



2nd SeaTrans 2008

25 - 27 November 2008, St. Regis Hotel, Singapore

Maritime Cluster Fund Subsidy (CFS) to eligible participants.
 MCF Course Fee Subsidy is available for eligible participants. Please refer to www.mpa.gov.sg/mcf for more information. Alternatively, please contact IBC Asia today for more information and benefit from the 'Course Fee Subsidy' program.

Incorporating:

25 - 26 November 2008

International Dry Bulk Review 2008

Maritime HR Summit 2008

Asian Shipbuilding Summit 2008

ADD-ON EVENT ON

PLUS!

Dry Bulk Ports & Terminals
27 November 2008

Four dedicated forums serving shipping have merged to form SeaTrans 2008. There is something here for everyone!

What's in store for you at Seatrans 2008?

- Over **30 Industry experts** representing the world's best names in the shipping sector
 - Over **40 Presentations** and panel discussions which aim to stimulate and arm you with knowledge and experience on trends that are moving the market
 - 4 events** combined provide focused content on what's hot in today's industry – dry bulk, human capital, and emerging yards
- Truly an event that you cannot afford to miss!**

Keynote Presentations by:



Koay Peng Yen,
Group Chief,
Executive Officer,
IMC Corp Group



Keith Denholm,
Commercial Director,
Pacific Carriers



Jesper Praestensgaard,
Chief Executive,
Maersk Line Asia-Pacific



Tony Mason,
Secretary General,
International Chamber
of Shipping/International
Shipping Federation



Chris Bourne,
Executive Director,
European Liner Affairs
Association

Hear our expert speakers from:

- RB Offshore Technical
 - Bumi Armada Berhad
 - CRU China
 - Dampier Port Authority
 - DBS Vickers Singapore
 - DNV Seaskill Asia
 - Fast Stream Recruitment Ltd (Singapore)
 - Germanischer Lloyd
 - Ince & Co. International Law Firm
 - IMC Corp Group
 - Jetro Singapore
 - Magsaysay Maritime Corporation
 - MC Resources Trade & Logistics
 - MTM Shipmanagement Pte Ltd
 - National University of Singapore
 - Noble Chartering Ltd
 - NYK Shipmanagement Pte Ltd
 - Ocean Shipping Consultants
 - OSM Ship Management (Singapore)
 - Pacific International Lines
 - PT International Technology Solutions
 - RightShip
 - Spinnaker Consulting Ltd
 - World Yards
 - JETRO Singapore
- And more!*

Email: jaz.seow@ibcasia.com.sg

Organised by:



Lloyd's List **Maritime Asia**

Endorsed by:



REGISTRATION HOTLINE:

+65 6835 5133

Supporting Media Partners:



Lloyd's is the registered trademark of the society incorporated by the Lloyd's Act 1871 by the name of Lloyd's



2nd SeaTrans 2008

25 - 27 November 2008, St. Regis Hotel, Singapore

Day One - 25th November 2008

COMBINED KEYNOTE SESSION

- 8.00 Registration and Coffee
- 9.00 Greetings from the Organizers
- 9.05 Chairman's Welcome Remarks
Marcus Hand, Associate Editor (Asia), Lloyd's List



KEYNOTE PRESENTATIONS BY SHIPOWNERS

- 9.10 Strategies for Sustainable Growth as Shipping and Shipbuilding Industry Transformation Continue
Koay Peng Yen, Group Chief Executive Officer, IMC Corp Group
- 9.50 Shipowner's Perspective on Dry Bulk Markets and Commercial Concerns over the Next Year Onwards
Keith Denholm, Commercial Director, Pacific Carriers
- 10.30 Cooperation and Competition in the Liner Industry
Jesper Prastensgaard, Chief Executive, Maersk Line Asia-Pacific

11.10 Open Forum: Questions & Discussion, followed by Morning Refreshments



GLOBAL SHIPPING: FUTURE PROSPECTS

- 11.50 Maritime Manpower: Evolving Initiatives for Human Capital
Tony Mason, Secretary General, International Chamber of Shipping/ International Shipping Federation
- 12.30 Life after Conferences in the EU
Chris Bourne, Executive Director, European Liner Affairs Association

1.15 Networking Lunch

INTERNATIONAL DRY BULK REVIEW 2008

- 2.30 Global Shipping Markets and Dry Bulk Shipping
 - Global shipping trends analysed
 - Changes in the bulk carrier fleet
 - Future outlook for demand and supply*Steve Hanrahan, Director, Ocean Shipping Consultants*
- 3.00 Dry Bulk Markets and Key Drivers to Freight Rates
 - Tonne mile demand: outlook
 - Key factors that are driving dry bulk and its impact to freight markets
 - Is volatility a long-term feature of the market or will the rates fall out?*R. Raghunath, Senior Executive Vice President, Noble Chartering Ltd*
- 3.30 Global Oversupply of Tonnage – Is there a Storm on the Brew?
 - Newbuilding and scrapping trends
 - Can yards deliver?
 - Will there be sufficient infrastructure to meet this growth?
- 4.00 Open Forum: Questions & Discussion

MARITIME HUMAN RESOURCE SUMMIT

- 2.30 Integration of Sea with Shore Side Operations
 - Understanding barriers to the mobility of seafarers
 - Skills required for shore based jobs
 - Building and measuring competencies common to the company, role and job function*Vijay Rangroo, Managing Director, MTM Shipmanagement Pte Ltd*
- 3.00 Innovative Compensation and Benefit Strategies – What could be done?
 - Avoiding a poaching war
 - Non-financial retention strategies to handle increasing people costs
 - Solutions to resolve the salary crisis*Marlon Rono, Chief Operating Officer, Magsaysay Maritime Corporation*
- 3.30 Current Recruitment Challenges in the Shipping Industry
 - Importance of raising a strong hiring brand
 - Building a talent base amid a liquid job market
 - Identification of leaders within your organization*Rhiannon Roberts, Consultant, Commercial Division, Spinnaker Consulting Ltd*
- 4.00 Open Forum: Questions & Discussion

