

NEWSLETTER

JANUARY 2011: ISSUE 3



On the Move

This segment seeks to highlight maritime leaders' movement, changes of appointments.

If you wish to update the maritime community about changes in your organisation, please email corpcomms@sgmf.com.sg.

Presenting to you... the SMF Board.

2010 marks the year of renewal of the SMF Board.

From the Chairman's Desk

The new year brings new challenges

2011 marks the third edition of our flagship event, *Sea Asia 2011* which will be held at Marina Sands. We look forward to your support to make this event a great success.

The launch of the Singapore Ship Sale Form (SSF) is an important milestone initiative that will anchor Singapore's position as a leading international maritime centre. The planning process was challenging and tedious. Many maritime leaders in the legal, ship broking, ship management fraternities and ship owners were consulted at various stages of the developmental phase to fine-tune the form to perfection. I would like to thank our maritime partners who have rendered assistance to bring the form to fruition.

I would also like to use this opportunity to welcome our new Advisory Panel Member, Mr Henry C. Mytton-Mills, Managing Director, Aries Shipbroking (Asia) Pte Ltd. Henry has been instrumental in the development of the SSF and we are grateful for his leadership and his dedication in helping to promote the form to the Asian ship owners.

The second half of 2010 was an eventful one for SMF.

In June and July, SMF hosted two receptions for the maritime graduates of Bachelor of Science in Maritime Studies of Nanyang Technological University and Bachelor of Engineering with Honours (Naval Architecture with Offshore Engineering/Naval Architecture with Marine Engineering) of Newcastle University. Through these events, we hope to welcome them into our maritime community and maintain regular contact with them.

Our TORM-MaritimeONE scholar, Koh Yongjie emerged as the top student of the Bachelor of Science in Maritime Studies course and was awarded the prestigious Nanyang President's Graduate Scholarship. Yongjie is currently pursuing his post graduate studies in NTU. Our MaritimeONE scholars from Newcastle University, Alex Ng, Khine Lin Zaw and Cheong Yan Guo have also done us proud, all three of them graduated with first-class honours.

In 2010, 21 MaritimeONE scholarships, valued at S\$549,500 were awarded to outstanding students to pursue maritime-related courses in Singapore and overseas. This is a significant jump from 17 in 2009. We hope that more

maritime companies would pledge their support as sponsors this year.

On 27 August, Professor Tommy Koh, Ambassador-at-Large of Singapore graced the 4th Maritime Leaders Speaker Series as our distinguished Guest Speaker. Prof Koh addressed an audience of over 350 youth and maritime professionals and shared his insights on the topic, *Singapore and the Sea: Strategic Significance and Opportunities for Young Singaporeans*.

The last quarter of 2010 also saw many exciting branding partnerships with Singapore Polytechnic, Temasek Polytechnic and Wee Kim Wee School of Communication and Information, NTU. SMF hopes that these collaborations will nurture a group of youth ambassadors and in the long run, elevate the "glamour" factor of the maritime sector.

In this new year, SMF would continue to push forth new initiatives to serve the maritime community.

With best wishes,



Michael Chia
Chairman
Singapore Maritime Foundation



Chairman
Mr Michael Chia
Managing Director
(Offshore) Keppel
Offshore &
Marine Ltd



Board Member
Mr Lam Yi Young
Chief Executive
Maritime and
Port Authority
of Singapore



Board Member
Mr Kuok Khoon Kuan
Managing Director
Pacific Carriers Ltd



Board Member
Mr Erik Borgen
Regional Director &
Head of Asia DnB
NOR Bank ASA



Board Member
Mr Goh Teik Poh
President
South Asia
APL Co Pte Ltd



Board Member
Mr Patrick Phoon
Deputy Managing
Director
Evergreen Shipping
Agency (S) Pte Ltd



Board Member
Mr Wong Weng Sun
President & Chief
Executive Officer
Sembcorp Marine Ltd



Board Member
Mr Christopher Lau
Senior Counsel
Chartered Arbitrator
Christopher Lau

