

**FACT SHEET**

**THE SEA TRANSPORT INDUSTRY DIGITAL PLANS  
FOR SHIP AGENCY AND HARBOUR CRAFT**

The Sea Transport industry is a key pillar of Singapore's economy, contributing 7% of the nation's Gross Domestic Product (GDP) and employing more than 170,000 people. The Port of Singapore maintained a stable performance in 2018. Our annual vessel arrival tonnage reached 2.79 billion gross tonnage (GT), similar to the 2.8 billion GT achieved in the previous year. Our container throughput rose by 8.7% to 36.6 million twenty-foot equivalent units (TEUs), and total cargo throughput remained stable at 630 million tonnes. Singapore also retained its position as the world's top bunkering port, with annual bunker sales close to the 50 million-tonne mark for the second year consecutively.

To enable Singapore's International Maritime Centre to grow in breadth and depth, it must do more than continue to deliver world-class port services - it must also capture new growth opportunities and further reinforce its value proposition to the world. The Sea Transport Industry Transformation Map (ITM) that was launched in 2018 serves as a roadmap to help industry players navigate the changing economic landscape, including increasing digitalisation of the industry and an ageing workforce. It also seeks to support the industry in tapping new growth opportunities as well as to ensure that Singapore's maritime industry stays relevant and competitive. Spearheaded by Maritime and Port Authority of Singapore (MPA), the Sea Transport ITM was developed in partnership with the industry, unions and the government agencies.

One of the key pillars of the Sea Transport ITM is to increase productivity. Digital technology plays an important role to streamline processes, improve business productivity and growth, as well as enhance the competitive advantage of businesses.

**Industry Digital Plan**

Aligned to the Sea Transport ITM, the Sea Transport Industry Digital Plan (IDP) for ship agency and harbour craft sub-sectors is part of the SMEs Go Digital programme that aims to make going digital simple for SMEs.





The Sea Transport IDP for ship agency and harbour craft SMEs was developed by Infocomm Media Development Authority (IMDA) in partnership with Maritime and Port Authority of Singapore (MPA), Enterprise Singapore and SkillsFuture Singapore, to guide SMEs on their digital transformation efforts. It provides SMEs with an easy-to-use, step-by-step guide on the digital solutions to adopt at each stage of their growth. The IDP will be updated over time as the industry progresses and newer, more relevant technologies are introduced.

The three-stage digital roadmap of the IDP charts out the digital solutions that ship agency and harbour craft SMEs in the Sea Transport industry can adopt at each stage of their growth. Larger enterprises in the Sea Transport industry can also use the digital roadmap to guide their digital journey.

Broadly, the three stages are:

**Stage 1: Getting Digital Economy Ready.** The initial stage aims to help SMEs get ready for the digital economy and lists the basic digital solutions that enable SMEs to stay competitive. These include Enterprise Resource Planning (ERP) solutions for Ship Agency Management and Vessel Management to streamline operations and optimise resources.

