



MEDIA RELEASE

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‘Sea the Difference’ marketing campaign highlights diversity and opportunities in maritime careers

The Maritime and Port Authority of Singapore (MPA) unveiled ‘Sea the Difference’, a Maritime Singapore marketing campaign that celebrates opportunities and highlights the diversity of jobs in the maritime industry, including in digitalisation and decarbonisation.

2. The campaign was launched today by Mr Baey Yam Keng, Senior Parliamentary Secretary, Ministry of Transport & Ministry of Sustainability and the Environment. The event was attended by close to 150 MPA industry partners, including the media and students from various Institutes of Higher Learning. In his speech, Mr Baey highlighted the importance of maritime to global trade and also Singapore’s economy as a global transshipment hub. He added that apart from seafaring, there are many exciting career opportunities ashore that are available as the maritime industry transforms, including opportunities for skills transfer and career development for mid-careerists.

3. At the heart of the campaign is a short-film series titled ‘The Matchmaker’, inspired by real-life maritime professionals who have successfully embarked on shore-based maritime careers even though they did not have the relevant background, and who have transitioned from a seafaring job. The four-episode series takes us through the job search experiences and career decisions of a young graduate, freelancer, mid-career switcher, and a matured worker as they seek to understand what a maritime career has to offer and, in the process, realise the misconceptions about the industry. Apart from ‘The Matchmaker’ series, the campaign will include a series of social media engagement and content to surface common myths about maritime careers and profile interesting lesser-known jobs such as a hydrographic surveyor and a vessel traffic officer. The campaign will run from November 2023 to February 2024.

4. Mr Teo Eng Dih, MPA Chief Executive, said, “The maritime industry is rapidly transforming and there are many career and professional development opportunities. Through this campaign, we hope to inspire students and jobseekers with real-life

stories of individuals who found meaning in their newfound careers in the maritime industry.”

5. The short films, relevant information about maritime careers, and the available maritime jobs, can be accessed through www.seathedifference.gov.sg.

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About the Maritime and Port Authority of Singapore (MPA)

MPA was established on 2 February 1996 with the mission to develop Singapore as a premier global hub port and international maritime centre, 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, maritime and port regulator and planner, international maritime centre champion, national maritime representative and a champion of digitalisation and decarbonisation efforts at regional and international fora such as at the International Maritime Organization. MPA partners industry, research community and other agencies to enhance safety, security and environmental protection in our waters, facilitate maritime and port operations and growth, expand the cluster of maritime ancillary services, and develops maritime digitalisation and decarbonisation policies and plans, R&D and manpower development. MPA is responsible for the overall development and growth of the maritime domain and Port of Singapore. In 2022, Singapore remained one of the world’s busiest transshipment hubs with a container throughput of 37.3 million 20-foot equivalent units (TEUs).

For more information, please visit <https://www.mpa.gov.sg>

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