

## **Blossoms Along the Way: A Symphony of Growth with Singhai**

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### **First Encounter – A Shared Beginning**

In 2005, Singhai established its domestic headquarters in Shanghai. That same year, I graduated from university and embarked on my career in the shipping industry. Leveraging premium ship-owner resources, Singhai swiftly became an indispensable bridge connecting Chinese seafarers to the global stage, attracting countless outstanding talents.

In 2007, I was fortunate to begin cooperation with Singhai. From our very first contact, I was captivated by its distinctive corporate culture. Every exchange radiated professionalism and sincerity. At that time, I interviewed our founder, Mr. Zhao, and wrote the article “Singhai Marine: Human-Centered Management that Builds Bridges.” His vision and breadth of mind felt like a clear spring cleansing the spirit; his passion for seafaring profession and profound sense of responsibility moved me deeply. At that moment, I could not help but wonder: how fulfilling it must be to be part of the Singhai family—both as an employee and a seafarer.

### **Together – A Sense of Belonging**

In 2012, destiny guided me to the place I had long yearned for, and I officially joined the Singhai family, taking charge of the media department. The shift in role and duties left me momentarily lost. Was my work truly meaningful? I had come from the market department—a revenue-generating center—whereas my new role produced no direct income and required significant expenditure.

Noticing my uncertainty, Mr. Zhao offered patient guidance: "A job's value extends far beyond monetary gain. As our seafarer family grows, those spending long months at sea need channels to understand our corporate culture, track company developments, and have platforms to showcase their lives and those of their families back home. Only then can they truly feel connected to Singhai, fostering that essential sense of belonging and the warmth of home."

Encouraged by Mr. Zhao and supported by colleagues, I started by updating Singhai's website, then gradually created our WeChat official account, launched the Singhai magazine, built Tik Tok and Read Book channels, and initiated live-streaming. Every post and clip stands as a testament to Singhai's dedicated care for our seafarer community and the collective growth of our Singhai family. This profound connection with our seafarers makes every effort worthwhile. Even during late-night edits, I find profound purpose—rooted in soil yet reaching for the stars.

### **Challenge – Meeting a New Self**

Singhai offers a vast stage; dedication here yields unique brilliance. Once the media department was stable, Singhai entrusted me with a new role—General Manager of Dalian Singhai. The new title brought greater responsibility. Dalian Singhai evolved from supporting headquarters with individual crew placements to independently handling full-set manning operations, with annual dispatch numbers rising steadily.

The role also deepened my understanding of seafarers' challenges—especially during the pandemic when crew were stranded onboard. On behalf of the company, I dealt with urgent family matters onshore; I witnessed the tears of seafarers' wives and felt elderly parents' longing for their sons' return. This understanding bred deep respect. I constantly remind my team of Singhai's service philosophy—"Honesty, diligence, empathy, and meticulousness"—delivering ever more professional and attentive service to ship-owners and seafarers.



Later, I challenged myself by becoming Manager of Cadet Management. Every year Singhai recruits over 200 cadets from maritime academies nationwide; they are Singhai's fresh blood and our very future. During each recruitment season, I travel from campus to campus. The eager eyes during campus presentations and the late-night conversations answering cadets' questions all prove to me the immense value of nurturing Singhai's next generation. This journey has transformed me from a task-focused executor into a strategic leader bearing broader responsibilities.



### **Toward the Vast Horizon – Sailing for the Stars and the Sea**

Looking back, I am profoundly grateful for this grand encounter with Singhai. It is this fertile soil that nurtured me from a pathfinder to a cultivator, from a participant to a leader. The lone

courage of pioneering new media, the firm resolve of leading teams through waves, the ardent passion of sowing hope on campuses—every challenge is a medal Singhai has conferred upon me, every breakthrough drives my roots deeper into Singhai’s earth.



The road ahead stretches on, and my heart remains as fervent as ever. I will continue to walk tirelessly alongside Singhai on this magnificent voyage. I look forward to the business blueprint I helped draw becoming ever richer, and to the young faces who entered Singhai from campuses growing into pillars of strength. May the future we co-author forever blossom along the way—a radiant, unending blossom. This is not merely one individual’s story of growth, but an epic poem of mutual achievement, where Singhai and its people illuminate each other’s brilliance.