ASIAN SHIPBUILDING SUMMIT

- 2.30 Review of the World Shipbuilding Capacities – Where is Asia today?
 - Current state of shipyards
 - Market developments – capacity availability
 - Emerging shipyards in Asia*Matthew Flynn, Managing Director, World Yards*
- 3.00 Quality Worries - Identifying a Quality Shipbuilder
 - Evaluating shipyards
 - Quality standards to be met
 - What do you look for in a quality shipyard?*Rahul Bhatnagar, Chartered Engineer, Managing Director, RB Offshore (Technical) Pte Ltd*
- 3.30 Financial Struggles –New Building Investments during the Credit Crunch
 - Market uncertainty and risks facing the shipbuilding industry
 - Effects of the world credit crisis on newbuilding plans and deliveries
 - Promoting the growth of the shipbuilding industry – the role of banks*Eddie Ng Kwok Yong, Director- Derivatives, DBS Vickers Singapore*
- 4.00 Open Forum: Questions & Discussion

4.30 Cocktail Reception

6.00 End of Day One



2nd SeaTrans 2008

25 - 27 November 2008, St. Regis Hotel, Singapore

Day Two - 26th November 2008

INTERNATIONAL DRY BULK REVIEW 2008

- 9.25 **Chairman's Address**
- 9.30 **Iron Ore and Steel Outlook**
- World steel production and iron ore demand – China and India as Asia's demand drivers
 - Forecast for 2009 – will iron ore continue to dominate dry bulk shipping?
- John Johnson, CEO, CRU China**
- 10.00 **Coal Markets Outlook and Shipping Trends**
- Coal demand and supply: Asia's demand for energy continues to be a moving feast
 - Key concerns in coal shipping and trading
- 10.30 **Open Forum: Questions & Discussion**

MARITIME HUMAN RESOURCE SUMMIT

- 9.25 **Chairman's Address**
- 9.30 **Hiring of Internationals: Multi-Generational Multi-Cultural Issues Relating to Employment**
- Training in cross-cultural awareness
 - Relocation and other issues to be addressed
- Lam Shun On, Managing Director, OSM Ship Management (Singapore)**
- 10.00 **HR Strategy and Performance Improvement in a Maritime Organization**
- Humans Resource Strategy – where does this start?
 - Hiring the correct talent and its correlation to retention rates
- Mark Robertshaw, Vice President, Fast Stream Recruitment Ltd (Singapore)**
- 10.30 **Open Forum: Questions & Discussion**

ASIAN SHIPBUILDING SUMMIT

- 9.25 **Chairman's Address**
- 9.30 **The Heat is On: Are Japanese Shipbuilders Feeling the Pressure from Emerging Shipyards?**
- Competing with new Asian tigers
 - Capturing a market niche and turning to higher value and more sophisticated ship types to survive
- Senior Representative, Jetro Singapore**
- 10.00 **Employing Advanced Shipbuilding Technology to Move Forward**
- Marine machinery & equipment market overview
 - Technologies and what emerging yards offer
 - Fuel saving measures in new buildings
- 10.30 **Open Forum: Questions & Discussion**

10.45 Morning Refreshments

- 11.15 **Safe Shipping in the Dry Bulk Sector**
- Improving standards in the dry bulk sector
 - Safe shipping – bulk carrier safety
 - Quality and risk of dry bulk ships
- Warwick Norman, CEO, RightShip**
- 11.45 **How GL's New Class Notation HLP Supports Quality Dry Bulk Shipping**
- Hull Lifecycle Programme (HLP) - the new GL class notation
 - Presentation of HLP software tools:
 - GL Hull Manager - support tool for hull inspection
 - GL Pegasus - thickness measurement management tool
- Uwe Langbecker, Deputy Head of Department CAE Development Strategic Research & Development, Germanischer Lloyd**

- 11.15 **Update on Human Performance Management**
- Understanding the question of relevant experience and knowledge
 - Identification of performance standards
- Amit Ray, General Manager, DNV Seaskill Asia**

- 11.15 **Shipbuilding Contracts – Changing contracts, Managing Risks**
- Arbitration issues (Case Study)
 - Disputes and resolutions
- Chris Grieveson, Partner, Ince & Co**
- 11.45 **India-An Emerging Powerhouse**
- Indian shipbuilding – ready to play a bigger role?
 - The road ahead for emerging shipyards
- Rishi Agarwal, Director, ABG Shipyard***

- 11.45 **Education and Government Intervention**
- Develop well focused initiatives to maximize training within the maritime industries
 - Government support in maritime training schemes and trust funds.