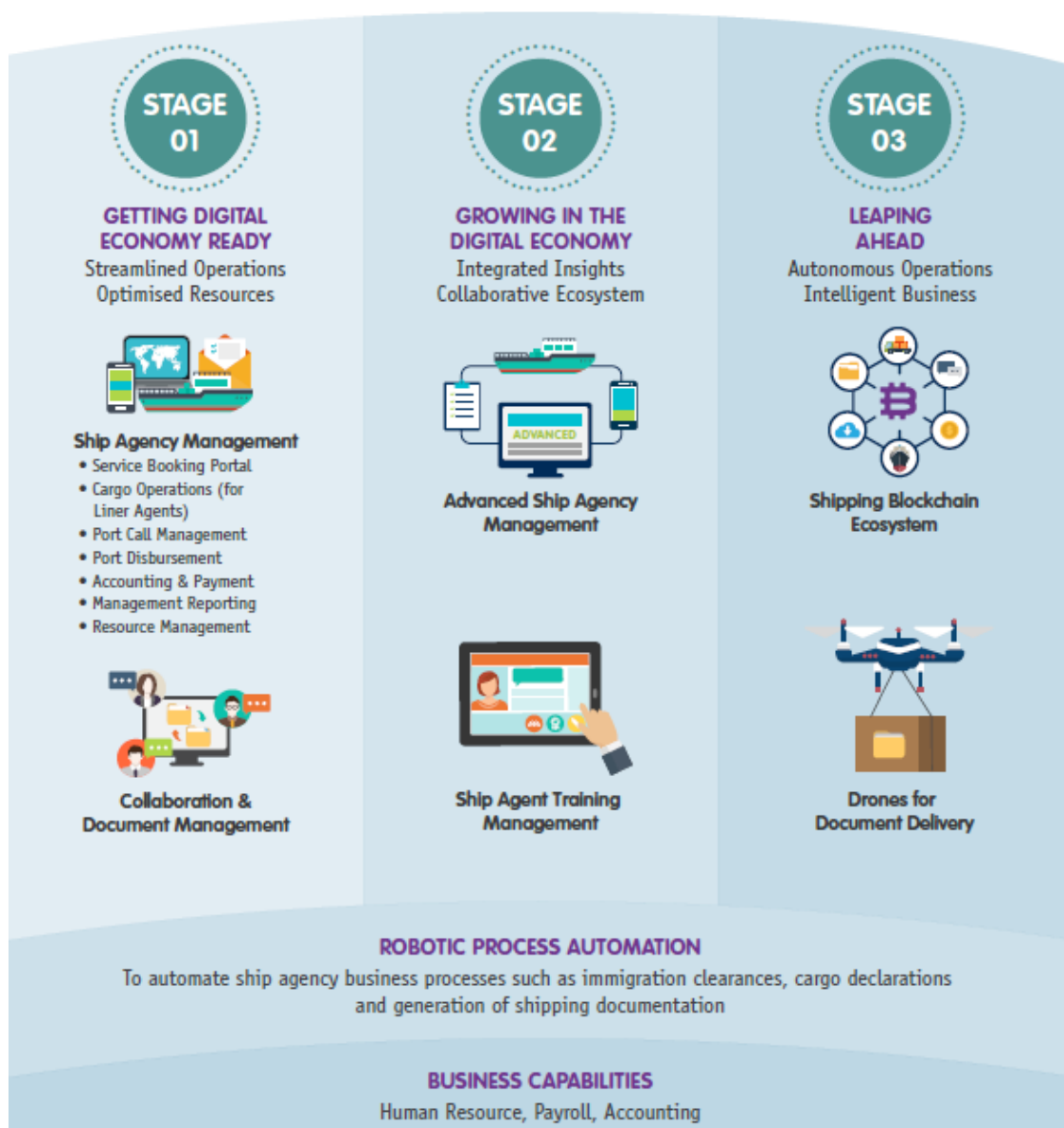


**Stage 2: Growing in the Digital Economy.** The second stage highlights digital solutions, such as e-Procurement and Ship Agent Training Management, that enable SMEs to connect with the ecosystem for integrated insights.

**Stage 3: Leaping Ahead.** The third stage identifies advanced digital technologies that SMEs can implement to strengthen their competitive edge in the delivery of their services. These include using blockchain technology to enhance automated transactions, and drones for maritime operations.

