



# SmartShipping2011

featuring Connect11

17-18 October 2011, Four Seasons Hotel, Singapore

Smart shipping is not about a single, revolutionary idea or concept that is going to transform the industry – instead it must be a combination of innovative thinking, technologies and processes; hardware, software and “humanware” combining to offer effective operations through close monitoring and analysis. Smart shipping is about reducing costs, improving performance and staying compliant.

Improve efficiency

Lower costs

Achieve compliance

[www.smartshipping2011.com](http://www.smartshipping2011.com)

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*"The shipping industry needs to fundamentally reconsider its economic priorities and resurrect a cost-benefit analysis-led approach to innovation and technology"*

**Dr. Martin Stopford**, Managing Director, Clarkson Research (March 2011)

*"Innovation is not just a new technical device or service; it can also be new ways of working or doing business"*

**Joachim Bakke**, Technical Manager – Strategy & Projects, BW Ventures (September 2010)

# Is your operation future-proof?

SmartShipping 2011 is a strategic conference grounded in the commercial realities of today's shipping world and has been developed on the fundamental premise that ship owners can and will engage in innovation only when it results in higher efficiencies and regulatory compliance with corresponding lower installation and/or operational costs.

## Who should attend?

Smarter shipping benefits all parties in a vessel's life cycle; and more efficient shipping is the responsibility of several different stakeholders in the process. The personnel in attendance at SmartShipping will be:

- involved in ship design and ship design optimisation
- seeking out new technologies and processes to improve efficiency and reduce costs
- responsible for issues such as sustainability, efficiency, the environment and compliance
- involved in making strategic decisions about company funding in innovation and technology
- interested to hear from experts about the radical new course that shipping is charting, and be in the know about the revolutionary methods that are contributing to smarter shipping globally



Find out who is saying what about SmartShipping on our Youtube channel: [www.youtube.com/user/nhstevents1](http://www.youtube.com/user/nhstevents1)

**17 OCTOBER 2011**

## Connect11

**13:30** Registration & refreshments

**14:00** Welcome remarks

### SESSION 1 - 14:10

Staying ahead of the game

**Paul Østergaard**

Founder & CEO, ShipServ

Industry pulse 2011

TBC

Leaders of the pack

**Ivan Blazina**

Group Purchase Director, Anglo-Eastern Maritime Services Pte. Ltd.

**15:30** Coffee break

### SESSION 2 - 16:00

Buyer stream – positively impacting your bottom line

**Kim Skaarup**

Chief Operating Officer, ShipServ

Supplier stream – growing your business

**Freddy Ingemann**

Senior VP – Sales, ShipServ

### SESSION 3 - 17:00

Find. Connect. Trade. – TRUST

TBC

**17:30** Buses depart for Asian Civilisations Museum

**18:00** Networking cocktail hour\*

**19:00** SmartShipping 2011 gala dinner\*

\*at the Asian Civilisations Museum

**18 OCTOBER 2011**

## SmartShipping2011

09:00 Registration & refreshments

09:30 Welcome remarks

**Cheong Keng Soon**

Director – Shipping Division, Maritime and Port Authority of Singapore (MPA)

09:40 Chairman welcome

### SESSION 1 - 09:50

#### Drivers of smart shipping

##### The bottom line effect

Linking innovation to profitability is a sure-fire way to encourage the uptake of new technologies and smarter methods of shipping: What factors positively impact owners' bottom lines and are they compelling drivers for smart shipping?

##### Market leadership

In an effort to cut costs, differentiate themselves from the competition and show market leadership some companies invest in skills and technology in the early stages. Is this proactive approach the reserve of the mega fleets who have the economies of scale to make it worthwhile and what real benefits do they produce?

##### The domino effect

Demanding charterers and freight owners require smart ships which will inevitably demand smart design, build and operations. How can owners, yards and equipment makers successfully co-operate in the design and build stages to develop smart ships?

##### Regulation

Ship owners are known for their reluctance to change specifications unless required by regulations – can this still be the prevailing attitude? Or are regulations coming into effect much quicker and more forcefully than in the past, requiring a more proactive approach by the industry? How can effective benchmarks be put in place?

*Session chair*

**Bjørn Tore Markussen**

Managing Director, DNV Clean Tech Centre

*Speakers & panelists*

**Per Cato Roed**

Head of Newbuilding Co-ordination and Ship Engineering, A.P. Møller Maersk

**Alan Murphy**

COO & Parter, SealIntel

**Jan Øivind Svardal**

VP Project Development, Grieg Shipping AS

**Sverre Prytz**

Managing Director – BW Ventures; SVP – Strategy, Projects & LNG, BW Group

10:50 Breaking frontiers: the impact of the digital revolution

**Paul Østergaard**

Founder & CEO, ShipServ

11:10 Coffee break

### SESSION 2 - 11:40

#### SmartCommerce: Can shipping really change its spots?

*"The shipping industry is slow to adopt new ways of thinking and even slower to adopt new technology."*

That's the traditional view but is it really true? In fact technology and innovation have always been part of the business, though they tend to be based on gradual evolution.

