

# NEWSLETTER



## FROM THE CHAIRMAN'S DESK

In January, we saw over 250 of our maritime partners gather at the annual SMF New Year Cocktail Reception to welcome the New Year. At the event, we bade farewell to three board members, Mr Tan Puay Hin, Ms Lisa Teo and Mr Abu Bakar, who have made excellent contributions to Maritime Singapore. We welcomed five new members to the Board, Mr Simon Kuik, Mr Ong Kim Pong, Mr Hor Weng Yew, Mr Nick Potter and Ms Caroline Yang, who are well-respected leaders in the industry.

2019 was a good year. MaritimeONE awarded 43 scholars — the highest number thus far. Out of these scholars, three are from non-maritime backgrounds, such as computer science. We are pleased to see an increasing number of such students joining the industry and raising the diversity of skills in the maritime workforce. Amongst a multitude of other SMF events, SMF and MPA launched the Circle of HR InnOvators (CHRO) network at the MSC Connexions Forum. The newly launched network comprises HR professionals from maritime companies and aims to boost the role of HR as a strategic partner in driving workforce transformation by creating a platform for dialogue and knowledge sharing.

In the months ahead, we will oversee an International Advisory Panel comprising senior industry leaders to identify strategies to tackle the decarbonisation of shipping. We will continue to work with our local and overseas partners to strengthen the community and the pipeline of talent, although as a precaution against the COVID-19 outbreak, our outreach events will be postponed until further notice.

Many thanks to our industry partners for your continued support — we look forward to more collaboration in the decade ahead.

With best wishes,

Andreas Sohmen-Pao  
Chairman, Singapore Maritime Foundation

## 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 Loo Tze Kian**  
Managing Director,  
LCH Lockton Pte Ltd



**Mr Prem K. Gurbani**  
Arbitrator, Mediator  
and Counsel,  
Prem Gurbani



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



**Mr Ong Kim Pong**  
Regional CEO,  
Southeast Asia,  
PSA International  
Pte Ltd



**Mr Simon Kuik**  
Vice President & Head,  
Research and Development,  
Secretariat, Sustainability  
Council, Sembcorp  
Marine Ltd



**Ms Caroline Yang**  
Chief Executive,  
Hong Lam Marine  
Pte Ltd



**Mr Nick Potter**  
General Manager,  
Shipping & Maritime,  
APME Region, Shell  
Eastern Trading Pte Ltd



**Mr Hor Weng Yew**  
Chief Executive Officer,  
Pacific Carriers  
Limited



## STEERING AHEAD WITH SMF INITIATIVES



### 1<sup>st</sup> – 21<sup>st</sup> August 2019: MSC “BE PART OF SOMETHING BIGGER” CLAW MACHINE OUTDOOR MARKETING CAMPAIGN

Spotted a claw machine at a bus stop while walking along Dhoby Ghaut and Robinson Road? This was part of the Maritime Singapore Connect (MSC) Office’s three-week long “Be Part of Something Bigger” outdoor campaign to educate and increase the public’s awareness of the significance of the maritime industry and its career opportunities.

The public tried their hands at the claw machine, designed as a refrigerator filled with fruits and vegetables, to “grab” prizes such as limited-edition maritime-themed ez-link cards, ship-shaped thumb drives and Lego-shaped highlighters.

### 8<sup>th</sup> August 2019: MARITIMEONE SCHOLARSHIP AWARDS CEREMONY

MaritimeONE awarded 43 scholars in 2019 — the highest number thus far. As we have been actively reaching out to students pursuing non-maritime courses to ensure a diversified talent pool, we are pleased to highlight that three of our scholars last year are from non-maritime backgrounds, including MaritimeONE’s first scholar pursuing a Bachelor of Engineering (Industrial & Systems Engineering) at the National University of Singapore (NUS).

Since the programme’s inception, a total scholarship amount exceeding S\$10 million has been awarded, paving the way for more than 380 outstanding youths to pursue courses locally and abroad.

