

8 March 2016



A New Beginning

From the desk of the Managing Director,
Terence Zhaowei

Dear Valued Clients and Friends of Singhai Marine Services,

Last year, 2015 was a landmark year for our company as we celebrated the 10th ANNIVERSARY of our formation in Singapore. I started the company from a zero base and worked relentlessly in the pursuit of providing the best quality Officers and Crews from China to the international shipping companies based here in Singapore. Our company grew from strength to strength with the support of our long standing Customers, our loyal Seafarers and our commitment to provide the best returns for your Human Capital – the Officers and Seafarers.

Indeed time has quickly caught up with us and it's coming to an end of the first quarter of the New Year of 2016. We cannot afford to stay stagnant or rest on our past achievements and successes. We are focused on how we can serve our Clients better.

Towards this objective, I have commissioned Shi Dai Xing Bang, a reputable Beijing Management Consultancy Company to improve our service standards, re-align our organizational structure and staying connected with our clients. We will give our clients much more in service satisfaction.

I wish you all well and share with you more news about the company's development.

Our new beginnings.....

Greetings and welcome to our first issue of the English Newsletter for Singhai. This is our quarterly newsletter where we endeavor to connect with our Clients and Seafarers on what is happening in and around our company and also in the manning industry. Your views and contribution to this newsletter is highly encouraged. For our first issue, we chose an auspicious date to launch this newsletter – 8 March 2016. In our subsequent issues, we will include more training and HR and finance matters. Happy reading. Johnny Sim (Editor)

Contents

Special Interest Articles

What SINGHAI Marine Services Staff represents 2

A New Place we call – our SHANGHAI HOME 2

Diversity at Work 4

Feature:

Cadets METP – It Does Matters 3

Senior Officers Management Conference – As real as it gets 3

DEPLOYING THE 5 I s 4

On Hind Sight 5

Editor note: This is an in-house private publication. It is not meant for sale. All views and opinion expressed in the article/s are solely the private views of the writer/s.

What Singhai Marine Services staff represents.



A good service company exists for the purpose of providing quality services to their clients. A better company focuses on the ethics and philosophical quality, from bottom to top and across all strata of the organization.

Good ethics and sound philosophy enable and encourage staff to make right and good decisions.

In Singhai Marine Services, we believe in putting a good clear ethical philosophy in place, and communicating it across to our clients and colleagues alike. We believe in

- H** - HONESTY
- E** - ENTHUSIASM
- A** - ACCOUNTABILITY
- R** - RESPONSIBILITY
- T** - TRUSTWORTHINESS

To serve our clients with **H.E.A.R.T.**

A NEW PLACE WE CALL - OUR SHANGHAI HOME

“At last, we have a brand new place to work in”, says Steven Shi (Manager CST 1). “I felt more comfortable in the new and modern office setting and I can get easier access to all staff in Shanghai.”

Situated in 600, MIN SHENG ROAD, Singhai Marine Services (Shanghai) has officially moved into the new office since 25 Dec 2015.

It now accommodates CST 1, CST 2, CST 3, the Finance Dept, Certification Dept, Admin and HR Dept, Training Dept, a Guest Reception Room and the MD’s Office. It is also home to CSM Shipmanagement and CSM Crewing Services.

Please call in to our office whenever you are in



“Good ethics and sound philosophy enable and encourage staff to make right and good decisions.”

CADETS Maritime Enhancement Training Program - IT DOES MATTERS

Our Cadets Recruitment Exercise (2016) was a resounding success as it has surpassed the 270 cadets’ benchmark. Being an attractive recruitment company is one aspect. We must align their academic knowledge to match it with their anticipation, expectations and the realistic practices onboard. With this in mind, we prepare the first tranche of 100 cadets for the Maritime Enhancement Training Program (2016) in Nantong. Commencing 16 Feb 2016, this 1-month intensive preparation program will cover onboard communications, shipboard safety, SOLAS and MARPOL circulars, amongst many subjects. Said Mike Kee, Executive Director of SNIMI, “This present group of cadets are an enthusiastic and talented lot. We have to manage their expectations and tell them the cold hard facts of working onboard.”



Cadets having a taste of reality from the experienced Officers.

Senior Officers Management Conference – as real as it gets

Following the first Senior Officers’ Management Conference (SOMC) held in Shanghai on 25 Dec 2015, there have been many interested calls from the Senior Officers who missed this exciting program.

The SOMC is a 2- day round table Conference where the Senior Officers gather in our training rooms to interact, share and learn new knowledge, and how to approach daily challenges onboard, like communication, decision making, appraisal report writing, evaluation of subordinates, leadership and managerial skills. Those whom had attended loved the spontaneity of the presentations and the applicable and useful learning points.

The next SOMC is in July 2016, when a majority of senior officers are back home on vacation.

We like to invite our Clients to support their nominated Officers for this conference with a token sum of USD300 per Officer (travel and accommodations included) whilst SINGHAI absorbs the rest of the Conference costs. Your contribution is indeed a big step towards our partnership in developing great quality Officers for your fleet. Thank You.