A REVIEW OF 2010, JUN TO DEC 2010, AND THE START OF 2011 STEERING AHEAD...SMF INITIATIVES



SMF New Year Cocktail Reception, 6 January 2011
Held at Sentosa Pavilion, the annual SMF New Year Cocktail Reception saw a congregation of over 300 key movers and shakers of the maritime community. Chairman of SMF, officiated the launch of the Singapore Ship Sale Form, a key milestone initiative to propel Singapore as an international maritime centre. The SMF New Year Reception was graced by Guest-of-Honour, Mr Raymond Lim, Minister for Transport and



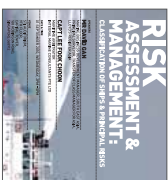
Second MaritimeONE HR Management Forum, 19 July
The second MaritimeONE HR Management Forum held at Marina Mandarin Hotel was well attended by over 60 senior management representatives and key human resource personnel from various maritime companies. Led by MPA and supported by the MaritimeONE partners, the forum sought to better understand pertinent management issues related to manpower development in the diverse clusters of the maritime sector. During her presentation titled, "Leadership Development in GE", guest speaker, Ms Jean Hui, Co-convener Leader -ASEAN of GE Global Learning shared insights on the importance of developing growth leaders and key strategies relating to leadership development and employee engagement.



MPA & MaritimeONE Scholarship Awards Ceremony, 3 August
The MPA-MaritimeONE Scholarship Awards Ceremony was jointly organized by MPA and SMF to acknowledge award recipients and their sponsors. This year, 21 outstanding students were awarded the MaritimeONE scholarships to pursue maritime-related courses in Singapore and overseas. This marked a jump as compared to 17 scholarships given out last year. These scholarships are valued at S\$549,500. Sponsoring companies in 2010 include "K" Line Pte Ltd, Pacific Carriers Limited, Pacific International Lines Pte Ltd, Singapore Maritime Academy of Singapore Polytechnic, SMTC Global (S) Pte Ltd and The Lloyd's Register Educational Trust.



4th Maritime Leader Speaker Series (MLSS) by Professor Tommy Koh, 27 August
The 4th MLSS, Singapore and the sea, Strategic significance and career opportunities for young Singaporeans, was held on 27 August at DBS Auditorium. President of the Singapore Shipping Association, Mr S.S. Ibo delivered the opening speech to welcome Guest Speaker, Professor Tommy Koh. Professor Koh delivered an enlightening speech and shared his expertise on the historical links between Singapore and the maritime sector, the importance of this sector to the Singapore economy and the exciting career opportunities that the Singapore maritime industry has to offer to young people. The seminar was attended by over 300 students and maritime professionals.



Maritime Knowledge Shipping Session, 1 September
Risk Assessment and Management: Classification of Ships and Principal Risks seminar was jointly organised by SMF and General Insurance Association (GIA), as part of the Maritime Knowledge Shipping Sessions. Over 140 maritime insurance practitioners, maritime professionals and students were present at this seminar. The two speakers, Mr David Gan, Marine Business Development Manager, South East Asia, Principal Surveyor and Transfer of Class Manager for Asia of Lloyd's Register Asia, and Captain Lee Fook Choon, Maritime Arbitrator of Integral Marine Consultants gave participants an in-depth understanding of classification in-ship, the concept of risk assessment of insurable maritime assets and risk aspects of principal ship types.



MaritimeONE Logo Design Challenge with Singapore Polytechnic, 6 September
In a bid to give the MaritimeONE logo a refreshing image overhaul, SMF partnered with 102 third and fourth year media and communication students of Singapore Polytechnic to create a brand-new MaritimeONE logo as part of their classroom assignment. On 6 September, MaritimeONE partners changed hats to take on the role as judges to identify the winning team for the logo challenge. The students impressed the judges with their thorough research, well-conceptualised logo designs and articulate delivery. After much deliberation, team SASAR was announced the winner of the challenge.