We would like to thank our MaritimeONE sponsors for their generous contributions in investing towards the next generation of maritime talent. If you would like to support this programme as a sponsor, please contact us at [scholarship@sgmf.com.sg](mailto:scholarship@sgmf.com.sg).







## 16<sup>th</sup> August 2019: MSC MARITIME CAREERS WORKSHOP

"Some of you may not be studying maritime-related courses, but what's great about this industry is the breadth of careers across all sectors in the maritime industry," shared Ms Tan Beng Tee, Assistant Chief Executive (Development) of the Maritime and Port Authority of Singapore (MPA) at the fourth edition of the MSC Maritime Careers Workshop.

The event saw over 100 participants, comprising undergraduates across all disciplines, as well as professionals with less than two years of working experience.

For this run, the MSC Office partnered with six leading maritime companies — Eastern Pacific Shipping, Jurong Port, Keppel Offshore and Marine, Ocean Network Express, Sembcorp Marine and ShipsFocus Group.

Representatives from these companies shared with participants about their company cultures, positions they typically hire for and the preferred candidate profile.



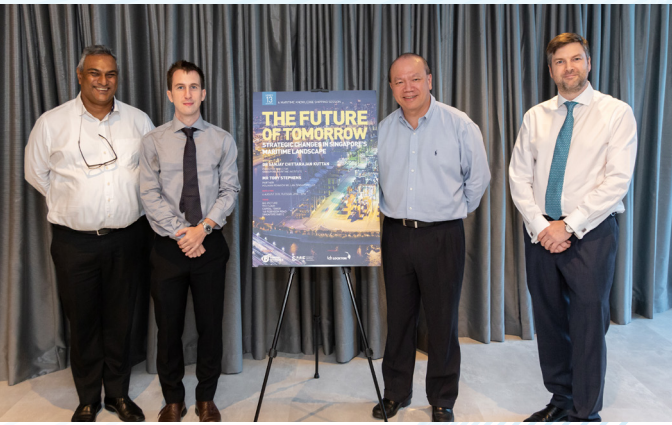
## 23<sup>rd</sup> August, 30<sup>th</sup> August, 5<sup>th</sup> September 2019: MSC CAREER DISCOVERY PROGRAMME

The inaugural MSC Career Discovery Programme spanned across four sessions, engaging 80 undergraduates from NUS, Nanyang Technological University (NTU) and Singapore Management University (SMU), to guide them in their career exploration and how they could better position themselves to secure fulfilling careers.

Students from various disciplines benefitted from the Clifton StrengthsFinder Assessment, which identified their top five strengths. The hands-on workshops then elaborated on how these strengths could be applied in the work context. Through a deck of customised maritime career cards, participants also discovered maritime careers that would be suited for them.







## 6<sup>th</sup> August 2019/6<sup>th</sup> November 2019: **MARITIME KNOWLEDGE SHIPPING SESSION (MKSS) 38/39**

The first run of the MKSS organised by SMF and the General Insurance Association of Singapore (GIA) in 2019 focused on the topic of "The Future of Tomorrow — Strategic Changes in Singapore's Maritime Landscape". The second run of the MKSS focused on the topic of "Updates from International Union of Marine Insurance (IUMI) Toronto Conference 2019".

Through the expertise of various invited speakers, participants gained deeper insights into best practices in marine insurance and how to navigate changes in an evolving maritime landscape. Participants could also pose questions to the panel to further the discussion and clarify doubts on the presented topics.

You may view the presentations shared by the speakers [here](#).



## 20<sup>th</sup> August 2019: **SINGAPORE MARITIME DIALOGUE 2019**

The 6<sup>th</sup> Singapore Maritime Dialogue (SMD), themed "Maritime Singapore in the Age of Digitalisation", featured a panel discussion with invited speakers Mr Richard Koh, Chief Technology Officer of Microsoft Singapore, Mr John Hahn, CEO and Co-Founder of Ocean Freight Exchange and Ms Melissa Kee, Group Chief Human Resources Officer of Kuok Singapore Limited Group. The session aimed to drive deeper understanding of how maritime organisations drive connectivity, innovation and talent. A panel discussion followed thereafter, with Mr Michael Phoon, Executive Director of the Singapore Shipping Association, as the moderator. Students then posed questions to the panel to learn more about the digitalisation efforts occurring in the maritime industry.

