

INFORM. EDUCATE. ENGAGE.

**ISSUE**  
N° 02  
**2023**

# samudra

A quarterly publication of the Singapore Organisation of Seamen and Seacare Co-operative Ltd



## **DotS 2023: SOS salutes seafarers, advocates ocean protection**

**Singapore's  
tripartite  
commitment to a  
resilient workforce**

inside:

**SEACARE  
FOCUS**

Transforming  
Connect Centre  
into a Tech  
Powerhouse

Seacare expands  
community  
outreach with  
Chin Swee RC



SCAN QR  
CODE FOR  
SAMUDRA  
DIGITAL  
COPY

Scammers usually contact me through my phone, so I downloaded ScamShield to detect suspicious SMSes and block potential scam calls. I also increased the privacy settings of my online accounts to prevent strangers from contacting me.

By **ADDING** better security to my phone, I can prevent myself from falling victim to scams. You can too.

Cavell Lim, 31

# *I Can* **ACT** Against Scams

**ADD**  
security apps and  
privacy settings

**CHECK**  
with official  
sources

**TELL**  
friends and family  
about scams



**SPOT THE SIGNS.  
STOP THE CRIMES.**



**SINGAPORE  
POLICE FORCE**  
SAFEGUARDING EVERY DAY

**tote  
board**  
Growing Hope  
Empowering Lives





# contents

**ISSUE**  
**N° 02**  
**2023**



## HAPPENINGS

- 2** SOS Hari Raya Celebration: A night of unity and joy
- 3** Durian trip to Tangkak, Johor
- 5** Congratulations to our SOS Long Service Award staff



## SPOTLIGHT

- 6** Singapore's tripartite commitment to a resilient workforce

## IR DIARIES

- 7** Creating a sustainable and inclusive future for seafarers



- 8** DotS 2023: SOS salutes seafarers, advocates ocean protection
- 11** Celebrating Women in Maritime
- 12** SOS holds Workshop in Manila
- 14** SOS launches new Sailors' Home in Malate, Manila for Filipino members
- 16** Appointment of new clinics across the Philippines

## TRAINING

- 17** Empowering young trainees for successful sea careers
- 18** ITF workshop boosts social media proficiency among transport unionists
- 19** Networking and Relationship Building skills for staff

## 21 SEACARE FOCUS



[www.sosea.org.sg](http://www.sosea.org.sg)



[www.seacare.com.sg](http://www.seacare.com.sg)

Samudra is published quarterly by the Singapore Organisation of Seamen and Seacare Co-operative Ltd. Copyright is held by the publisher. No part of this material may be reproduced or transmitted in any form or by any means. MCI (P) 025/02/2023. Printed by KHL Printing Co Pte Ltd

52 Chin Swee Road, #09-00 Seacare Building  
Singapore 169875 · Tel: (65) 6379 5666  
Email: [sosea@seacare.com.sg](mailto:sosea@seacare.com.sg)





# SOS Hari Raya Celebration: A night of unity and joy

2°3

samudra  
Issue N° 02  
2023

The SOS Hari Raya Celebration on May 5 was a radiant display of unity and joy, marking the jubilant conclusion of Ramadhan, a month-long fasting period for the Muslim community.

## HELD AT THE HOLIDAY INN

**ATRIUM**, the event drew 300 attendees, including members, their families, and residents from welfare homes: AWWA Community Home for Senior Citizens, Jamiyah Home for the Aged, and Ramakrishna Mission Boys' Home.

Special Guest, NTUC DSG Heng Chee How, also senior minister of state for defence and MP for Jalan Besar (Whampoa), graced the occasion.

Brother Heng's presentation of green packets to the residents reflected SOS's commitment to sharing joy in the community.


The celebration was a cultural mosaic of entertainment.





Pre-event activities such as instant photo booths, caricatures, and Arabic calligraphy set the festive tone. Emcees Huda Ali, a renowned actress, and Hafeez Glamour, a popular radio deejay, kept the audience captivated.

The stage buzzed with energy as acclaimed singers Hetty Sarlene, Hazrul Nizam, and Fuad Rahman delivered captivating performances. Their presence added a dash of glamour, with guests eagerly capturing selfies and videos. Dancers from Attrains Singapore further amplified the festive spirit with their lively performances.

This year's Hari Raya celebration, filled with joy and unity, left an indelible impression on the members and their families, making it a truly memorable occasion. 



## DURIAN TRIP TO TANGKAK, JOHOR

**REIGNITING A BELOVED TRADITION,** 149 members and their loved ones journeyed to Tangkak, Johor (Jun 10), for the long-awaited Durian Trip since its hiatus in 2019. The highlight of the day was the feast of Musang King durians, enjoyed straight from the plantation amid joyous spirits and warm camaraderie.





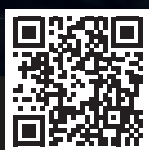
# Maritime News On The Go



**SAMUDRA**, a digital publication of the Singapore Organisation of Seamen (SOS), featuring news and events that matter to seafarers and the international maritime community.



