



Singapore Shipping Association

Ref: SSA/032/10/EML

IMMEDIATE! IMMEDIATE!

25 February 2010

To: All SSA Members

“RISE OF THE ASIAN MARITIME INDUSTRIES” – A documentary not to be missed!

Channel News Asia will be airing its debut episode this evening on the Asian maritime industry. Industry stalwarts like Tan Sri Frank Tsao, Founder and Senior Chairman of the IMC Group, Mr. S.S. Teo, President of the Singapore Shipping Association, Mr Kenneth Koo, Chairman of the Hong Kong Shipowners' Association, amongst many others will share with you their treasured memories and views for the future of the maritime industry.

Here are the show times and synopsis of the 5-part documentary series.

Episode 1 – Shipping

25 Feb, Thu, 8.30pm
25 Feb, Thu, 11.30pm
26 Feb, Fri, 1.30pm
26 Feb, Fri, 6.30pm

Synopsis:

Centuries ago, Asian traders from countries like China and India were already carrying out lucrative trades across and beyond the region. Singapore was an important transshipment point of regional and international trade.

By the 16th century, the Europeans were dominating the sea routes. After WW2, the fortunes of Asia's shipping industry began to rise. Pioneers of Asian shipping, Hongkong ship-owning families, and later, national carriers grew in prominence. Today, Singapore's strategic location and thriving shipping and maritime sector remain key factors for its leading position in global shipping.

In the debut episode, we set the scene and explore the rise of Asian shipping industry.

Episode 2 – Shipbuilding

4 Mar, Thu, 8.30pm
4 Mar, Thu, 11.30pm
5 Mar, Fri, 1.30pm
5 Mar, Fri, 6.30pm

Synopsis:

Admiral Zheng He's treasure ship was 4 times larger than Christopher Columbus' flagship Santa Mara – a nautical marvel in that era.

Since then Asia has continued to rise in nautical might, now building most of the world's

biggest, most advanced ships and oil rigs. Witness the technology, human ingenuity and Asian determination... from Timber to Steel, in Episode 2.

Episode 3 – Port and Terminals

11 Mar, Thu, 8.30pm

11 Mar, Thu, 11.30pm

12 Mar, Fri, 1.30pm

12 Mar, Fri, 6.30pm

Synopsis:

In this episode, we look at the growth of mega ports in Asia. Beginning with the legendary ports of Quanzhou (China) and Malacca (Malaysia), we recount their past grandeur and influence in placing of Asian ports on the global stage.

Harking back to the early years, we explore the port operations of erstwhile years where midstream, anchorage and floating loaders are used .How have these evolved?

We also find out more about the ports that serve varying functions like the mega container ports of Singapore, Hong Kong and Shanghai, the great Bulk ports of Qinhuangdao and the oil terminals of Singapore's Jurong Island.

Episode 4 – Shipping Services

18 Mar, Thu, 8.30pm

18 Mar, Thu, 11.30pm

19 Mar, Fri, 1.30pm

19 Mar, Fri, 6.30pm

Synopsis:

Bunkering, crew, marine surveyors, vessel classification and even shipping agents. Just some of the supporting personnel and services that are crucial in keeping a ship afloat and maintaining its hectic daily schedule in the waters.

And the world's largest continent has emerged as *the* powerhouse in this area over the last decade.

Just how did Asia accomplish this and what advances in technology can we look forward to next?

Episode 5 – Future of Asian Maritime Industries

25 Mar, Thu, 8.30pm

25 Mar, Thu, 11.30pm

26 Mar, Fri, 1.30pm

26 Mar, Fri, 6.30pm

Synopsis:

Six of the world's busiest sea-ports are here in Asia. Four Asia-based terminal operators control 40 per cent of global container throughput.

But Asia is also gearing up to lead the industry not just in trading volume, but also in maritime knowledge and service – including ship finance, brokering, insurance and law.

As the locus of the shipping industry shifts from Europe to Asia, witness how the future of the shipping world shapes up here.

We hope that you would show your support by watching this documentary.

Best regards,

MARIANNE CHOO
General Manager

REPLY FORM
(Please reply by close of business, Friday, 26 February 2010)

Date: _____

Singapore Shipping Association
59 Tras Street
Singapore 078998

Email : ssa.admin@ssa.org.sg
Fax : 6222-5527

Yes / No* We support the MPA's new framework to encourage Singaporeans to serve on Port limit vessels.

Yes / No* We can take in
_____ cadets for the 2010 course for the sea phase training.
_____ cadets for the 2011 course for the sea phase training.
_____ cadets for the 2012 course for the sea phase training.

If you have intention to take the cadets, how much will you be prepared to pay for the sea service. Please indicate amount S\$ _____ per month.

If you have any additional comments, please state:

* *Delete inapplicable*

Name of Person replying: _____

Designation: _____

Company Name: _____

Contact No: _____

Email: _____