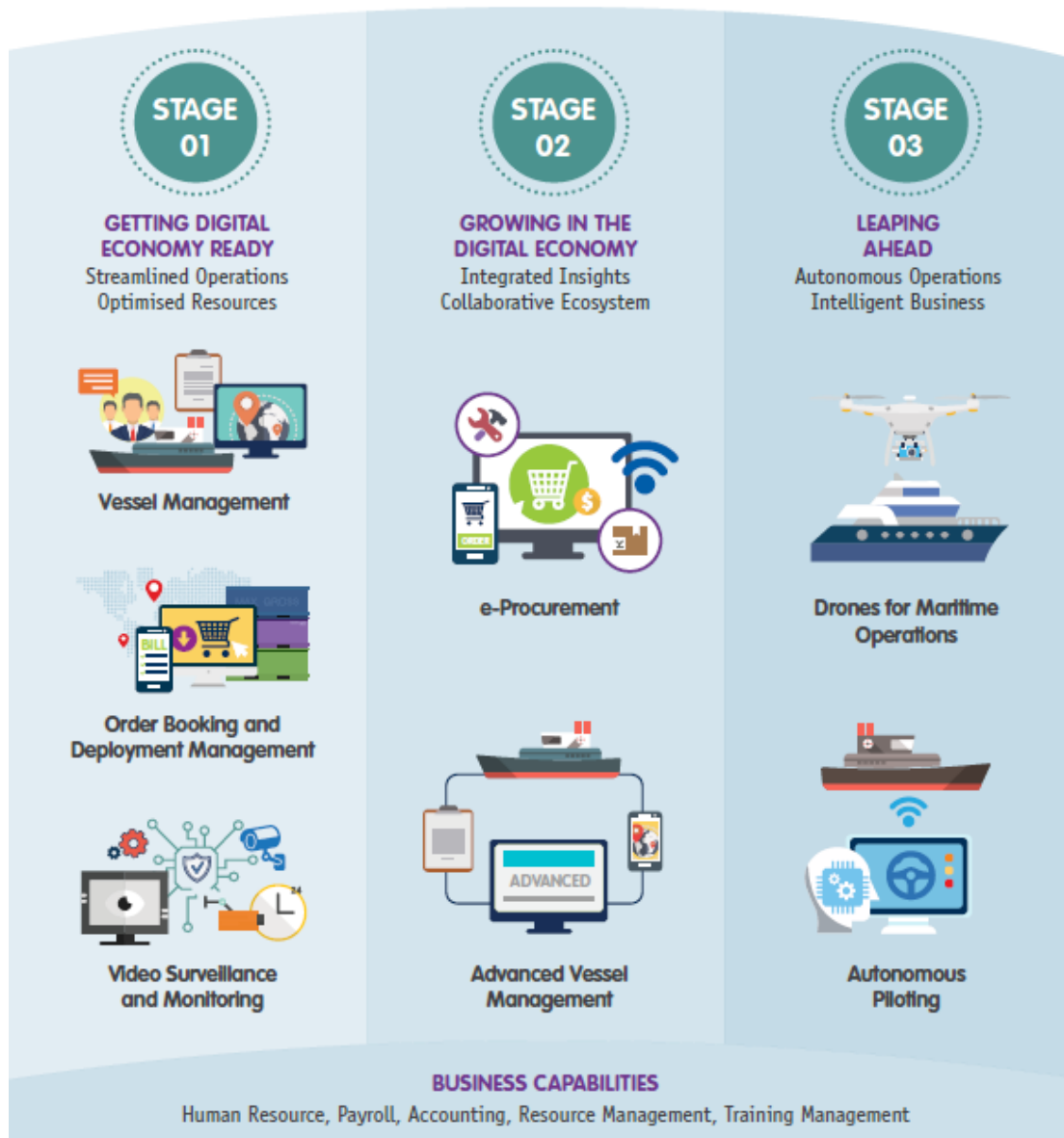
## DIGITAL ROADMAP FOR SHIP AGENCY

This digital roadmap serves as a guide for you to follow on your digital journey.



## DIGITAL ROADMAP FOR HARBOUR CRAFT

This digital roadmap serves as a guide for you to follow on your digital journey.



The IDP also includes a Digital Roadmap (Training) to ensure that the industry's workforce is adequately prepared with the necessary skills to adopt digital solutions, and is ready for changes that come with digital transformation.

SMEs can also use the online checklist to assess their digital readiness and identify opportunities to go digital based on their current business operations, level of digitalisation and business expansion plans. For more information on the Sea Transport IDPs, visit: [www.imda.gov.sg/sea-transport-idp](http://www.imda.gov.sg/sea-transport-idp).

The sector-specific IDPs are central to the SMEs Go Digital programme, and comprises the following:

### **Consultancy Services**

For a more comprehensive review of their business, SMEs can approach Business Advisors at their nearest **SME Centre**<sup>1</sup> for business diagnosis and advisory on digital solutions relevant to their operations. SMEs that require specialist consultancy on sophisticated technologies, such as data analytics and cybersecurity, will be referred to the Principal Consultants at the **SME Digital Tech Hub**. These digital consultancy services are provided at no cost to SMEs.

### **Project Management Services**

SMEs can also engage **Project Management Services**<sup>2</sup> to support them in the implementation of digital solutions. The project managers can help with business processes re-engineering and job redesign to get the maximum benefits and have more sustainable outcomes from going digital.

### **Digital Solutions**

SMEs requiring productivity tools such as ship agency management or vessel management solutions can choose from the list of digital solutions and receive grant support. SMEs can visit [www.mpa.gov.sg](http://www.mpa.gov.sg) for more information.

SMEs can also participate in digital sector projects that are initiated jointly by IMDA and industry leaders. Such projects pilot new digital solutions or platforms that have the potential to uplift the whole sector.

For SMEs that are just starting their business or are new to digital technology, they can take up a Start Digital Pack to start their business right with foundational and competitively-priced digital solutions. New SMEs can take up any two solutions free for at least six months with a minimum 18-month contract period from five categories: Accounting, Human Resources Management & Payroll, Digital Marketing, Digital Transactions and Cybersecurity. The solutions are pre-approved by IMDA and offered by Start Digital Partners like DBS, Maybank, OCBC, Singtel, StarHub and UOB.

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<sup>1</sup> List of SME Centres can be found [here](#)

<sup>2</sup> Digital Project Management Services can be accessed [here](#)

### **About Infocomm Media Development Authority (IMDA)**

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

### **About the Maritime and Port Authority of Singapore (MPA)**

The Maritime and Port Authority of Singapore (MPA) was established on 2 February 1996, with the mission to develop Singapore as a premier global hub port and international maritime centre (IMC), and to advance and safeguard Singapore's strategic maritime interests. MPA is the driving force behind Singapore's port and maritime development, taking on the roles of Port Authority, Port Regulator, Port Planner, IMC Champion, and National Maritime Representative. MPA partners the industry and other agencies to enhance safety, security and environmental protection in our port waters, facilitate port operations and growth, expand the cluster of maritime ancillary services, and promote maritime R&D and manpower development.

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