The event was graced by Guest-of-Honour Dr Lam Pin Min, Senior Minister of State, Ministry of Transport & Ministry of Health and saw an attendance of over 330 tertiary level students and teachers.







## 25<sup>th</sup> September 2019: **INDUSTRY WELCOME RECEPTION**

More than 100 students attended the Industry Welcome Reception, organised to welcome new graduates from both maritime and non-maritime related majors as well as offer them insights into the industry.

Mr Kenneth Chia, Executive Director of SMF, welcomed guests and introduced two speakers who are also Maritime Ambassadors — Mr Wong Hong Lee, Managing Director of Sovereign Shipping Global Pte Ltd and Chief Executive Officer of Claritecs Pte Ltd and Ms Ratna Tripathi, Operations Executive at Island View Shipping, a division of Grindrod Shipping Pte Ltd.

The speakers shared about their maritime journeys, lessons they have learnt along the way, as well as tips to keep abreast of trends in the industry. Students then had the chance to network with various partners and company representatives to explore potential careers in the maritime industry.



## 9<sup>th</sup> October 2019: **MSC TALK AT WÄRTSILÄ OPEN HOUSE**

In support of our partners' initiatives, the MSC Office was invited to speak at the inaugural Wärtsilä Open House which involved a Design Thinking workshop, targeted at students from polytechnics and universities equipped with design thinking skills.

The team gave a presentation on the overview of the maritime industry before students went into groups to work on maritime problem statements using design thinking methodology. SMF endeavours to reach out to students across various backgrounds to raise awareness of the maritime industry.







### 17<sup>th</sup> – 29<sup>th</sup> October 2019: **MARITIME SKIT**

SMF commissioned a maritime-themed skit with the aim of educating primary and secondary school students on the multiple education and career opportunities that the maritime industry has to offer through a fun and engaging manner.

The first run of the skit was held in October 2019, reaching out to more than 1,000 primary school students within a span of two weeks.

SMF also conducted an interview with three students from Wellington Primary School, to hear what they felt about the maritime skit. Watch the video [here](#).

### 13<sup>th</sup> November 2019: **MSC CONNEXIONS FORUM AND LAUNCH OF CIRCLE OF HR INNOVATORS (CHRO) NETWORK**

Is our local talent pool ready to meet the demands of the future?

At the fourth run of the MSC Connexions Forum held at the Sands Expo & Convention Centre, over 140 of the MSC Office's partners from maritime companies, schools, career centres, government and industry associations gathered for a time of learning and networking. The event also marked the official launch of a new initiative spearheaded by MPA and SMF — the CHRO network. This network comprises HR professionals from maritime companies across various sectors, and aims to boost the role of HR as a strategic partner in driving workforce transformation.

The programme saw keynote speaker, Ms Elsie Ng, Head of Talent Solutions — Singapore from LinkedIn, sharing insights on the interplay between digital and talent transformation as well as the new tech roles created in the maritime space. It also featured a maritime C-suite panel discussion on the topic “Driving Maritime Singapore’s Digital and Workforce Transformation”, which shared about the impact of technology on existing maritime roles and the challenges faced in driving digital transformation.







## 6<sup>th</sup> December 2019: YES CLUB YEAR END GATHERING

The annual YES Club Year End Gathering serves as a platform for YES Club members to network and stay updated with happenings in the industry. The event began with a session of games where participants came together to solve challenges in teams, followed by a casual networking session where they caught up with industry peers and met with like-minded individuals.

## SMF RADIO INTERVIEW FEATURES

In 2019, SMF pitched various stories to the media for the profiling of SMF events and initiatives.

