



Press Release

Singapore Maritime Foundation Partners Eastern Pacific Shipping, IMC Shipping and Pacific International Lines for 3rd Edition of MaritimeONE Digital Challenge

Focusing on technology, the case competition provides tertiary students with the opportunity to respond to industry challenges, create networks, and strengthen credentials

Singapore, 28 July 2023—The Singapore Maritime Foundation (SMF) has launched the MaritimeONE Digital Challenge (MDC) 2023, an annual case competition that invites tertiary students to form teams and respond to challenge statements at the intersection of maritime and technology.

Sponsored by leading maritime companies Eastern Pacific Shipping (EPS), IMC Shipping and Pacific International Lines (PIL), MDC 2023 provides Singapore's youth with opportunities to respond to industry challenges, be mentored by seasoned professionals, gain visibility amongst prospective employers, win attractive cash prizes, and more.

This year's participating companies are:

COMPANY	CHALLENGE SYNOPSIS
<u>Eastern Pacific Shipping</u>	To devise novel concepts towards an emissions digital tool that allows shipping organisations to visualise and compare vessel emissions across fleet and industry, forecast voyage emissions based on port-to-port data, account for various fuel types and obtain a measure of fuel selection cost.
<u>IMC Shipping</u>	To model a solution that delivers a system which optimises the rotation of ships with the objective of minimising emissions per tonne of cargo handled.
<u>Pacific International Lines</u>	To propose a digital smart tool for the liner shipping business that streamlines and optimises the entire tender process for customers — enhancing efficiency, transparency, and cost-effectiveness while maintaining security and confidentiality.

Students currently enrolled in any of Singapore's public and private universities as well as the polytechnics are eligible to register for MDC 2023 [here](#).

Applications are open from 28 July to 3 September 2023. Following the submission of proof-of-concept, shortlisted teams will work with industry professionals from the three sponsors to enhance their proposals for the final round of presentations to industry judges. The winners will be announced during the Grand Finals and Awards Ceremony on 8 November 2023.

Quote by Ms. Tan Beng Tee, Executive Director, Singapore Maritime Foundation

“The MaritimeONE Digital Challenge immerses students in the intersection of industry transformation—how to use technology to make maritime more sustainable, efficient, and secure. I thank Eastern Pacific Shipping, IMC Shipping and Pacific International Lines for presenting students with experiential learning opportunities to nurture their passion for the sector.”

Quote by Mr. Pavlos Karagiannidis, Fleet Optimisation Manager, Eastern Pacific Shipping

“It's exciting to share with creative and passionate students the latest challenges of the shipping industry. One such challenge is the need for digital tools that allow for accurate and practical simulations of ship voyages with emissions quantification. We look forward to hearing fresh ideas from talented students on how to meet a wide range of the industry's decarbonisation and digitalisation needs.”

Quote by Mr. Frederik Guttormsen, Managing Director, IMC Shipping

“As we chart a course towards a more sustainable, and integrated maritime industry, it is important to nurture talent and drive transformative solutions that will shape the future of shipping. We are pleased to support the MaritimeONE Digital Challenge and look forward to seeing the innovative and exciting solutions that emerge from these talented students.”

Quote by Mr. Leslie Yee, General Manager, Information Systems, Pacific International Lines

“As one of the world's leading container shipping lines and the largest home-grown carrier in Southeast Asia, PIL serves customers at over 500 locations in around 90 countries worldwide. We therefore manage a significant volume of business requests from our customers requiring well packaged shipping services. These commercial processes are often complex and require a great deal of manual coordination. As such, we are excited to participate in this year's SMF MaritimeONE Digital Challenge to tap on fresh insights from young talent on how we can leverage technology to revolutionise our business processes and help improve our productivity. We look forward to hearing the brilliant solutions from our youth innovators, and how they can enable PIL to realise our vision of 'Driving Connectivity'!”

The banner features a central circular graphic with the text "2023 MaritimeONE DIGITAL CHALLENGE". To the right, it says "Register in teams of 2-4 and win up to \$4,000 cash". Below this, three circular icons represent benefits: "BOOST YOUR CREDENTIALS" (with a briefcase icon), "WIN \$4,000 CASH" (with a dollar sign icon), and "MENTORSHIP & NETWORKING" (with a group of people icon). A QR code is labeled "REGISTER".

Brought to you by **SMF** Singapore Maritime Foundation

Organised by **MaritimeONE** The Industry Platform for Talent ONE CONNECT

Sponsors **EASTERN PACIFIC SHIPPING**

IMC SHIPPING

PIL

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About the Singapore Maritime Foundation

Established in 2004, the Singapore Maritime Foundation (SMF) is a conduit between the public and private sectors to accomplish the twin mission of developing and promoting Singapore as an International Maritime Centre (IMC); and to attract, engage and grow a talent pipeline to position Maritime Singapore for continued growth. For details, visit <https://www.smf.com.sg>

The MaritimeONE Connect Office (MCO) runs a suite of programmes and platforms including a dedicated maritime career portal at <https://www.maritimeone.sg/home> to connect talent and opportunities.

About Eastern Pacific Shipping

With a history spanning 60 years, Eastern Pacific Shipping Pte. Ltd. (“EPS”) is a leading shipping company that is committed to the green and technology-driven growth of the industry. Headquartered in Singapore for the past 30 years, EPS is driven by its mission to be the safe and efficient transportation provider of choice to the shipping industry. Empowering that mission is a 6,000 strong and growing workforce across sea and shore. They oversee a versatile fleet of over 230 vessels and 23 million deadweight-tonnes across three core segments of containership, dry bulk, and tanker vessels. EPS’ shore team is fully integrated with in-house commercial, finance, innovation, IT, legal, manning, operations, and technical departments.

About IMC Shipping

With a maritime heritage dating back to the early 1900s, IMC has transformed from a traditional shipping company into a diversified group with a strong focus on integrated industrial supply chains.

IMC Shipping is the shipping arm of IMC Industrial Group, comprising IMC Dry Bulk, Aurora Tankers, IMC Ship Services, CSIC-IMC and Pelita Logistik, as well as IMC Ship Management, IMC Ship Operations, IMC Technical Services, and IMC Solution Shipping.

With a strong global presence and strategic position in Asia, IMC Shipping aims to be the preferred Asia-based Maritime Service Platform offering a wide range of differentiated services and solutions to the maritime industry.

About Pacific International Lines

Incorporated in 1967, Pacific International Lines (PIL) is ranked 12th among the world's top container shipping lines and is also the largest home-grown carrier in Southeast Asia. From a modest ship-owner in Singapore, PIL has developed into a global carrier with a focus on China, Asia, Africa, Middle East, Latin America and Oceania. Together with its affiliated companies Mariana Express Lines (MELL) and Malaysia Shipping Corporation, PIL serves customers at over 500 locations in more than 90 countries worldwide with a fleet of around 100 container and multi-purpose vessels.

Apart from the core liner shipping business, PIL also has several other business units such as container manufacturing, depot and logistics services.

With its focus on "Driving Connectivity", PIL strives to meet the needs of its customers by providing value-adding services, and aims to be an efficient, sustainable and future ready shipping line. For more information, visit www.pilship.com

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