

## **ANNEX C**

### **MPA-SINGAPORE SHIPPING ASSOCIATION-GLEE TREES PTE LTD MOU ON THE APPLICATION OF ROBOTIC PROCESS AUTOMATION TECHNOLOGY IN THE SHIP AGENCY SECTOR**

Ship agencies are important to ship owners and operators in coordinating critical commercial functions and fulfilling a wide range of essential services such as port and crew clearances.

As part of the co-operative efforts to improve productivity in the ship agency sector and transform the roles of ship agents to take on higher-value jobs in future, MPA, the Singapore Shipping Association (SSA) and Glee Trees Pte Ltd have signed an MOU on a proof-of-concept (POC) for the development of a shipping agency tool.

The proposed shipping agency tool will be using Robotic Process Automation (RPA) technology to allow ship agencies to automate manual processes such as data entry and validation to reduce the time-intensive and repetitive nature of existing workflows. The POC will be initiated jointly with several ship agencies and upon successful conclusion, could be rolled out to other ship agencies subsequently in need of such a solution.

“SSA is pleased to be part of this national narrative which recommends that ship agencies in Singapore move towards an Excellence Model. Automated robotic intelligence that leverage on both structured and unstructured data to streamline job processes is a welcome initiative to transform the agency model. This transformation will facilitate more retention of talent, and also paves the way for existing employees to develop new skillsets in data analytics. At the same, it will enable the sector to attract more talent into the industry.” said Mr Esben Poulsson, President of SSA.

Ms Ada Lim, Co-Founder of Glee Trees Pte Ltd. Said, "We're thankful to MPA for this opportunity to take part in SPC to showcase our Gleematic solution to the maritime industry. SPC has shown that Singapore has good talents in technologies for the maritime industry too. SSA has also been very helpful in terms of connecting us with shipping agencies. The collaboration with MPA and SSA has opened up a new industry sector for us and plentiful opportunities to grow our organisation further. We are optimistic that home-grown firms like ours will be able to make significant contributions to our economy, and that deserving local start-ups will thrive with our government and local organisations embracing Singapore-grown technologies. "