



MEDIA RELEASE

MARITIME LEADERS ADDRESS TOMORROW'S SOLUTIONS FOR THE VESSEL INDUSTRY

Asia Pacific Maritime 2020 returns from 18 to 20 March 2020 to focus on digitalisation

SINGAPORE, 12 November 2019 – The digital evolution is shaping the maritime future in multiple aspects – both onshore and offshore – and shipping organisations are facing pressure to operate more efficiently and profitably while catering to the increasingly sophisticated customer demands. As with any change, digitalisation was initially met with scepticism. But this has given way to a building digital momentum, in view of the many strategic business benefits to be reaped – from operational efficiency improvements and cost reductions, to environmental performance enhancements.

Asia Pacific Maritime (APM) will return for its 16th edition from 18 to 20 March 2020, with a conference that will gather over 50 industry top minds for a three-day, in-depth discussion on what the maritime industry could look like in 10 years. Key solutions making waves across the industry, including maritime 5G, digitalisation standards and remote pilotage, will be examined.

Yeow Hui Leng, Group Project Director, Asia Pacific Maritime (APM) said, “Shipping carries around 90% of world trade, making it the blood life of the global economy. Amid challenges posed by shifts in economic activity and tightening regulations, the maritime industry continues to seek means to answer the imperative call to digitalisation. In the face of a changing landscape, APM 2020 will present an opportunity for delegates to glean important insights from industry leaders and explore partnerships to navigate for success.”

Held in conjunction with the conference is the APM exhibition, one of Asia’s largest marketplace showcasing a complete overview of the vessel sectors. The biennial trade exhibition is expected to host over 1,500 international exhibitors and 15,000 visitors, across six halls spread over two levels.

Digitalisation standardisation for greater collaboration

While automation and other technological innovations can benefit the industry by easing strenuous tasks and streamlining workflow, lack of standardisation remains one hurdle to industry-wide digitalisation. Standardisation is key to improving data flow and enhancing interoperability and synergy.

On this topic, **Kenneth Lim**, Chief Technology Officer, Maritime and Port Authority of Singapore said, “Digitalisation presents many opportunities and advantages for industry players, but it can only reach its full potential when data flows are seamless. As such, MPA has embarked on initiatives such as the ‘digitalOCEANS’ concept to foster Open or Common Exchange And Network Standardisation and allow digital platforms of port authorities, supply chain companies, terminal operators, marine services companies, and ships to interoperate.”

Morten Lind-Olsen, Chief Executive Officer, Dualog added, “There is a growing focus on utilisation of consolidated data for both business and compliance purposes. Data needs to be standardised when generated for more efficient collection, processing and analysis, to deliver the value of timely decision-



making. This focus is increasing day by day and certainly requires more digitally integrated ships. The shipping industry has the advantage and tradition of trading within global established regulations and legislations.”

Improving efficiency in a digitalised maritime industry is one of the main movements that APM 2020 conference will deliberate at the panel session titled “Enabling Digitalisation through Standardisation & Collaboration”, happening during the Leaders’ Forum (18 March 2020).

In addition to Kenneth Lim and Morten Lind-Olsen, panellists for the session include **Andre Simha**, Global Chief Digital & Information Officer, MSC Mediterranean Shipping Company; **Rakesh Rawat**, Global Director of ICT Services, OSM and **Punit Oza**, Vice President, Head of Systems, Processes & Competence – Dry Bulk, Torvald Klaveness.

Maritime 5G enabling infinite communication possibilities

As the next big leap in mobile and wireless communications, 5G is expected to open up infinite possibilities in maritime communication – for example, the introduction of smart drones for real-time monitoring, ship-shore communication for vessel traffic management and just-in-time operations, autonomous vessels with low latency connectivity for remote operation, the use of Internet-of-Things sensors during search-and-rescue for real-time communications and accurate positioning.

Sharing his thoughts, **Kun Yang**, Founder, Super Radio AS said, “Autonomous shipping and ocean digitalisation drive the needs of maritime communication. Though currently in its experimental and commercialisation stages, maritime 5G will play an important role for the remote control of autonomous ships in the future.” Kun Yang is the board chairman and project administrator of “LTE, WIFI and 5G Massive MIMO Communications in Maritime Propagation Environments” (MAMIME), the world’s first maritime 5G communication project that is funded by the Norwegian Research Council. This project aims to develop optimised LTE and WIFI systems, and research dedicated to 5G solutions for the maritime applications. In addition, Super Radio AS is the Pre-5G test solution provider for the small-version Yara-birkeland autonomous ship, which is regarded as the world’s first fully electric and autonomous container ship.

Digitalisation Day (19 March 2020) will feature a session on “Understanding 5G Connectivity and What it Means for Maritime Communications”, where industry experts will examine and discuss the latest developments and potential benefits of 5G for the maritime industry.

Joining Kun Yang on the panel is **Jeevarathinam Ravikumar**, Vice President Technology & Innovation Global Technology Centre, Lloyd’s Register. (Please refer to Annex A for the list of speakers on Digitalisation Day).