12.30 Networking Lunch

- 2.00 **Panel Discussion: The Role of VLOCs in the Dry Bulk Shipping Markets**
- Is dry bulk shipping back to the 60s?
 - Will iron ore shipping be taken over by VLOCs?
 - The dry bulk shipping prefers flexible vessels but why is the market taken over by VLOCs which have less flexibility?
- Speaker & Moderator:**
Yuichi Uemoto, COO Shipping Division, MC Resources Trade & Logistics
- Panelists:**
Warwick Norman, CEO, RightShip
R. Raghunath, Senior Executive Vice President, Noble Chartering
Steve Hanrahan, Director, Ocean Shipping Consultants

- 2.00 **Challenges and Demands in Port Operations**
- An early career mapping to retain talent
 - Encouraging a performance oriented culture to drive new efficiencies
- 2.30 **Offshore Manpower Focus**
- Taking a fresh look at crew supply activities - finding and retaining calibre staff
 - State of art vessels (high tech) and new quality
- Capt Mohan Sivasundram, Senior General Manager, Bumi Armada Berhad**

- 2.00 **Malaysia- The Moving Force in Asia's Shipbuilding Scene**
- Malaysia's continued growth in the shipbuilding scene
 - Moving forward – lessons to be learnt from other more established yards
- 2.30 **Dubai Shipbuilding Industry**
- Will Dubai clinch the fourth spot as the world's largest shipbuilding nation by 2015?
 - Sourcing domestically-produced equipment, parts, and materials
- Nawal Saigal, Managing Director, Drydocks World Dubai***

3.00 Afternoon Refreshments

- 3.30 **Combined Panel: Sustainable Shipping: Are we ready for the Future?**
- The maritime industry is set for a challenging period as the increased tonnage affects not just the dry bulk markets but also the tight maritime pool that is needed to support these vessels. Moreover, with the escalating emphasis on environment awareness, shipowners, shipmanagers and also shipbuilders have to be constantly on their toes to ensure that standards are met. In this interactive discussion, we bring together key leaders to look into the direction of which the shipping industry, as a whole, is taking and how profits can be sustained in such turbulent times.

4.00 **Chairman's Closing Remarks**

4.10 **End of SeaTrans 2008**



2nd SeaTrans 2008

25 - 27 November 2008, St. Regis Hotel, Singapore

Day Three - 27th November 2008

DRY BULK PORTS & TERMINALS 2008

- 8.00 **Registration and Coffee**
- 9.00 **Chairman's Welcome Remarks**
- 9.30 **The Future of Dry Bulk Ports & Terminals in the Changing Dry Bulk Commodities and Shipping Markets**
- Patterns in demand and supply of dry bulk commodities
 - Changes in the organization and practices of carriers
 - Changes in the size and types of ships used
 - New developments in technology
 - Impact to ports in the near and long term
- Dr. K Raguraman, Deputy Director – Center for Maritime Studies, National University of Singapore**
- 10.10 **Sustaining Port Competitiveness with Right Investments in the Booming Dry Bulk Trade**
- Challenges of facilitating trade and planning for growth
 - Maintaining port infrastructure
 - Dampier Port Authority's competitiveness and expansion plans to support the increasing demand for dry bulk commodities (port capacity for iron ore, etc.)
- Steve Lewis, Chief Executive Officer, Dampier Port Authority**
- 10.50 **Open Forum: Q & A followed by Morning Refreshments**
- 11.20 **Floating Terminals as a Cost-Effective Solution for Vessel Queuing at Ports**
- Overview of dry bulk terminal capacities
 - Transhipment operations
 - Are floating terminals more cost-effective
 - Key concerns and challenges
- Lim Kwee, Director - Industrial Logistics, IMC Corp Group**
- 12.00 **Optimising Transhipment Operations**
- Key challenges in transhipment of dry bulk (e.g. coal)
 - Opportunities to optimize operations
 - Key solutions and innovations employed
- 12.40 **Open forum: Q & A followed by Networking Lunch**
- 2.00 **Effective and Efficient Way of Port Operations with Integrated QHSE Management System**
- Overall equipment effectiveness model in port
 - TPM approach on port development, expansion and operational efficiency
 - Case study of a dry bulk port/terminal
- Gilbert Markus Nisahpih, Director, PT International Technology Solutions**
- 2.40 **Challenges and Solutions in Port In-Loading and Out-Loading of Dry Bulk Cargoes**
- Issues in conveying dry bulk cargoes from storage/stockpile to the shiploader
 - Integrating efficient technology with existing port infrastructure
 - Innovative solutions – efficient conveying system
- 3.20 **PANEL: The reality of planning port developments and expansion plans**
- If everyone expects markets to soften in 2009, why should ports invest?
 - How difficult is planning and port expansion?
 - What are the major considerations before looking at port expansion/project?
 - Will projects disrupt existing trade?
 - Are the current options and solutions more cost-effective?
- 4.00 **Open Forum: Q&A followed by Afternoon Refreshments**
- End of Seminar**

Who Should Attend?

- Ship Owners
- Terminal Operators
- Shipyard Representatives
- Ship Brokers
- P&I Claim Managers
- Human Resources Managers & Consultants
- Employment & Manning Agencies
- Training Establishments
- Seafarer and Trade union Organization
- Government Representatives
- Ship Builders
- Shipyard owners
- Ship Managers
- Maritime Analysts
- Maritime Consultants
- Commercial Banks
- Investment Banks
- Maritime Law Professionals
- Charterers/Chartering Managers
- Ship & Service Brokers
- Commodity Traders & Brokers
- Scrap Brokers
- Commodity Trade Representatives
- Logistics Managers Representing Coal, Iron Ore, Steel, Grain and Cement
- Regional and International Maritime and Port Authorities
- Dry Cargo Terminal Operators
- Logistics Organizations
- Classification Societies
- Marine Equipment and Allied Service Providers

*To be confirmed • It may be necessary for reasons beyond our control to alter the content and timing of the programme and identity of speakers

Sponsorship and Exhibition Opportunities

Raise your brand name at SeaTrans 2008!

Join us as a sponsor or exhibitor!

Take this great opportunity to showcase your products, innovation and service excellence. Reinforce your marketing strategy with the influential industry heads and let your sponsorships create awareness to the people you want to meet at the event.