Join us on TELEGRAM



SCAN ME

[samudra.sosea.org.sg](http://samudra.sosea.org.sg)





# Congratulations to our SOS Long Service Award staff

## Mr Chen Chuanyi (10-year)

Manager, External and Industrial Relations

It has been a great joy perfecting work-life balance while seizing opportunities to grow both personally and professionally. It's an ever-evolving journey where you learn about the



intricacies of the job and interact with a diverse range of people through the vast realm of industrial relations. Each day brings a chance to improve our work performance by honing the right skills and knowledge. But above all, the passion for serving our members' interests truly drives us—the heart and soul of our commitment.

## Ms Bagga Geeta (10-year)

Manager, Information Technology

I'm grateful for the opportunity to lead the IT Department in a healthy work environment with wonderful co-workers. It brightens up my day to receive thank you notes from staff after resolving technical issues. Patience, honesty, and focus on tasks have been my guiding principles on this journey.



## Ms Shirley Lai Shek Lee (10-year)

Senior Manager, Membership

I enjoy creating beautiful memories and fostering connections with members at SOS events and activities.

Our CSR initiatives also allow me to make a positive difference in the communities, extending our efforts beyond the organisation. To further contribute to SOS's success, I embrace an open-minded and adaptable approach, always ready to take on different roles that may be required, fostering a harmonious work environment where we can all thrive together.



## 40-YEAR LONG SERVICE AWARD

### Mr Sim Hor Pheng David (40-year)

Deputy Chief Operating Officer, Membership

Through the years, our interactions with our SOS members spur me on, allowing us to build a stronger bond and rapport with them. I feel honoured when members approach us to share their situations, trusting us to be the support they can trust. Importantly, we should not be complacent but instead hunger for improvement in all that we do.





# Singapore's tripartite commitment to a resilient workforce

Singapore celebrated May Day 2023 at Suntec City with its first full-scale gathering since 2019.

6°7


samudra  
Issue N° 02  
2023

**ATTENDED BY 1,400 TRIPARTITE PARTNERS, INCLUDING 13 SOS REPRESENTATIVES**, the event was led by PM Lee Hsien Loong, DPM Lawrence Wong and NTUC SG Ng Chee Meng

PM Lee expressed optimism for Singapore's economic future amid global volatility, highlighting the need for industry transformation and skill professionalisation. DPM Wong addressed global challenges, emphasising the importance of reskilling and upskilling amid rapid technological changes, and reassured the affordability and accessibility of public housing.

SG Ng outlined strategies for worker support, including scaling up Company Training Committees (CTC), intensifying support for underserved worker segments, and fostering an innovation culture within NTUC. He spotlighted the #EveryWorkerMatters

Conversations initiative, which engaged over 40,000 workers and addressed diverse concerns. He also cited NTUC's accomplishments, including the Progressive Wage Model and advocacy for platform workers.

Looking ahead, SG Ng stressed NTUC's commitment to meeting workers' evolving needs and highlighted NTUC's innovation journey since 2019. The event underscored the tripartite commitment to championing workers' interests, ensuring a resilient and adaptable workforce for Singapore's future. 





# Creating a sustainable and inclusive future for seafarers

SOS President Kam Soon Huat and ES Chen Chuanyi participated at the Asian Seafarers' Summit Meeting (ASSM) in Tokyo on Apr 12, joining 75 delegates from 21 maritime unions to discuss pressing industry issues.

**ASSM 2023, THE FIRST SINCE THE COVID PANDEMIC, SERVED AS A PLATFORM FOR** sharing strategies to combat the crisis. Key discussions revolved around the UN's Sustainability Development Goals (SDG), focusing on the adoption of clean energy and alternative fuels.

The potential of Maritime Autonomous Surface Ships (MASS) and safety considerations were also explored. Other topics discussed included gender equality in the traditionally male-dominated maritime industry, emphasising a fair recognition of

women seafarers and their contribution to global maritime.


SOS's participation in ASSM underscores its unwavering commitment to seafarers' welfare and reaffirms its pivotal role in shaping the future of the maritime industry. 



Illustration: Rolls-Royce

**The potential of Maritime Autonomous Surface Ships (MASS) and safety considerations were also explored at the Asian Seafarers' Summit Meeting**





8°9

samudra  
Issue N°02  
2023

# DotS 2023: SOS salutes seafarers, advocates ocean protection

The global maritime community marked the annual Day of the Seafarer (DotS) on Jun 25, an IMO initiative recognising seafarers' invaluable role in international trade and supply chains.

**THE THEME FOR THIS YEAR, "OCEANSWORTHPROTECTING"** is a reminder of the urgent need to safeguard our oceans and marine ecosystems, a cause closely tied to the work of seafarers.



**Beaming seafarers were delighted to receive these gifts**



To mark the event, SOS IROs, led by VP Mohamad Abu Bakar, distributed DotS goodie bags to ratings and seafarers during their weekly ship visits throughout May and June.

These goodie bags contained tote bags, travel bags and food storage containers – items useful for seafarers during their long voyages. The tote bags, particularly, were intended to raise awareness about marine conservation and environmental sustainability among the seafaring community.

