

## **FACTSHEET**

### **Maritime Singapore – Building a strong identity, creating a cohesive and resilient community**

Maritime Singapore is a thriving ecosystem, comprising our global hub port, international maritime centre and strategic maritime interests. Maritime Singapore has and continues to play a key role in the nation's economic success, contributing 7% of GDP and employing over 170,000 individuals. Working in this sector is rewarding and enriching, with opportunities for progression, skill-transferability and career development. To keep Maritime Singapore relevant and future-ready, it needs to be able to attract the best talents, while also developing an active and supportive community through heightened awareness.

To have a better understanding of the perception of Maritime Singapore, the Maritime and Port Authority of Singapore (MPA) conducted research studies in 2015. Feedback was gathered from industry partners, students, parents, teachers and the general public. Their opinions on the maritime sector were gathered through online surveys, in-depth telephone interviews and focus group discussions.

The research findings reinforced known key gaps to the further development of Maritime Singapore. Firstly, awareness of the maritime industry and its vital economic contribution to Singapore was low. Careers in the maritime sector are also perceived as outdated and largely consisting of menial/ blue collared jobs of low prestige, with little room for growth or career diversity.

In order to enhance the understanding of the target audience (youth, industry and general public) about the vibrant and progressive nature of Maritime Singapore, MPA and industry partners will embark on a series of activities and events (see list below). They aim to increase awareness of the maritime industry, including correcting misperceptions. The desired outcome is to have fresh and mid-level job seekers choosing Maritime Singapore as a choice industry. MPA also aims to build up greater community ownership of the maritime sector.

#### **Launch of an identity, bringing together the key players**

While MPA spearheads Maritime Singapore, it does so with the support from numerous partners. To encourage these partners to adopt an integrated approach in supporting Singapore's maritime sector, a new identity for Maritime Singapore was unveiled on 17 April 2016, as part of the opening of Singapore Maritime Week 2016.



The Maritime Singapore logo represents how the world converges upon Singapore as the destination for global trade (depicted by the central 'X'). The blue connotes the sea, while the red represents Singapore. The combined colour of this mix – indigo, anchors Maritime Singapore as a resilient and vibrant industry in Singapore.

At the unveiling of the logo, the Guest-of-Honour, Mr Khaw Boon Wan, Coordinating Minister for Infrastructure and Minister for Transport, was joined by MPA Chief Executive, Mr Andrew Tan, as well as senior representatives from the Association of Singapore Marine Industries, Singapore Maritime Employers Federation, Singapore Maritime Foundation, Singapore Maritime Officers' Union, Singapore Organisation of Seamen, and Singapore Shipping Association. To demonstrate the unified approach of Maritime Singapore, the logo will come together like pieces of a puzzle, as individuals add to different sections of the logo. This also underlines the importance of the tripartite partnership between MPA, the maritime industry and the unions in building Singapore into a vibrant and leading maritime centre.

### **Activities and Events**

A series of activities and events will be rolled out, to increase awareness of the maritime industry, provide accurate portrayal of what Maritime Singapore entails and position the maritime industry as a career of choice. These activities and programmes include:

- Singapore Maritime Week (17-22 April): The leading maritime event in Singapore, targeting professionals within the maritime industry. It consists of conferences, exhibitions, dialogues and social activities. This annual event began in 2006 and has grown in size and significance over the past 10 years.
- Maritime Youth Festival (July 2016): A fun-filled event targeting youths and the general public. There will be maritime boot camps and partner booths to enable participants to find out more about the maritime sector. There will also be exciting activities specially catered for youths.
- Maritime Singapore Connect: A one-stop maritime career services centre that provides career advisory and guidance services. It includes an online portal that allows the public to search for maritime careers, education or training-related information. Maritime Singapore Connect is run by the Singapore Maritime Foundation, with support from MPA.

- Events organised with industry partners: MPA will work in collaboration with industry partners to organise activities, such as seminars, career fairs, roundtable discussions and training programmes.