Remote Pilotage: Going beyond the experimental phase

Unmanned vessels have also been top of mind for shippers. These game-changers could mean that ships can spend much more time at sea than human-controlled ones. Such innovation enables increased productivity, reduces reliance on human resources and is less prone to human error.

Sanna Sonninen, Pilotage Director of Finnpiilot Pilotage, said, “Technology and solutions for commercially viable concepts of autonomous ships and remote control of ship operations have been



developed and tested by various organisations. Though these are excellent showcases, public sentiment on the autonomous shipping development, the various levels of autonomy or remote operation is often mixed. When trying to find feasible solutions for remote pilotage it is important to understand the difference between an autonomous ship, remote operated ship and remote piloted ship. To understand how the complex task of piloting a ship could be successfully accomplished without the pilot being physically onboard and operating as a part of bridge team, one must analyse the different functions of pilotage. Such issues must be solved and analysed before these remote pilotage experiments become a reality.”

Sanna Sonninen will be delivering a presentation on “Developing a Comprehensive Remote and Autonomous Pilotage System” on Innovation Day (20 March 2020).

APM 2020: Future of Vessels. Solutions for Tomorrow

Amid a flurry of discussion on various technological innovations, the APM 2020 exhibition and conference will facilitate connections with decision-makers and industry observers to sharpen understanding about global maritime trends and movements.

Discussions will also deepen at newly introduced roundtable sessions taking place at the APM conference, where industry leaders will lead open dialogues about key issues affecting the maritime sector, such as the implementation of digital solutions and technical innovations. Another new addition to APM will be speed networking sessions, which are quick 15-minute meet-ups that will foster new relationships between experts and maritime personnel through a structured approach.

The Innovation Pavilion will make its maiden appearance at the exhibition, showcasing fully autonomous vessels, electronic professional certificates and ships with minimal carbon footprints – solutions that will support delegates in maintaining a competitive edge.

The APM 2020 exhibition and conference will take place from 18 to 20 March 2020, connecting delegates with decision makers and sharpening industry understanding in Asia. Registration to visit APM Exhibition is free and is now open. For more information, visit <https://www.apmaritime.com>.

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About Asia Pacific Maritime

Asia Pacific Maritime (APM) is the premier exhibition and conference in Asia showcasing a complete overview of the vessel sectors – services and solutions, technology, vessels equipment, machineries, supplies, and many more. With 15 editions of proven track record, APM is one of Asia’s largest marketplace where 15,000 visitors and decision makers from Asia attend to meet 1,500 international solution providers from over 60 countries and hear from over 50 industry experts on future of vessels, solutions for tomorrow. For more information, please visit the official APM website at www.apmaritime.com.

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ANNEX A

Presenters at Digitalisation Day (19 March 2020) of APM 2020 Conference include (arranged in alphabetical order of organisation's name):

- CAPT. VIVEK JAIN, FDD Director, ALCO
- SIMON STONEHOUSE, Head of Marine, Asia Capital Re
- MAGDALENE CHEW, Director, AsiaLegal LLC
- MEGAT ZARIMAN ABDUL RAHIM, Vice President / Director, Offshore Marine Services, Bumi Armada Berhad
- PATRIC DESANTI, Head of Applications and Digitalisation, BW Group
- MOHD SHAHRIN OSMAN, Regional Manager, Maritime Advisory for South East Asia, Pacific & India, DNV GL
- NAVIN KUMAR, Director, Drewry Maritime Research
- STEEN BRODSGAARD LUND, Chief Commercial Officer and Group Chief Digital Officer, Executive Ship Management
- LEIF ARNE STROMMEN, Vice-President Innovation, G2 Ocean
- JAN SIMON, Vice-President, Digital & IT, Hafnia
- MADHAV RAGAM, Vice President – Government & Healthcare, IBM
- KEN LOKE, Vice President, Asia-Pacific, KVH Industries
- JEEVARATHINAM RAVIKUMAR, Vice President Technology & Innovation Global Technology Centre, Lloyd's Register
- NICK WHITE, Master Mariner, LOC Group
- CHYE POH CHUA, Founder, ShipsFocus
- ALEM JASAREVIC, Chief Operating Officer, Skuld
- KUN YANG, Founder / Board Chair, Super Radio AS / MAMINE
- ERIK LIND OLSEN, PMO Lead – Digital Transformation, Swire Shipping
- CAPT ABHISHEK ASIJA, Global Head of Customer Experience & Director, V.Group
- AJIT RAIKAR, Co-Founder & CEO, Validus Capital
- NAKUL MALHOTRA, Vice President Technical Solutions & Marketing, Marine Products, Wilhelmsen Ships Service

Note: The above list of speakers is accurate as of 12 November 2019.

Media Contact	Ninemer Public Relations	
	Ragnild Ong T: +65 6534 9959 E: ragnildong@ninemer.com	Charlene Ho T: +65 6534 9909 E: charleneho@ninemer.com