There is a range of sponsorship and exhibition opportunities available and the packages can be customized to meet your requirements and marketing goals. To discuss or find out how we can assist you to reach your objectives in the event, please contact Mr Jonathan Kiang at +65 6835 5159 or email jonathan.kiang@ibcasia.com.sg

SeaTrans 2008 is an umbrella event that offers the shipping community at large an opportunity to not only learn from some of the great minds in shipping, but an opportunity for exchange, between senior management, peers, buyers and sellers- all of whom have one central vein of interest. This event brings to the Maritime industry's attention, three conferences each concentrating on different areas in shipping – **International Dry Bulk Review, Maritime HR Summit & the Asian Shipbuilding Summit.**

Improved Format

Delegates will be introduced to an exciting format that aims to deliver strength in both content and exchange in the form of:

- A Common Opening Session that delivers a macro view of Maritime. This session will analyze key trends as well as challenges that need to be addressed on the road ahead for Dry Bulk Shipping, Maritime HR and Asian Shipbuilding.
- Delegates will also have common networking events in the form of refreshment breaks, luncheons that bring three groups of delegates together, and a networking cocktail reception at the end of Day One to offer you the opportunity to meet peers from other sectors in shipping, from dry bulk, to human resources, to ship building and a host of allied services that support shipping.
- Focused content and Breakout sessions: from the second half of Day One, and the whole of Day two, delegates will have the option to join focus groups on Dry Bulk Shipping, Maritime HR and Asian Shipbuilding to add detail to your experience and target issues that add specifics to the blue-print on shipping being developed.
- Plus! Add a one day event on Dry Bulk Ports & Terminals that will take you through issues and solutions stakeholders take to improve land-side infrastructure that is key to a successful shipping and trading.



Event Highlights

International Dry Bulk Review 2008

- Global market trends and dry bulk shipping market outlook
- Is volatility a long-term feature of the market or will the rates fall out?
- Global oversupply of tonnage – is there a storm on the brew?
- Quality and safe shipping in the dry bulk sector
- Demand fundamentals that are moving dry bulk markets
- Conversion and Newbuilding of VLOCs – is dry bulk shipping back to the 60s?

Annual Maritime HR Summit 2008

- Integration of Sea Operations with Shore Side Operations
- Innovative Compensation and Benefit Strategy – What Could be Done?
- Investing in your Human Capital: Refocus on Training and Development
- Challenges and Demands in Port Operations
- HR Strategy and Performance Improvement in a Maritime Organization
- Hiring of Internationals; Multi-Generational Multi-Cultural Issues Relating to Employment
- Education and Government Partnership
- Offshore Manpower Focus

Asian Shipbuilding Summit 2008

- Review of the world shipbuilding capacities- Where is Asia today?
- Shipbuilders: Leveraging on the global demand for newbuildings
- Employing advance shipbuilding technology to move forward
- Shipbuilding Contracts- Changing contracts, managing risks
- Financial Struggles- Newbuilding investments during the credit crunch
- Emerging Yards: Green Field & Brown Field Projects – Demand vs. Quality
- Emerging Yards Case Studies – India, Malaysia & Dubai

PLUS! A timely event dedicated to Dry Bulk Ports & Terminals

- The future of dry bulk ports and terminals
- Optimizing port traffic demand through standardization
- Floating terminals as a cost-effective solution for vessels queuing at ports
- Effective and efficient way of port operations with Integrated QHSE Management System
- Optimizing transshipment operations
- Case studies and best practices on efficient dry bulk port operations



If undelivered, please return to:



No. 1 Grange Road,
#08-02, Orchard Building, Singapore 239693
Tel: (65) 6732 1970 Fax: (65) 6733 5087

**PRINTED MATTER
AIR MAIL**

**Maritime Cluster Fund
(MCF) will provide a 30% Course Fee
Subsidy (CFS) to eligible participants.**

MCF Course Fee Subsidy is available for eligible participants.
Please refer to www.mpa.gov.sg/mcf for more information.
Alternatively, please contact IBC Asia today for more information
and benefit from the "Course Fee Subsidy" program.

This label contains your priority booking code.
To expedite registration, please do not remove label.

If you have already received a copy of this brochure, we apologise. For reasons of confidentiality, your full particulars were not available to IBC Asia (S) Pte Ltd for deduplication prior to mail drop.

RESERVE YOUR PLACE TODAY!

Please tick your option:

YES! I / WE WOULD LIKE TO REGISTER FOR

- GOLD ACCESS Pass: SeaTrans 2008: Attend any of the 4 events
- Package Pass (3 day) : Dry Bulk Review, 25-26 Nov + Dry Bulk Ports & Terminals, 27 Nov
- Conference Pass (2 day) : Dry Bulk Review, 25-26 Nov
- Add-on Pass (1 day) : Dry Bulk Ports & Terminals, 27 Nov
- Maritime HR Summit, 25-26 Nov + Dry Bulk Ports & Terminals, 27 Nov
- Maritime HR Summit, 25-26 Nov
- Asian Shipbuilding, 25-26 Nov + Dry Bulk Ports & Terminals, 27 Nov
- Asian Shipbuilding, 25-26 Nov

1st delegate

Name: Dr/Mr/Ms : _____
 E-Mail : _____
 Job Title : _____
 Mobile : _____
 Department : _____
 Company : _____

2nd delegate

Name: Dr/Mr/Ms : _____
 E-Mail : _____
 Job Title : _____
 Mobile : _____
 Department : _____
 Company : _____

Address : _____ Address : _____
 Post Code : _____ Country : _____
 Tel : _____ Fax : _____
 Name & Title of Approving Manager: _____ E-Mail : _____
 Name & Title of Training Manager: _____ E-Mail : _____
 Main Business/Activity: _____

- Please tick: I enclose my Cheque/Draft payable to IBC Asia (S) Pte Ltd
 I am paying by bank transfer (copy attached)
 Payment by Credit Card: Amex Visa Mastercard

Card Holder : _____ Signature : _____

Card Number : _____ Expiry Date : _____

- I cannot attend this event but please include me in your mailing list.
 I would like to purchase the conference documentation at SGD 700 / SGD 749 (w/GST) per set.

