:** Mr Muhammad Hazreen Bin M Haffis, the emcee and moderator for the Singapore Maritime Dialogue 2015
- **Picture 4:** Mrs Josephine Teo, Senior Minister of State, Ministry of Finance and Ministry of Transport awarding the winning team from ITE College Central (Business School) for the inter-school maritime quiz, which was part of the programme for the Singapore Maritime Dialogue 2015

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⁵ Singapore retained top spot as the most important maritime capital in a recent report released by Norwegian consulting firm, Menon. Singapore emerged first among 15 cities that were benchmarked in five categories: shipping centres, finance & law, technology, ports & logistics, and attractiveness & competitiveness. The report, released in June 2015, consisted of responses from 196 maritime professionals from 33 countries. The inaugural Menon report three years ago also ranked Singapore in first place.

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.

About MaritimeONE

Launched in April 2007 by the Maritime and Port Authority of Singapore (MPA), Singapore Maritime Foundation (SMF), Association of Singapore Marine Industries (ASMI) and Singapore Shipping Association (SSA), MaritimeONE (Outreach Network) is a key platform for all maritime stakeholders to synergise efforts to raise awareness of the maritime industry among students and their influence groups, and to interest them in maritime education and careers via various outreach initiatives. As the Secretariat of the MaritimeONE, SMF works in tandem with strategic partners to organise a variety of initiatives, including promotional campaigns, events and MaritimeONE scholarships. Other MaritimeONE activities include industry awareness talks, scholarship offers, student outreach events and regular networking events for employers and tertiary students. For details, visit www.maritimecareers.com.sg.