Media Partnerships with Lianhe Zaobao, TODAY & New Paper, August to November
In order to raise the profile of outstanding maritime companies and maritime leaders in Singapore, SMF partnered Lianhe Zaobao to develop 3 maritime adventures. Prominent maritime leaders shared insights about their companies' growth and development in Singapore role as an international maritime centre. These adventurous insights reached out to readers beyond Singapore, in particular, top decision-makers in China, as Lianhe Zaobao is highly regarded by the Chinese readers. At the home front, adventurous featuring maritime students, young maritime professionals were also placed in TODAY and The New Paper to raise awareness about interesting facets of maritime careers.



Maritime Commercial Challenge with Wee Kim Wee School of Information and Communication (WKWSC), NTU, October to November
SMF partnered Mr Kim Campbell, Lecturer, Division of Broadcast & Cinema Studies of WKWSC, NTU and his 23 students to formulate refreshing maritime commercials. From conceptualisation, research to filming, editing and execution, these young filmmakers worked closely with SMF and were given special admission to visit ports, shipyards and other maritime premises. SMF hopes to nurture a group of young maritime ambassadors through such partnerships and correct stereotypes that youth may have about the maritime industry in the long run.



Y.E.S. Team Bonding 2010, 6 November
On 6 November morning, over 80 maritime students gathered at Labrador Park to partake in the inaugural Y.E.S. Young Executives and Students' Team Bonding 2010 event. Organised by SMF, the programme aimed to forge new friendships and camaraderie amongst maritime students across institutes of higher learning, including universities, polytechnics and Institute of Technical Education. Students took part in a series of fun and challenging activities that tested their cohesiveness, wit and strength. The event concluded with a sharing session by the students. The team with the highest score emerged as the proud winner and was presented with trophies.



Maritime Night with NTU Masters of Science in Maritime Studies, 8 November
The Maritime Night with NTU Masters of Science in Maritime Studies was held on 8 November at Amara Hotel. Three speakers, Ms Wimala Loy, Executive Director of the Association of Singapore Marine Industries, Ms Elaine Lui, Marine Underwriter of Shipowners' R&U Club and Mr David Chin, Executive Director of SMF gave participants an in-depth understanding of the various clusters that constituted the international maritime centre. The speakers also shared the magnitude of the global maritime scene and some of the recent developments in this sector. Participants were treated to a dinner reception and many mingled freely and exchanged views with the industry partners during the social networking function.



Maritime Youth Day 2010, 1 December
Over 160 National Cadet Corps (NCC) took part in the inaugural Maritime Youth Day 2010, a maritime immersion initiative by MaritimeONE and Singapore Maritime Academy to educate youth about maritime education options and careers prospects in this sector. With the strong support of its strategic partner, National Cadet Corps, cadets, ranging from 15 to 18 years old, were treated to an all-maritime experiential treat. These cadets were ferried to Pulau Hantu for a series of fun-filled outdoor activities, followed by a guided tour of the Singapore Maritime Academy at Singapore Polytechnic. The maritime immersion programme concluded with a dinner reception at Raffles Marina.



Y.E.S. Club Year-end Gathering, 29 December
The stage for the Y.E.S. Year-end Gathering 2010 was set in Mowida at St James Power Station. Over 180 youth who are pursuing maritime courses at Nanyang Technological University, Newcastle University-Marine International, Singapore Polytechnic, Ngee Ann Polytechnic and Institute of Technical Education congregated at the annual networking event. Through ice-breaking games and activities, youth mingled with fellow like-minded youth from other specialisations who share their passion - maritime. Young maritime professionals also shared their personal insights about their maritime careers as new entrants into the maritime community.



REFLECTIONS OF A SHIP-BROKER
Jarrod Ho, SMF Scholar, currently working in Amsbach Marine (S) Pte Ltd

Ten years have passed swiftly. For me, there has never been a single moment of respite ever since I entered the maritime industry. Be it work or studies, I has always been the same pursuit: the maritime calling. Over these years, I have been exposed to various maritime specialisations, from tanker operations, marine logisticians to ship finance and ship broking. These varied work experiences have transformed into an ongoing journey of self-discovery.

