



News Release—For Immediate Release

## Singapore’s Tertiary Talent Pit Skills against Challenges faced by Maritime Industry in Case Competition

*Champion teams of MaritimeONE Digital Challenge 2022 come from the National University of Singapore, Singapore University of Social Sciences and Nanyang Polytechnic.*

**Singapore, 12 November 2022** — The Singapore Maritime Foundation (SMF) announced the winning teams of this year’s MaritimeONE Digital Challenge (MDC). The sponsors of the second edition of the case competition featuring challenge statements at the intersection of maritime and technology are A.P. Møller - Maersk, PSA Cargo Solutions and RightShip.

The Awards Ceremony, which saw student teams from the National University of Singapore, Singapore University of Social Sciences and Nanyang Polytechnic take the champion’s crown, was graced by Senior Minister of State for Finance and Transport Mr. Chee Hong Tat.

From an initial 141 students across 40 registered teams, the nine finalist teams comprise students from Singapore’s universities and polytechnics across a range of fields such as data science and analytics, logistics and supply chain, game design and development, business, and more.

The following are the winners of the MDC 2022:

COMPANY	CHALLENGE SYNOPSIS	WINNING TEAMS
<p><a href="#"><u>A.P. Møller - Maersk</u></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><b>Champion</b></p> <p>Team: Visibilité</p> <p>Institution: Singapore University of Social Sciences</p> <p><b>1<sup>st</sup> Runner-up</b></p> <p>Team: BCRY</p>

		<p>Institution: Temasek Polytechnic</p> <p><b>2<sup>nd</sup> Runner-up</b></p> <p>Team: LogisHuat</p> <p>Institution: Singapore Management University</p> <p><b>Merit Prizes</b></p> <p>Team: NEWBI</p> <p>Institution: National University of Singapore</p> <p>Team: Those Guys Next Door</p> <p>Institution: Temasek Polytechnic</p>
<p><a href="#"><u>PSA Cargo Solutions</u></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 supply chain management, logistics, marine and digital services.</p> <p>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><b>Champion</b></p> <p>Team: S16</p> <p>Institution: National University of Singapore</p> <p><b>1<sup>st</sup> Runner-up</b></p> <p>Team: KAAandle</p> <p>Institution: Nanyang Technological University, National University of Singapore</p> <p><b>2<sup>nd</sup> Runner-up</b></p>

		<p>Team: Travelling Salesmen</p> <p>Institution: National University of Singapore</p> <p><b>Merit Prizes</b></p> <p>Team: kailani</p> <p>Institution: Nanyang Technological University</p> <p>Team: Phanpy</p> <p>Institution: Ngee Ann Polytechnic</p>
<p><a href="#"><u>RightShip</u></a></p> <p>RightShip is the world's leading ESG focused digital maritime platform, providing expertise in global safety, sustainability and social responsibility practices.</p>	<p>Design an engaging solution to facilitate the forging of meaningful relationships and networks between employees in today's hybrid work environment.</p>	<p><b>Champion</b></p> <p>Team: Alpaca</p> <p>Institution: Nanyang Polytechnic</p> <p><b>1<sup>st</sup> Runner-up</b></p> <p>Team: Codex</p> <p>Institution: Nanyang Polytechnic</p> <p><b>2<sup>nd</sup> Runner-up</b></p> <p>Team: Heng Ong Huat</p> <p>Institution: National University of Singapore</p> <p><b>Merit Prizes</b></p>

		<p>Team: LeftBoat</p> <p>Institution: Nanyang Technological University</p>
		<p>Team: Clutch</p> <p>Institution: Nanyang Technological University, Singapore Institute of Management, Singapore Management University</p>

### **Quote from SMF Chairman**

“The robust registrations for the MaritimeONE Digital Challenge are an encouraging indicator of the strong interest among our youth for the maritime industry. I believe this experience has offered our young participants a glimpse into the multi-faceted, purpose-driven industry, and the sector’s relevance in driving world trade and the global supply chain. I thank A.P. Moller – Maersk, PSA Cargo Solutions and RightShip for their partnership in nurturing a pipeline of talent for the industry,” said Mr. Hor Weng Yew, Chairman of the Singapore Maritime Foundation.