In August, CNA938FM's Money Mind programme featured Mr Kenneth Chia, Executive Director of SMF and Ms Or Yi Ning, a PSA — MaritimeONE scholar, to learn more about the MaritimeONE scholarship programme and SMF's efforts in developing maritime talent. Mr Chia shared about SMF's various manpower initiatives, while Ms Or spoke about her motivations for pursuing the MaritimeONE scholarship despite pursuing a non-maritime degree — a Double Degree in Engineering (Computer Science) and Business (Business Analytics).

On a separate occasion, the Singapore Stories segment on CNA938FM featured Mr Chia as he shared about his extensive experience in the maritime industry. He then shared more about SMF and the MSC Office's work, encouraging listeners to find out more about the maritime industry and its many opportunities through the MSC website.

After the launch of the CHRO network, Money FM 89.3 invited Mr Chia and Mr Kenneth Lim, Chief Technology Officer at MPA, to speak on the Career 360 segment. They highlighted the importance of HR's role in workforce transformation, and how the CHRO network can create a platform for knowledge sharing of best practices and new ideas.







### 13<sup>th</sup> January 2020: SMF NEW YEAR COCKTAIL RECEPTION 2020

"It's heartwarming to have some traditions in the calendar, and the SMF New Year Reception has become a staple in the calendar," Mr Andreas Sohmen-Pao, Chairman of SMF, highlighted the importance of collaboration within the maritime community in his opening address, to a crowd of more than 250 maritime professionals and close industry partners.

Dr Lam Pin Min, Senior Minister of State, Ministry of Transport & Ministry of Health, graced the Reception and announced Singapore's maritime and port performance for 2019.

At the event, SMF welcomed five new members to the Board — Mr Simon Kuik, Ms Caroline Yang, Mr Nick Potter, Mr Hor Weng Yew and Mr Ong Kim Pong.

Guests were also updated on SMF's initiatives and milestones in the past year, and had an enjoyable time catching up with one another over a buffet dinner spread.





## WELCOMING THE NEW SMF BOARD



"SMF has led multiple manpower development programmes that have educated our youth about the wide spectrum of education and career opportunities in the industry. The maritime skit and second edition of the MSC Maritime Summit Case Challenge are great examples of these initiatives and I look forward to contributing to the Foundation in the coming year."

**Mr Simon Kuik**

Vice President & Head, Research and Development,  
Secretariat, Sustainability Council,  
Sembcorp Marine Ltd

"I am very honoured to join the SMF Board. As the bridge between the public and private sectors of the industry, the Singapore Maritime Foundation plays an important role in strengthening connections between maritime organisations across sectors. Through events such as the recent SMF New Year Cocktail Reception, bonds are forged and opportunities for collaboration are created."

**Ms Caroline Yang**

Chief Executive,  
Hong Lam Marine Pte Ltd



"It is my pleasure to join the SMF Board. SMF has many exciting initiatives lined up this year – one of which is the setting up of an international advisory panel on decarbonisation. Through this panel, SMF aims to support efforts through the many pathways to meet the IMO's decarbonisation targets and achieving a net-zero emissions industry in the future."

**Mr Nick Potter**

General Manager, Shipping & Maritime, APME Region,  
Shell Eastern Trading Pte Ltd

"Maritime Singapore has come a long way. It is my privilege to be part of this dynamic board to co-create new initiatives alongside the industry towards the common goal of strengthening Singapore's position as an International Maritime Centre. I look forward to working with the rest of the Board and SMF's partners to support the growth of the maritime industry."

**Mr Ong Kim Pong**

Regional CEO, Southeast Asia,  
PSA International Pte Ltd



"I am delighted to join the SMF Board, and look forward to contributing my knowledge and perspective in shipping to SMF's manpower and internationalisation initiatives. I aim to work closely with the Board and the SMF team to achieve greater things for Maritime Singapore."

**Mr Hor Weng Yew**

Chief Executive Officer,  
Pacific Carriers Limited