



SPEECH BY MR. ESBEN POULSSON

**PRESIDENT OF THE SINGAPORE SHIPPING ASSOCIATION
AT THE SSA ANNUAL GENERAL MEETING AND COCKTAIL RECEPTION
MARINA MANDARIN HOTEL, SINGAPORE, LEO & CAPRICORN ROOM
29 JUNE 2017, 7.00PM**

Good evening my fellow SSA members and a warm welcome to our post AGM Cocktail Reception. It is great to see so many of you here and thanks a lot for making the time to attend. I have halved the speech written for me by the Secretariat because I know all too well that you are here to have a good time, not to listen to me. However in the circumstances, I ask for your patience for 5 minutes or so as I want to update you with a quick look back, and to brief you on the road ahead, before introducing our new members.

I am very honoured to be elected for a second term as President of this active and thriving association and I shall do my utmost to ensure that we remain relevant, and especially that we serve you, our members' to the best of our ability.

Before proceeding, my congratulations to my fellow elected Councillors – Lisa Teo, Vice-President and Honorary Secretary, Katie Men, Vice-President and Honorary Treasurer, S K Lim, Caroline Yang, Rene Piil Pedersen and our new Councillor Shun Mizukami. Mizukami-san takes the place of Tan Chin Hee, our VP and Treasurer who has recently retired, having served three terms on the Council. I want to thank Chin Hee warmly for his great contributions to the

work of the SSA - happily he has now become an individual member, meaning that I hope to call on him for advice going forward. A big hand for Chin Hee please.

I would also like to announce the co-opted Council Members, Ng Ee Ping, Steen Lund, Gina Lee-Wan, Lee Keng Mun and Mike Meade.

2 years ago we identified three initiatives on which to focus namely to play an active role in making a significant contribution to the Tri-Partite Manpower Development Group Initiative, led by the MPA – and after a great deal of work, we are now in the final stretch and will soon present our findings and contribution towards shaping the Industry Transformation Maps.

We also established the MMRP for the technical management segment to focus on manpower issues – this has also been a long and arduous road, and has involved multiple agencies and educational providers to agree a common core of criteria needed to build a foundation of training and education.

Both initiatives will actively contribute to Singapore's national agenda on the industry transformation map. My most sincere thanks to Steen Lund (Technical Committee Chairman) for leading the technical management taskforce, and to my predecessor Patrick Phoon for leading the ship agency taskforce.

Secondly, to support the development of a Singapore Clause under the SWRM. This remains work in progress but we will keep you updated going forward. Meanwhile, my sincere thanks to the owners who have supported the SWRM – now comprising around 400 vessels – and a plead to those owners who have not yet signed up to please do so! And a special thanks also

to Tan Chin Hee and Gina Lee-wan for your unstinting efforts in the on-going development of the SWRM.

Thirdly, to develop the next generation of maritime leaders and attracting talent to our industry. In this regard the YEG, under the chairmanship of Lao Mei Leng has been very active and now comprises a membership in the order of 1,400 bright, young and enthusiastic members. SSA has also awarded 40k in maritime scholarships and we have been heartened to see over 50 young persons assigned to international offices as part of the Global Internship Program – and we continue to collaborate with the SMF under the Maritime Experiential Program, having had excellent participation from 4 schools over the past year.

And finally - I hope you have noticed that both our Vice Presidents are YEG members – and in the case of Lisa, she also chairs FASA.

Looking ahead: We shall continue our efforts with fellow industry stakeholders to enhance Singapore's position as a vibrant International Maritime Centre and were of course delighted that the research firm Menon voted Singapore the world's #1 maritime capital once again. Secondly, a small workgroup under the leadership of Rene Piil Pedersen, Capt Vibhas, Katie Men and the secretariat, have embarked on an ambitious project to assess the Singapore flag, and especially to ascertain where and how it may be possible to make improvements. In this regard, a survey will soon be sent out and I would earnestly ask you to support this initiative by devoting the time necessary to complete it. Your responses will be critical in order to see where and how improvements can be made.

Secondly, we believe that the impact of digitalization and other disruptive technologies within the shipping industry will be very central to the work of the SSA in the coming years. Through our on-going dialogue with the MPA, we will seek to cooperate with all relevant stakeholders to reap the opportunities from digitalisation and big data in order that our industry can stay agile and gain improved productivity - of course always aimed at providing genuine value to the membership.

And finally, we will continue our constructive and close working relationships with the MPA, the SMF, ASMI, SMOU and SOS – as well as our international engagement through FASA, ASA and the ICS.

It will no doubt continue to be a busy and challenging time ahead, but with the tremendous support and hard work of our Council and Committees, let alone the Secretariat, and with the support of you, our members, I have no doubt we can continue as an association of which we can all be proud.

Thank you.