### **Quote from A.P. Møller - Maersk and Champion Team**

“One key takeaway for all of us from the MaritimeONE Digital Challenge 2022 is that we must always start with the problem statement (the need) and then work backwards towards the solution/technology that is required to solve it. It was heartening to see a whole lot of diversity in the type of solutions that the students came up with to solve the same problem. I was really overwhelmed with the amount of knowledge students already possessed about warehousing the distribution without actually stepping into the physical realm. The most interesting part of the challenge was that students had the opportunity to work on a real industry problem to solve which now opens up new avenues to value creation,” said Mr. Siddarth Ravinder, Head of Continuous Improvement for Thailand, Malaysia and Singapore, A.P. Møller - Maersk.

“The Maritime Digital Challenge was a daunting step that we took out of our comfort zones but have only benefitted much from it. At first, we took part in the competition even though none of us have much technical background, as we felt these types of opportunities are hard to come by. However, through this challenge, we were pushed to find out more about the industry and the had the chance to gain insights from MNCs and the mentors from there. We had the incredible chance to understand how it would be like having major clients and how we can tackle real-world issues,” said Ms. Kavimashathini Ganesan, a Year 2 logistics and supply chain management student

from the Singapore University of Social Sciences and team leader of Visibilité, champion for A.P. Møller - Maersk's challenge statement.



*Team Visibilité from Singapore University of Social Sciences– Champion Team of A.P. Møller - Maersk*

### **Quote from PSA Cargo Solutions and Champion Team**

“It is heartening to see the enthusiasm and passion from the students for the maritime and supply chain industry, and we are happy to play a part in engaging and developing talent through the MaritimeONE Digital Challenge. We have also gained fresh perspectives from them in tackling some of the challenges faced by the industry, which will augment our continuous efforts in developing innovative solutions to enable agile, resilient and sustainable supply chains,” said Mr. Eddie Ng, Head of Digital and Data Strategy, PSA International.

“Getting to know more about the maritime industry and its challenges was one of our key motivations to join this competition. Through the competition, we were able to appreciate the importance of decarbonisation and time optimisation when shipping goods. Furthermore, it was a rare but great opportunity to apply the knowledge learnt in school and solve existing industrial problems which helped us to gain great insights,” said Mr. A. Guhanavel S/O Ashok Kumar, a Year 2 data science and analytics student from the National University of Singapore and team leader of S16, champion for PSA Cargo Solutions' challenge statement.



*Team S16 from National University of Singapore– Champion Team of PSA Cargo Solutions*

### **Quote from RightShip and Champion Team**

“It was an enjoyable and heartening experience for us to get a peek into the minds of the generation that will make up our future workforce. Their ability to think creatively, take on feedback and genuine desire to do good brings comfort that we are indeed in safe hands. At RightShip, we take the role we play in mentoring and encouraging students from a young age to gain experience and solve for real life challenges very seriously, and look forward to seeing this bright young talent in the maritime industry in the coming years,” said Mr. Steen Lund, Chief Executive Officer of RightShip.

“The RightShip challenge statement resonates with us, as the COVID-19 pandemic has re-defined the way we work and play. It makes us more inspired to use technology to help us navigate a world changed by COVID-19. The competition also provides us the opportunity to turn our ideas into action. In our solution, we propose the use of gamification to drive engagement and well-being in an increasingly remote workplace,” said Mr. Daevon Yap, a Year 3 game development and technology student from Nanyang Polytechnic and team leader of Alpaca, champion for RightShip’s challenge statement.



*Team Alpaca from Nanyang Polytechnic– Champion Team of RightShip*

--End--

### **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. For details, visit <https://www.smf.com.sg>

The MaritimeONE Connect Office (MCO) runs a suite of programmes and platforms including Singapore's only dedicated maritime careers portal <https://www.maritimeone.sg/home> to connect talent with opportunities.

### **About A.P. Møller - Maersk**

A.P. Møller - 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 (PSA), a leading port group and trusted partner to cargo stakeholders. With flagship operations in Singapore and Antwerp, PSA's global network encompasses 160 locations in 42 countries around the world. The Group's portfolio comprises over 60 deepsea, rail and inland terminals, as well as affiliated businesses in supply chain management, logistics, marine and digital services. 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.

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.

## **Media Contacts**

### **David Lee**

[davidlee@sgmf.com.sg](mailto:davidlee@sgmf.com.sg)

+65 9119 8044

### **Joshua Ong**

[joshuaong@sgmf.com.sg](mailto:joshuaong@sgmf.com.sg)

+65 9011 6304