51178GP TS

FEE PER DELEGATE	EARLY BIRD Register and pay before 29 Sept 2008	SPECIAL RATE Register and pay before 20 October 2008	NORMAL RATE Register and pay after 20 October 2008
<input type="checkbox"/> GOLD ACCESS PASS - Attend any of the 4 events at SeaTrans	SGD 3,295	SGD 3,495	SGD 3,595
<input type="checkbox"/> Package Pass - 2 Day Conference + <input type="checkbox"/> 1 Day Dry Bulk Ports Add-On	SGD 3,195	SGD 3,395	SGD 3,495
<input type="checkbox"/> Conference Pass - Choice of any 1 Conference	SGD 2,395	SGD 2,595	SGD 2,695
<input type="checkbox"/> Dry Bulk Review <input type="checkbox"/> Maritime HR Summit <input type="checkbox"/> Asian Shipbuilding Summit			
<input type="checkbox"/> Add-on Pass - Dry Bulk Ports Add-on only	SGD 1,595	SGD 1,595	SGD 1,695
Group Rates - For Company Groups of 3 or More Delegates (Per Delegate Rate)			
<input type="checkbox"/> GOLD ACCESS PASS - Attend any of the 4 events at SeaTrans		SGD 2,895	
<input type="checkbox"/> Package Pass - Choice of any 1 Conference + <input type="checkbox"/> 1 Day Dry Bulk Ports Add-On		SGD 2,795	
<input type="checkbox"/> Dry Bulk Review <input type="checkbox"/> Maritime HR Summit <input type="checkbox"/> Asian Shipbuilding Summit			
<input type="checkbox"/> Conference Pass - Choice of any 1 Conference		SGD 2,195	
<input type="checkbox"/> Dry Bulk Review <input type="checkbox"/> Maritime HR Summit <input type="checkbox"/> Asian Shipbuilding Summit			

A 7% Goods & Services Tax (GST) is applicable to all Singapore based companies for Singapore venue.

Fee includes luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.

**CANCELLATIONS
SUBSTITUTION**

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a 10% service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

HOTEL INFORMATION

The St. Regis Singapore

29 Tanglin Road,
Singapore 247911

Main line : +65 6506 6888

Fax : +65 6506 6718

Email : monita.iwan@stregis.com

5 EASY WAYS TO REGISTER

Mail the attached registration form with your cheque to
IBC Asia (S) Pte Ltd
 No. 1 Grange Road,
 #08-02, Orchard Building,
 Singapore 239693

Tel : (65) 6835 5133

Fax : (65) 6732 3201

E-mail: jaz.seow@ibcasia.com.sg



PAYMENT

All payments should be made in Singapore dollars

- Payments by S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" payable in Singapore.

- Payment by telegraphic transfer in S\$ must be made to:

IBC Asia (S) Pte Ltd
 A/C No.: 147-059513-001 (SGD)
 The Hongkong and Shanghai
 Banking Corporation Limited
 21 Collyer Quay, HSBC Building,
 Singapore 049320
 Bank Swift Code: HSBCSGSG
 Bank Code: 7232

- Payment by Credit Card (AMEX, VISA or MASTERCARD). Please provide your Card Number, Name of Cardholder, Expiry Date and your Signature and send it by fax to (65) 6733 5087.

IMPORTANT NOTE

Please quote the name of the delegate and event title on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts.

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC Asia will not be responsible for any event re-scheduled or cancelled.

DATA PROTECTION

The personal information entered during your registration/order, or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Sometimes your details may be obtained from or shared with external companies for marketing purposes. If you do not wish your details to be used for this purpose, please contact the Database Manager Catherine Shen on catherine.shen@ibcasia.com.sg, Ph: +65 6835 5141 or Fax: +65 6734 4053.

REGISTER NOW! FAX BACK TO (65) 6732 3201

Lloyd's List presents



2nd SeaTrans 2008

25 - 27 November 2008, St. Regis Hotel, Singapore

MARITIME HR SUMMIT 2008

25 - 26 NOVEMBER 2008, ST REGIS, SINGAPORE

Maritime Cluster Fund
Subsidy (CFS) will provide a 30% Course Fee
Subsidy (CFS) to eligible participants.
MCF Course Fee Subsidy is available for eligible participants.
Please refer to www.mpa.gov.sg/mcf for more information.
Alternatively, please contact IBC Asia today for more information
and benefit from the "Course Fee Subsidy" program.



Lloyd's List's Maritime HR Summit returns for the 3rd year as part of the iconic event, Seatrans 2008, which combines the **International Dry Bulk Review, Maritime HR Summit** and **Asian Shipbuilding** in a single setting. There is also an add-on event on Dry Bulk Ports and Terminals. This series of events offer high level speakers and delegates and provide one of the best networking opportunities between industry leaders.

KEYNOTE ADDRESSES

- Koay Peng Yen, *Group Chief Executive Officer, IMC Group*
- Keith Denholm, *Commercial Director, Pacific Carriers*
- Jesper Praestenagaard, *Chief Executive, Maersk Line Asia Pacific*
- Tony Mason, *Secretary General, International Chamber of Shipping/International Shipping Federation*
- Chris Bourne, *Executive Director, European Liner Affairs Association*

MAJOR STAKEHOLDERS YOU HEAR FROM

- Marlon Rono, *Chief Operating Officer, Magsaysay Maritime Corporation*
- Vijay Rangroo, *Managing Director, MTM Shipmanagement Pte Ltd*
- Lam Shun On, *Managing Director, OSM Ship Management (Singapore)*
- Capt Mohan Sivasundram, *Senior General Manager, Bumi Armada Berhad*
- Amit Ray, *General Manager, DNV Seaskill Asia*
- Hemant Pathania, *COO & Managing Director, NYK Shipmanagement Pte Ltd*
- Mark Robertshaw, *Vice President, Fast Stream Recruitment Ltd (Singapore)*
- Rhiannon Roberts, *Consultant, Commercial Division, Spinnaker Consulting Ltd*

UNDERSTANDING HR FROM A MARITIME PERSPECTIVE

This original conference brings to focus key issues in managing human capital within the maritime industry and provides practical solutions that are so needed in the extremely tight maritime human pool available. Industry leaders must understand that to ensure long-term business success, knowledge and application of the best recruitment and retention practices is the key.

