



News Release—For Immediate Release

**Maritime Digital Challenge Returns for Second Edition with Call for Tertiary Talent to Pit Skills against Real-world Industry Challenges**

*Leading multinationals A.P. Møller Maersk, PSA Cargo Solutions and RightShip join the Singapore Maritime Foundation to create platform for talent from Singapore’s universities and polytechnics to respond to industry challenges*

**Singapore, 18 August 2022**—The Maritime Singapore Connect (MSC) Maritime Digital Challenge returns for the second edition with three leading multinationals—A.P. Møller Maersk, PSA Cargo Solutions and RightShip—offering challenge statements that explore the intersection of business and technology.

Through the competition, tertiary students will apply their knowledge to real-life business challenges, win attractive cash prizes, gain industry credentials, have the opportunity to be mentored by seasoned professionals, and stand a chance to secure internships with participating companies.

The Singapore Maritime Foundation is proud to partner the following sponsor companies for the 2022 edition:

<b>SPONSOR COMPANY</b>	<b>CHALLENGE SYNOPSIS</b>
<p><a href="#">A.P. Møller Maersk</a></p> <p>A.P. Møller Maersk is a leading integrated container logistics company that operates in 130 countries.</p>	<p>Create an application that will allow users to have end-to-end visibility of warehouse operations and optimise the allocation of resources.</p>
<p><a href="#">PSA Cargo Solutions</a></p> <p>PSA Cargo Solutions is a unit of PSA International — a leading global port group with more than 60 deep-sea, rail and inland terminals, as well as affiliated businesses in distriparks, warehouses and marine services. PSA Cargo Solutions offers supply chain and digital solutions to optimise cargo flows.</p>	<p>Develop a multi-modal shipment route optimisation engine that allows users to identify the optimum shipment route.</p>
<p><a href="#">RightShip</a></p> <p>RightShip is the world’s leading ESG focused digital maritime platform, providing expertise in global safety,</p>	<p>Design an engaging solution to facilitate the forging of meaningful relationships and networks between employees in today’s hybrid work environment.</p>

sustainability and social responsibility practices.	
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The MSC Maritime Digital Challenge is open to full-time undergraduates and polytechnic students. For each challenge statement, the champion team will be awarded a cash prize of \$3,500 while the cash prizes for the first and second runners-up will be \$3,000 and \$2,500 respectively.

Tertiary students are invited to form teams of four and registrations are open from now to 29 August 2022 at <https://bit.ly/MSCMDC2022>. Student teams will select their challenge statements and submit a proof of concept by 18 September 2022. From there, the participating companies will evaluate the submissions and shortlist teams to mentor through to the grand finals on 12 November 2022.

“The curation of the sponsor companies for this year’s digital challenge reflects the positioning of maritime at the nexus of the global supply chain and an industry that is on the cusp of transformation. This case competition is an excellent opportunity for students to apply their skills to address real-world challenges while gaining valuable experience at the same time,” said Ms. Tan Beng Tee, Executive Director, Singapore Maritime Foundation

“It’s an absolute pleasure to be part of MSC Maritime Digital Challenge where we have a great opportunity to tap into the young and bright minds of today to solve larger industry related problems and maximise value. As we all manoeuvre through this age where there is tremendous evolvement of people, technology, and practices, it is pivotal to constantly keep challenging the status quo and exploring newer and better ways of managing businesses. At Maersk, innovation is a critical muscle where we focus on building a culture of experimentation and continue exploring better ways of solving problems. The digital challenge will really add value to understand potential opportunities that exist today from a technology standpoint and how meaningful value can be created for our customers and our organisation,” said Mr. Siddarth Ravinder, Head of Continuous Improvement, Thailand, Malaysia and Singapore, A.P. Møller Maersk

“The COVID-19 pandemic and other disruptions have shown that the maritime and supply chain industry has a huge opportunity to transform itself digitally, in order to enable more resilient, agile and sustainable trade. PSA Cargo Solutions has been leveraging advanced analytics to develop effective digital supply chain solutions for cargo owners and the industry to enhance the physical flow of goods. We welcome the innovators and problem-solvers amongst our youths to join us on this transformation journey,” said Mr. Eddie Ng, Head of Digital and Data Strategy, PSA International.

“Covid-19 has changed the expectations most employees have regarding when, how and where they work. In some ways, the flexibility of remote or hybrid working has helped foster increased work life balance and wellbeing but has also had the adverse effect of making it much harder for individuals to come together and form deeper, more personal connections with their colleagues. By supporting the latest MSC Maritime

Digital Challenge, we are looking for fresh perspectives on how we can leverage technology to drive these connections in an engaging, meaningful and sustainable way,” said Ms. Purnima Singh, Chief Human Resources Officer, RightShip.



The banner features a large circular graphic on the left with the text "MSC MARITIME DIGITAL CHALLENGE 2022". To its right, a smaller circle lists "Tertiary Students" and "Teams of 2 - 4". The central area contains four icons with text: "Mentorship & Networking", "Attractive Cash Prizes", "Internship Opportunities", and "Gain Street Cred". A QR code is in the top right, with a yellow "REGISTER HERE" button below it. A yellow box at the bottom center says "\$10 GrabGift Voucher" with a note: "per team member for first 10 teams to register and submit proposal". The footer lists sponsors: SMF (Singapore Maritime Foundation), MARITIME SINGAPORE CONNECT, MAERSK, PSA CARGO SOLUTIONS, and RIGHTSHIP.

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### About the Singapore Maritime Foundation

Established in 2004, the Singapore Maritime Foundation (SMF) is a conduit between the public and private sectors to accomplish the twin mission of developing and promoting Singapore as an International Maritime Centre (IMC); and to attract, engage and grow a talent pipeline to position Maritime Singapore for continued growth.

The Maritime Singapore Connect (MSC) Office operates Singapore’s only dedicated maritime careers portal at [www.maritimesgconnect.com](http://www.maritimesgconnect.com) and provides job matching to collect talent with opportunities.

For details, visit [www.smf.com.sg](http://www.smf.com.sg)

### About A.P. Moller - Maersk

A.P. Moller - Maersk is an integrated container logistics company working to connect and simplify its customers’ supply chains. As the global leader in shipping services, the company operates in 130 countries and employs around 100,000 people.

## **About PSA Cargo Solutions**

PSA Cargo Solutions is a unit of PSA International, a leading port group and trusted partner to cargo stakeholders. With flagship operations in Singapore and Antwerp, PSA's global network encompasses over 50 locations in 26 countries around the world. The Group's portfolio comprises more than 60 deepsea, rail and inland terminals, as well as affiliated businesses in distriparks, warehouses and marine services.

In April 2022, PSA acquired BDP International, a leading integrated supply chain and logistics solutions provider with over 130 offices worldwide. Drawing on the deep expertise and experience from a diverse global team, PSA actively collaborates with its customers and partners to deliver world-class port services alongside, develop innovative cargo solutions and co-create an Internet of Logistics. As the partner of choice in the global supply chain, PSA is "The World's Port of Call".

Visit us at [www.globalpsa.com](http://www.globalpsa.com) and [www.psacargosolutions.com](http://www.psacargosolutions.com), or follow us on LinkedIn (@globalpsa / @psacargosolutions).

## **About RightShip**

Established in 2001, RightShip is the world's leading ESG focused digital maritime platform, providing expertise in global safety, sustainability and social responsibility practices. Founded with the mission to drive operational improvements in the global shipping industry, more than 3,000 people use RightShip's due diligence, environmental and inspections services to help them manage risk and improve overall maritime safety standards.

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