Ship broking, to me, is by far the most rewarding platform to acquire extensive knowledge of the maritime industry. In a snipnet, Sale & Purchase (S&P) brokers are highly specialised shipbrokers who serve as important middlemen on behalf of clients, shipowners, in the selling and buying of ships. Unlike the real estate business, the asset or commodity we deal with is technically more complex and volatile and spans across international waters. As S&P brokers, we need to keep ourselves abreast of the latest market trends, provide sound advice to our clients and equip ourselves with good knowledge of the ships and their owners we represent and their competitors.

Often, the process involves consistent hard work. At times, egos may be trampled and one's abilities may be questioned, but work and research do not cease. The personal satisfaction gained from a successful deal after months of intensive work is immeasurable, and of course, the handsome monetary reward makes it all worthwhile.

One of the quotes that aptly describes the business of shipbroking is "The sky's the limit." One colleague once said that it does not take a rocket scientist to be a successful S&P broker. To the S&P broker, every new maritime transaction is akin to the start of a marathon race. We can only savour the sweet victory of success when we have overcome several daunting road blocks along the journey and crossed the finishing line.

I have embarked on the maritime marathon, crossed several finishing lines and have enjoyed my first taste of victory. This maritime adventure is endless and I'm glad I steered my career into this vibrant maritime sector.



1) When I was little, I have always wanted to...

Since young, I have always wanted to see the world. As a geography student, I was fascinated by the diversity of people and the varied geographical attributes across continents. To me, going out to sea was a cheap way to travel. My late father who worked in the port as a training officer also gave me many opportunities to go onboard ships and see the cargo operations. These experiences made me strive for a career that would allow me to see the world.

2) Please share one little known aspect of your career or your personal life.

I am an avid reader. My favourite read is "Air Forces Monthly", a magazine that is devoted modern military aircrafts and the latest technologies and development in military aviation.

3) If I'm not in the maritime industry, I would be...

A pilot, hopefully one in charge of a high performance fighter jet! I would enjoy the sense of freedom in mid-air, the power to be in control of a plane and the adrenaline rush.

4) If you can change one thing in your life, or one trait of yours, what would it be?

Not a single bit. I am very blessed with a wonderful wife and two children, great friends who have helped and advised me all these years and a career in the maritime sector that I am passionate about.

5) When I retire...

I would like to spend more time doing volunteer work for the elderly, a group which I will soon belong. I have done some ad-hoc voluntary work with Singapore Action Group for the Elderly (SAGE) and I feel that more can be done to improve the lives of the elderly.

6) What would you say to young people who are thinking of pursuing their careers in the maritime industry?

The maritime industry is an ever-changing industry that would constantly excite and challenge you. The magnitude of this sector will expose you to meet people from diverse specialisations and forge great friendships. We work hard but we also party hard. I've been in this sector for 30 years and yet, I'm constantly learning.

Frankly Speaking

An exclusive interview with a senior maritime personality on the lighter side of life. Mr Patrick Phoon is one of the SMF Board Members and the Deputy Managing Director of Evergreen Shipping Agency (S) Pte Ltd.

What's New!



Singapore Ship Sale Form sets sail on 6 January 2011

6 January marked a milestone achievement, the launch of the Singapore Ship Sale Form (SSF), by SMF Chairman, Mr Michael Chia at the SMF New Year Cocktail Reception. The launch of the SSF is in response to the Singapore maritime community's call for an alternative form that would cater to their needs, in view of increasing maritime activities and maritime arbitration cases in Asia. The SSF is formulated with the concerted effort of many maritime experts who worked alongside SMF to bring the form to fruition. The SSF incorporates the latest regulatory changes and payment procedures and seeks to serve as an alternative form next to other widely used forms. To find out more about the SSF, please visit www.singforms.com.

Your Say

SMF welcomes any feedback or suggestions for the SMF newsletter. If you wish to give any suggestions, please feel free to write to us at corpcomms@sgmf.com.sg. We will be happy to incorporate your suggestions into the SMF newsletter.