KEY BENEFITS

- Understand the importance of integrating sea with shoreside operations
- Gain insights into a creative compensation and benefits approach
- Learn about talent sourcing strategies and the importance of exploring new markets
- Hear experts share their views on an effective corporate culture that looks into on training and development strategies to ensure performance improvement
- A special focus on challenges and demands on managing port and offshore human capital

Email: jaz.seow@ibcasia.com.sg

Organised by:



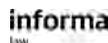
Endorsed by:



REGISTRATION HOTLINE:

+65 6835 5133

Supporting Media Partners:



Lloyd's is the registered trademark of the society incorporated by the Lloyd's Act 1871 by the name of Lloyd's

MARITIME HR SUMMIT 2008

25 - 26 NOVEMBER 2008, ST REGIS, SINGAPORE

“...the maritime industry is a vibrant workplace packed with choices from shipping to sub-sea technology; manufacturing to education; ports to maritime legal and financial services... but where are the qualified people to take on these jobs?”

The shortage of seafarers is evident and the situation has left ship-owners and ship managers concerned about the future of manning. Also, many are coming to find out the severity of the situation as the impact of this shortage at sea trickles to shore side with a decreasing number of ex seafarers taking up marine jobs on shore.

This year, the world's first and only maritime HR event returns with greater urgency as shipyards continue to roll out new buildings which are taxing the already tight maritime human pool available. With a greater emphasis and focus on the integration of HR companies with shipping, this conference looks to the evolution of strategies that are crucial in managing human capital within the maritime industry.

Maritime HR Summit will provide delegates with practical solutions and practices on staff retention, leadership and as well as talent sourcing. This is a unique forum to bring together international expertise from both HR and the maritime industry and looks to creating a creative corporate culture to prevent an impending shortage of shore side manpower.

SEATRANS 2008: GREAT CONTENT, EXCELLENT NETWORKING!

Add more benefits to your experiences at Maritime HR Summit, by meeting fellow stakeholders in the Dry Bulk and the Shipbuilding industries.

The large volume of tonnage to be delivered in the next few years affects not only dry bulk markets but also brings about an impending shortage of seafarers and shoreside HR. Come to SeaTrans 2008 and hear from peers in these fields and gain a comprehensive outlook like never before.

Shared coffee breaks, luncheons and a combined reception mean greater exposure to major stakeholders within the maritime industry. You will gain from their experiences and understand the perspectives of the various sellers and buyers. This is a one stop event for both content and networking!

SEATRANS 2008 IS MADE OF FOUR EVENTS:



WHO SHOULD ATTEND?

- Ship Owners
- Ship Managers
- Terminal Operators
- Shipyard Representatives
- Ship Brokers
- Legal Professionals
- P&I Claim Managers
- Human Resources Managers & Consultants
- Employment & Manning Agencies
- Training Establishments
- Seafarer and Trade union Organization
- Government Representatives

TESTIMONIALS FROM OUR MARITIME EVENTS:

“It was refreshing to see a broad range of topics within theme.”

*Colin Payne, Director (Human Resources),
Swire Pacific Offshore*

“For Lloyd's List events, interaction with peers, networking and exchange of topics are what you truly enjoy.”

*Capt Tushar Mohile, Crew Manager,
Wilhelmsen Ship Management*

“Good organization and interaction with other share holders.”

*Capt A.C Mathur, General Manager,
Zest Ship Management Limited*

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Raise your brand name at Maritime HR Summit!

Join us as a sponsor or exhibitor.

Take this great opportunity to showcase your products, innovation and service excellence. Reinforce your marketing strategy with the influential industry heads and let your sponsorships create awareness to the people you want to meet at the event.

There is a range of sponsorship and exhibition opportunities available and the packages can be customized to meet your requirements and marketing goals. To discuss or find out how we can assist you to reach your objectives in the event, please contact **Mr Jonathan Kiang** at **+65 6835 5159** or email **jonathan.kiang@ibcasia.com.sg**

MARITIME HR SUMMIT 2008

25 - 26 NOVEMBER 2008, ST REGIS, SINGAPORE

DAY ONE, 25 NOVEMBER 2008, TUESDAY

8.00 Registration and Coffee

9.00 Welcome from Organizers

9.05 Chairman's Welcome Address

Marcus Hand, *Associate Editor (Asia)*, Lloyd's List

KEYNOTE PRESENTATIONS BY SHIPOWNERS

9.10 Strategies for Sustainable Growth as Shipping and Shipbuilding Industry Transformation Continue

Koay Peng Yen, *Group Chief Executive Officer*, IMC Corp Group

9.50 Shipowner's Perspective on Dry Bulk Markets and Commercial Concerns over the Next Year Onwards

Keith Denholm, *Commercial Director*, Pacific Carriers Limited

10.30 Cooperation and Competition in the Liner Industry

Jesper Praestenagaard, *Chief Executive*, Maersk Line Asia Pacific

11.10 Open Forum: Questions and Discussion Followed by Morning Refreshments

GLOBAL SHIPPING: FUTURE PROSPECTS

11.50 Maritime Manpower; Evolving Initiatives for Human Capital

Tony Mason, *Secretary General*, International Chamber of Shipping/ International Shipping Federation

12.30 Liner Shipping after Conferences in the EU

Chris Bourne, *Executive Director*, European Liner Affairs Association

1.15 Open Forum: Q & A followed by Networking Lunch

THE 3RD ANNUAL MARITIME HUMAN RESOURCE SUMMIT

More ships are being built and with the entry of this massive number of newbuildings, it is increasingly difficult and expensive to recruit ex-seafarers to marine jobs on shore. The larger number of ships afloat also means more need for insurance, admin and a host of other services thereby fuelling the new trend of companies investing in their own training to groom fresh graduates and non-shipping talent into specialist shore based roles.