Contact Person : Wu Xiao Ling
wuxiaoling@singhai.com.sg



20 Guo Dan making a point on importance of Bridge Procedures compliance.



Mr Victor Lim explaining the impact of the current economic crisis on crewing matters and the need for Officers to excel in their onboard performance.

“Realistic training makes good sense to prepare our cadets. We train them to expect the Unexpected!”

Diversity at Work

Diversity at work (ashore and onboard) is a reality and occasionally has unpredictable outcomes which you cannot just wish it away. There are many diverse issues we face at work, be it gender, age gap, different cultures, different nationalities and so forth.

Managing diversity well provides a distinct advantage in a time where flexibility and creativity are keys to competitiveness. An organization needs to be flexible and adaptable to meet new paradigms of differences in opinions and ideas.

Managing diversity focuses on maximizing the ability of all employees to contribute to the company’s objectives.

In other words, “Treat others as you want to be treated.”



DEPLOYING THE 5 Is

The 5 “I”s is an unique way of integrating work procedures with results oriented outcomes. It is a collective approach to problem solving in which our staff are well versed with.



For over a decade of operations, Singhai Marine Services has taken in quick strides with the fast paced developments of the shipping industries’ demands for quality Officers and seafarers from China. Be it the MLC 2006 implementation, the STCW Manila Amendments or new ISO 9001:2015 requirements, we are all quick to response and adapt.

As a responsible crewing company, we view “reactive responses” as mediocre reactions.

To distinguish ourselves as the better crewing company we have to take a protracted view of all related matters seriously. We have to be forward looking in the interpretation of the shipping market needs and wants. We must have that trajectory view of the impending situations. That way, we can foresee, anticipate and accommodate the clients’ needs more definitively. We use the 5 Is approach.

In the next decade, our company’s outlook is definitely going to be in a better shape. Where are our strengths? Where can we improve? What can we do things differently in the most cost effective way? And most importantly - How can we better serve and satisfy our valued clients with our improvements? These thoughts will be translated into actions.

ONWARD SINGHAI

On Hind Sight....

SINGHAI MARINE SERVICES
No 151 Chin Swee Road, #10 – 03/05,
Manhattan House. S 169876
+65 6586 0818
+65 6235 8559

Striving Ahead, Together with You

Find us on the Web:
www.singhai.com.sg



**Give Us Your Feedback on our
Newsletter and how we can make it
better for you.**

Have your Say.....

**If you do have any issue that you like
to be highlighted for the benefit of
the seafarers, please do let us know.**

Write to us at:

johnnysim@singhai.com.sg or

fuhua@singhai.com.sg

Editorial Board:

Johnny Sim – Editor

Fiona Fu – Assistant Editor

Contributors:

Wu Xiao Ling, Victor Lim, Zhu Pei Pei, Steven
Shi, Mike Kee, Angela Liu, Li Shuang, Phyllis
Liang.

Advisor: Terence Zhao

Corrigendum:

In our printing of the Singhai Chinese Magazine combined Issue 12 & 13, we made a printing mistake with the logo of a shipping company and attributed it to another on page 56.

Singhai Marine Services would like to sincerely apologize to **Pacific Carriers Limited** and **Parakou Ship Management Ltd** for the printing errors made.

DID you know that?

Singhai has a partnership with the Nantong Shipping College and Singapore Organization of Seamen in establishing a maritime training institute called, Singapore (Nantong) International Maritime Institute (SNIMI). One of the popular courses that they conduct is the Maritime Enhancement Training Programs, which focuses on shipboard safety, onboard communications, and practical navigation / ship handling exercises.

See website: www.snimi.com.cn

Advertisement.

This is a major shipping and finance forum not to be missed by the top executives and company leaders. Sign up now.

As China embarks on fulfilling President Xi Jinping vision of reviving the Maritime Silk Route, the local maritime and shipbuilding industry can benefit from enhanced access to the global markets to strengthen China's role as an important maritime hub and grow their business. Similarly, global financiers and value investors are looking to participate in this exciting development through linking with suitable Chinese business partners in China and take advantage of the opportunities created by the current market volatility.

The **Capital Link China Shipping Forum** will explore how Chinese ship-owners and leasing firms can benefit from the latest trends in global financing, capital markets development and alternative financing. It will connect Chinese owners with global maritime industry players and global investors to discuss joint venture opportunities, demonstrate how to optimize ship management during difficult market conditions, show how owners can restructure their business and address the requirements of global maritime industry players.

The majority of the speakers and panelists are experts and top decision makers from global organizations. They come to Shanghai prepared to address critical topics of interest to the industry and to interact with high level executives from the shipping, shipbuilding and finance communities

For more information please contact:

Eleni Bej, New York, (212) 661-7566, ebej@capitallink.com
Nicolas Bornozi, New York, chinaforum@capitallink.com



New York • London • Athens • Oslo
www.capitallink.com