

Digital Waves 4.0: Tides are changing. Be the change!

Report by Peter Machado, Marketing Director – eGenie Forum

148 industry Professionals came together on the 11th April 2019 for the second event hosted by the eGenie Forum (eGF) in Singapore.

The eGenie Forum is made up by companies who have come together to be the **THINK TANK for** the industry, **by** the industry, **with** the industry. The primary objective is to prepare for anticipated disruptions to business caused by **Digitalisation** including **Artificial Intelligence** and **Machine Learning**.

The eGF is registered in Singapore in May 2018 as a Public Company Limited by Guarantee. There are 14 Founding Members and currently a total of 26 Members.

Two of the Singapore Governments agencies, namely A*Star (Technology) and e2i (Employment & Employability) played an active part in organizing the event together with SASS Singapore and the eGF Team.

Captain Peter Machado, MD of PM3 UAE, welcomed all participants and introduced our Guest of Honour, Mr. Gilbert Tan, CEO of e2i, who incidentally hosted the event at the e2i premises in Jurong, including the inaugural event on 30th November 2018.

Mr. Tan, who delivered the keynote address, expressed his satisfaction with the initiative which is in keeping with the Singapore Government's objectives of substantially increasing maritime business activities and the range of services within a short period of time.

This was followed by eGF President Mr. Robert Kledal, CEO of Wrist Ship Supply who introduced eGF, its purpose and objectives. Mr. Danny Lien, Non-Executive Director of Amos Group & President of SASS, reiterated the SASS active participation and support for the eGF initiative.

The two Panel Discussions – Panel 1: Dialogue on Industry Challenges and Panel 2: Product Document Format & Product Standardisation, were held prior the end of each session, and were popular with the attendees.

Panel 1 was moderated by Danny Lien and panelists included Mr. Law Chung Ming, Director Transport and Logistics – Enterprise Singapore; Mr. Robert Kledal, CEO – Wrist & President – Egenie Forum; Mr. Ole Anton Gulsvik, CEO – Seven Seas Group; Mr. Sim Teck Siang, Procurement Manager – Berge Bulk Maritime Pte. Ltd.

Panel 2 was moderated by John Inge Roetting, Customer Business Solution Manager – Wilhelmsen Ships Service and panelists included Mr. Matthias Huebner, Head of Procurement Fleet – Oldendorff Carriers GmbH & Co. KG; Mr. John Beck, Vice President - Global Procurement Services – Wilhelmsen Ship Management; Mr. Rason Huang, CEO – RMS Marine Service Company Ltd.; Mr. Alexander van Zuijlen, Group Sales & Marketing Director – Sinwa Global.

At the tea break, the Guest of Honour and other dignitaries was given a 'Walk Around Showcase' of some of the suppliers and service providers. The reception from the attendees was pleasantly surprising as the exhibitors put on very interesting and lively presentations.

Other VIP speakers who graced the occasion with their presence and shared their experiences included

- Mr. Raymond Guat, MD of Interchamp F&B and Trading Pte Ltd – *Green Effect Onboard Vessel – Waste Management*
- Mr. Desmond Ong, Asst. VP Operations Central Planning of Jurong Port – *Port Digitalisation Journey for Ship Supplies Industry*
- Mr. Lim Jew Pea, CEO & Founder of Engage Nova Pte Ltd – *Mobility, Motion, Man & Machine – ExoSkeleton*
- Mr. Samuel Ng, COO of IPO SG Pte Ltd & Mr. Gerald Leo, Director of One Commercial Partner Group – Microsoft – *Future of Digitalisation, Automation, AI & Machine Learning*

Special mention should be made of Mr. Ronald Leng, Lead - System Framework Initiative of A*Star as well as his colleague Ms. Connie. Ronald was everywhere, months before the event, sharing his experience and excitement. Connie was

the Master of Ceremonies, who kept the event as close to schedule and ensured that the attendees were kept on par with the programme.

The next event that eGF will host will take place in London on the 9th September 2019. Details will follow. Additionally, a teleconference may be held (to confirm) in the 3rd or 4th week of June 2019.

To know more about the [eGenie Forum](#), please see our website especially the [white paper](#). Please [click here](#) to find the complete programme including the speakers and exhibitor details.

To become a member, click and complete the [application form](#). Alternatively, you may contact Captain Peter Machado at +971 56 1725 900 and [peterm3.com](#).

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