2.30 Integration of Sea with Shore Side Operations

- Understanding barriers to the mobility of qualified seafarers between sectors
- Skills required to be employed for shore based jobs
- Widen access to training opportunities and increase the value of officer's qualifications to ease absorption into shore based industries
- Building and measuring competencies common to the company, role and job function

Vijay Rangroo, *Managing Director*, MTM Shipmanagement Pte Ltd

3.00 Innovative Compensation and Benefit Strategy - What Could be Done?

- Avoiding a poaching war
- Non-financial retention strategies to handle increasing people costs
- Solutions to resolve the salary crisis

Marlon Rono, *Chief Operating Officer*, Magsaysay Maritime Corporation

3.30 Current Recruitment Challenges in the Shipping Industry

- Importance of raising a strong hiring brand
- Building a talent base amid a liquid job market
- Identification of leaders within your organization

Rhiannon Roberts, *Consultant*, Commercial Division, Spinnaker Consulting Ltd

4.00 Open Forum: Q & A

4.30 Cocktail Reception

6.00 End of Day One

DAY TWO, 26 NOVEMBER 2008, WEDNESDAY

9.25 Chairman's Welcome Address

9.30 Hiring of Internationals; Multi-Generational Multi-Cultural Issues Relating to Employment

- Assessing regional need for sustainable human resources to drive growth
- Training in cross-cultural awareness
- Relocation and other issues to be addressed

Lam Shun On, *Managing Director*, OSM Ship Management (Singapore)

10.00 HR Strategy and Performance Improvement in a Maritime Organization

- Human Resource Strategy - where does this start?
- Playing up the attractiveness of the maritime industry
- Hiring the correct talent and its correlation to retention rates

Mark Robertshaw, *Vice President*, Fast Stream Recruitment Ltd (Singapore)

10.30 Open Forum: Q & A followed by Morning Refreshments

11.15 Update on Human Performance Management

- Understanding the question of relevant experience and knowledge
- Identification of performance standards

Amit Ray, *General Manager*, DNV Seaskill Asia

11.45 Education and Government Intervention

- Develop well focused initiatives to maximize training within the maritime industries
- Fees support in encouraging young people to undertake Maritime Education and Training (MET)
- Government support in maritime training schemes and trust funds.

Invited: Capt K.N Deboo, *Director & Principal*, Anglo-Eastern Maritime Training Centre

12.15 Open Forum: Q & A followed by Networking Lunch

2.00 Challenges and Demands in Port Operations

- An early career mapping to retain talent
- Developing shore side staff with adequate training
- Specialized and targeted programs and schemes
- Encouraging a performance oriented culture to drive new efficiencies

2.30 Offshore Manpower Focus

- Taking a fresh look at crew supply activities- Finding and retaining calibre staff
- State of art vessels (High Tech) and crew quality
- Issues of safety and comfort

Capt Mohan Sivasundram, *Senior General Manager*, Bumi Armada Berhad

3.00 Open Forum: Q & A followed by Afternoon Refreshment

3.30 Combined Panel: Sustainable Shipping: Are we ready for the Future?

The maritime industry is set for a challenging period as the increased tonnage affects not just the dry bulk markets but also the tight maritime pool that is needed to support these vessels. Moreover, with the escalating emphasis on environment awareness, shipowners, shipmanagers and also shipbuilders have to be constantly on their toes to ensure that standards are met. In this interactive discussion, we bring together key leaders to look into the direction of which the shipping industry, as a whole, is taking and how profits can be sustained in such turbulent times.

4.00 Chairman's Closing Remarks

4.10 End of Maritime HR Summit 2008

**It may be necessary for reasons beyond our control to alter the content and timing of the programme and identity of speakers*

If undelivered, please return to:



No. 1 Grange Road,
#08-02, Orchard Building, Singapore 239693
Tel: (65) 6732 1970 Fax: (65) 6733 5087

**PRINTED MATTER
AIR MAIL**

Maritime HR Summit 2008

Maritime Cluster Fund (MCF) will provide a 30% Course Fee Subsidy (CFS) to eligible participants.

MCF Course Fee Subsidy is available for eligible participants.
Please refer to www.mpa.gov.sg/mcf for more information.
Alternatively, please contact IBC Asia today for more information
and benefit from the "Course Fee Subsidy" program.

This label contains your priority booking code.
To expedite registration, please do not remove label.

If you have already received a copy of this brochure, we apologise. For reasons of confidentiality, your full particulars were not available to IBC Asia (S) Pte Ltd for deduplication prior to mail drop.

RESERVE YOUR PLACE TODAY!