Now, the pressures of tight markets, increased regulation and the need for greater transparency require a series of step changes and a mindshift in management for shipping companies. Can the industry face the challenge of changing to a smarter way of thinking? What tools will it need to adopt to get there? Are the rules the same for big and small companies? Can customer relationships really become partnerships?

This moderated panel discussion turns the spotlight on the steps needed to adopt innovative business solutions and processes – and the advantages gained by all participants in the shipping supply chain from doing so.

12:40 Lunch

14:00 SmartShipping 2011 keynote session

### SESSION 3 - 14:20

#### Walking the talk: taking smart shipping from rhetoric to reality

How much truth is there to the claim that "humanware" is the key factor to successful implementation of more efficient and compliant shipping? There is evidence that organisations invest in great technology and systems but fall down on the relationships and the people interacting with these systems so how can you successfully implement change?

- Improving communication between owners, suppliers and intermediaries
- Is it essential for a company to increase its change management capability before it can get smarter?
- Effective training for crew onboard as well as ship managers onshore
- Being smart onboard & onshore: Hardware and software combining for smarter shipping
- Smart shipping for newbuilds vs. existing vessels: what is the latest in retrofit trends?

*Session chair*

**Joachim Bakke**

Technical Manager – Strategy & Projects, BW Ventures

*Speakers & panelists*

**Frederic Fontarosa**

Business Director – Ships Agency and Bunkers, Wilhelmsen Ships Service

**Capt. Rajalingam Subramaniam**

Vice President – Fleet Management Services, MISC Bhd.

**Elliot Gow**

CEO – Ship Supply Chain, V.Ships

**Martin Andersen**

Head, DHI Ballast Water Centre

**Doris Ho**

CEO, A. Magsaysay Inc.

15:20 Coffee break

### SESSION 4 - 15:50

#### The investment conundrum

At a time when revenues are still under pressure and owners are feeling averse to loosening the purse-strings, where will the funding for innovation come from? What is the tipping point for owners to invest in R&D, or pre-existing technologies and innovation? Cost-cutting has been mentioned as one of the major drivers of change in shipping – what is the cost-benefit analysis of investment in smarter shipping? How can owners and operators budget for smart shipping in such uncertain times?

- Environmental concerns may make the headlines, but will "green technologies" struggle to find funding?
- Exploring existing funding initiatives
- When can owners see the payback on technology investments?

16:50 Closing remarks

17:00 Farewell drinks



*"Ultimately, the adoption of cleaner practices and greener technologies will be influenced by the economic bottom line"*

Lloyd's Register: Shipping and the Environment, Issue 02 / Spring 2011



## Why Singapore?

Singapore is, as a major hub for shipping and ship-building industries, well-known for its active role in the research and development of new maritime technologies. In recent years, it has taken bold steps to transform the island state from a maritime cluster into a knowledge hub, setting aside millions in funding to attract the best and brightest in the business. From its partnership with and support for new technology centres and a first-of-its-kind in Asia ballast water testing facility, the maritime authorities in Singapore have their finger on the pulse, hence playing host to SmartShipping 2011.

**Put yourself at the centre of the smart revolution in the maritime industry.**

Join an exclusive list of SmartShipping event partners who are positioning themselves as thought-leaders in more efficient and compliant shipping.

Limited sponsorship opportunities at SmartShipping 2011 gives you the potential to reach and interact with your current and future customers. Contact us to find out about a bespoke sponsorship package; and make your mark at SmartShipping 2011.

For more information and to register, visit  
[www.smartshipping2011.com](http://www.smartshipping2011.com)

For enquiries about this conference, please contact:

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## Registration Fee: SGD 880

The registration fee includes attendance at all the SmartShipping 2011 sessions (17–18 October), admittance to all official social functions and a set of conference documentation. All conference presentations will be made available to download after the event. No partial or split-day registrations are permitted and attendance cannot be split between two or more people. Cancellations: Forum fees will be refunded less a 20% administration fee after the event, if cancellations are received by 19 Sept 2011. After that date no refunds will be given, but substitutions will be accepted at no extra charge. Please notify any changes to the organisers.

The Maritime Cluster Fund Training Grant is available for eligible participants. Please refer to [www.mpa.gov.sg/mcf](http://www.mpa.gov.sg/mcf) for more information.