Please tick your option:

YES! I / WE WOULD LIKE TO REGISTER FOR

GOLD ACCESS Pass: SeaTrans 2008: Attend any of the 4 events

Package Pass (3 day) : Dry Bulk Review, 25-26 Nov + Dry Bulk Ports & Terminals, 27 Nov
 Maritime HR Summit, 25-26 Nov + Dry Bulk Ports & Terminals, 27 Nov
 Asian Shipbuilding, 25-26 Nov + Dry Bulk Ports & Terminals, 27 Nov

Conference Pass (2 day) : Dry Bulk Review, 25-26 Nov
 Maritime HR Summit, 25-26 Nov
 Asian Shipbuilding, 25-26 Nov
 Add-on Pass (1 day) : Dry Bulk Ports & Terminals, 27 Nov

1st delegate

Name: Dr/Mr/Ms : _____
E-Mail : _____
Job Title : _____
Mobile : _____
Department : _____
Company : _____

2nd delegate

Name: Dr/Mr/Ms : _____
E-Mail : _____
Job Title : _____
Mobile : _____
Department : _____
Company : _____

Address : _____
Post Code : _____
Tel : _____

Address : _____
Country : _____
Fax : _____

Name & Title of Approving Manager: _____

E-Mail : _____

Name & Title of Training Manager: _____

E-Mail : _____

Main Business/Activity: _____

Please tick: I enclose my Cheque/Draft payable to IBC Asia (S) Pte Ltd
 I am paying by bank transfer (copy attached)
 Payment by Credit Card: Amex Visa Mastercard

Card Holder : _____ Signature : _____

Card Number : _____ Expiry Date : _____

I cannot attend this event but please include me in your mailing list.
 I would like to purchase the conference documentation at SGD 700 / SGD 749 (w/GST) per set.

51178GP / 51178 MHR / 51178 MHRPT TS

SEE PER DELEGATE	EARLY BIRD <i>Register and pay before 29 Sept 2008</i>	SPECIAL RATE <i>Register and pay before 20 October 2008</i>	NORMAL RATE <i>Register and pay after 20 October 2008</i>
<input type="checkbox"/> GOLD ACCESS PASS - Attend any of the 4 events at SeaTrans	SGD 3,295	SGD 3,495	SGD 3,595
<input type="checkbox"/> Package Pass - 2 Day Conference + <input type="checkbox"/> 1 Day Dry Bulk Ports Add-On	SGD 3,195	SGD 3,395	SGD 3,495
<input type="checkbox"/> Conference Pass - Choice of any 1 Conference	SGD 2,395	SGD 2,595	SGD 2,695
<input type="checkbox"/> Dry Bulk Review <input type="checkbox"/> Maritime HR Summit <input type="checkbox"/> Asian Shipbuilding Summit			
<input type="checkbox"/> Add-on Pass - Dry Bulk Ports Add-on only	SGD 1,595	SGD 1,595	SGD 1,695
Group Rates - For Company Groups of 3 or More Delegates (Per Delegate Rate)			
<input type="checkbox"/> GOLD ACCESS PASS - Attend any of the 4 events at SeaTrans		SGD 2,895	
<input type="checkbox"/> Package Pass - Choice of any 1 Conference + <input type="checkbox"/> 1 Day Dry Bulk Ports Add-On		SGD 2,795	
<input type="checkbox"/> Dry Bulk Review <input type="checkbox"/> Maritime HR Summit <input type="checkbox"/> Asian Shipbuilding Summit			
<input type="checkbox"/> Conference Pass - Choice of any 1 Conference		SGD 2,195	
<input type="checkbox"/> Dry Bulk Review <input type="checkbox"/> Maritime HR Summit <input type="checkbox"/> Asian Shipbuilding Summit			

A 7% Goods & Services Tax (GST) is applicable to all Singapore based companies for Singapore venue.

Fee includes luncheons, refreshments and complete set of documentation. It does not include the cost of accommodation and travel.

CANCELLATIONS SUBSTITUTION

If you are unable to attend, a substitute delegate will be very welcome in your place. If this is not suitable, a 10% service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

HOTEL INFORMATION

The St. Regis Singapore

29 Tanglin Road,
Singapore 247911

Main line : +65 6506 6888

Fax : +65 6506 6718

Email : monita.iwan@stregis.com

5 EASY WAYS TO REGISTER

Mail the attached registration form with your cheque to
IBC Asia (S) Pte Ltd
No. 1 Grange Road,
#08-02, Orchard Building,
Singapore 239693

Jaz Seow
Tel : (65) 6835 5133

Fax : (65) 6732 3201

E-mail : jaz.seow@ibcasia.com.sg



PAYMENT

All payments should be made in Singapore dollars

• Payments by S\$ bank draft or cheque should be made in favour of "IBC Asia (S) Pte Ltd" payable in Singapore.

• Payment by telegraphic transfer in S\$ must be made to:

IBC Asia (S) Pte Ltd
A/C No.: 147-059513-001 (SGD)
The Hongkong and Shanghai
Banking Corporation Limited
21 Collyer Quay, HSBC Building,
Singapore 049320
Bank Swift Code: HSBCSGSG
Bank Code: 7232

• Payment by Credit Card (AMEX, VISA or MASTERCARD). Please provide your Card Number, Name of Cardholder, Expiry Date and your Signature and send it by fax to (65) 6733 5087.

IMPORTANT NOTE

Please quote the name of the delegate and event title on the advice when remitting payment. Bank charges are to be deducted from participating organisations own accounts.

Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. IBC Asia will not be responsible for any event re-scheduled or cancelled.

DATA PROTECTION

The personal information entered during your registration/order, or provided by you, will be held on a database and may be shared with companies in the Informa Group in the UK and internationally. Sometimes your details may be obtained from or shared with external companies for marketing purposes. If you do not wish your details to be used for this purpose, please contact the Database Manager Catherine Shen on catherine.shen@ibcasia.com.sg. Ph: +65 6835 5141 or Fax: +65 6734 4053.

REGISTER NOW! FAX BACK TO (65) 6732 3201