The seafarers were delighted to receive these gifts. Many expressed their gratitude to SOS for the thoughtful gestures, and their happiness was evident as they posed for photos with their gifts.

The successful campaign underscored the importance of recognising the hard work of seafarers and the need to protect our oceans, reflecting the theme of #OceansWorthProtecting.

S



The tote bags, particularly, were intended to raise awareness about marine conservation and environmental sustainability among the seafaring community

# Newly Renovated Now Open



High Speed  
WIFI



iPads For  
Browsing/Videocall



4K  
Smart TV



Hot/Cold  
Beverages

## Seacare Drop-In Centre for International Seafarers

Pasir Panjang Terminal Building, 33 Harbour Drive #01-00, Singapore 117606 Tel: 6778 6518



# Celebrating Women in Maritime

The International Day for Women in Maritime, celebrated on May 18, is an important occasion to honour women contributing to the maritime sector.

Photo: International Maritime Organization (IMO)




**AS IMO SECRETARY-GENERAL KITACK LIM RIGHTLY POINTS OUT,** “Women are working in all facets of the maritime sector across the globe, on shore and at sea to support the transition to a decarbonised, digitalised and more sustainable future for the industry.”

Mr Lim, however, acknowledges the existing gender imbalance in the maritime sector, emphasising the need to accelerate the pace of change. The theme for this year, ‘Mobilising networks for gender equality,’ underscores the importance of collaboration and networking in achieving gender equality.

SOS joins in the celebration and extends our heartfelt appreciation to women in the maritime industry. Our union acknowledges the invaluable

contributions of women seafarers who are instrumental in shaping the maritime industry. Women’s dedication, resilience and hard work have not only enriched the maritime sector but also paved the way for future generations of women seafarers.

“Let us once again use this opportunity to celebrate the many women who are contributing to the future of maritime: navigators, engineers, surveyors, CEOs, managers, representatives of government and industry, those chairing IMO meetings, and women in every role across the industry,” said Mr Lim. 



**SOS joins in the celebration and extends our heartfelt appreciation to women in the maritime industry**



# SOS holds workshop in Manila

12°13  
samudra  
Issue N°02  
2023

SOS delegates visited AMOSUP and attended the launch of the new Seacare Sailor's Home in Malate district

**SOS STAFF AND MEMBERS UNDERTOOK A LEARNING VISIT TO THE ASSOCIATED MARINE OFFICER'S AND SEAMEN'S UNION OF THE PHILIPPINES (AMOSUP)** as part of our workshop in Manila and ongoing efforts to deepen understanding of global maritime operations.



The visit began with a warm welcome by Vice Admiral Eduardo Santos, executive vice president of AMOSUP. Brother Santos presented an overview of AMOSUP and its welfare benefits and services, setting the stage for the day's programme.

The presentation included a series of videos providing a comprehensive understanding of AMOSUP's operations, training programmes and facilities to assist and benefit seafarers. An



**SOS Vice President Mohamad Abu Bakar expressed his gratitude to Vice Admiral Eduardo Santos, executive vice president of AMOSUP for the gracious hospitality**







interactive Q&A session by Brother Santos also allowed our SOS delegates to delve deeper into AMOSUP's workings.

SOS Vice President Mohamad Abu Bakar expressed his gratitude to Brother Santos and AMOSUP for the gracious hospitality, sharing that the visit would inspire SOS to create future programs to better suit the evolving needs of seafarers.

Brother Mohamad also emphasised the shared goals that unite the two maritime trade unions, expressing hope that the visit would not only foster development and collaboration but also strengthen their solidarity.

The programme continued with

**The guided tour of AMOSUP's facilities offered an immersive experience of its extensive operations and services**

a guided tour of AMOSUP's facilities – including its Seamen's Centre Annex, Sailor's Homes and Seamen's Hospital-Manila – offering an immersive experience of its extensive operations and services.

Our SOS delegates departed with a wealth of knowledge and a deeper appreciation for AMOSUP's contributions to the maritime industry. **S**



# SOS launches new Sailors' Home in Malate, Manila for Filipino members

SOS launched the new Seacare Sailor's Home (SSH), a fully-subsidised accommodation for Filipino members in Manila, as part of the Day of The Seafarer Celebration this year.



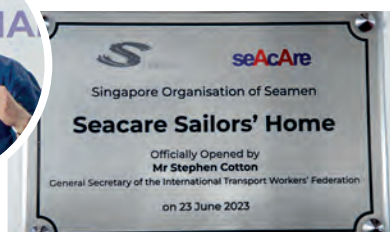
**THE OPENING CEREMONY OF THE SSH ON JUN 23**, was graced by Guests-of-Honour ITF GS Stephen Cotton; AMOSUP President Dr Conrado Oca; IMEC Chairman Capt Belal Ahmed; ICS Director of Strategy and Communications Mr Stuart Neil, and members of the Filipino maritime community.

The SSH, occupying the entire 6th floor of Kaizen Suites — a new boutique hotel in the Malate

district — has 30 beds across 14 rooms, all of which are equipped with new furnishings and personal lockers for secure storage.

The initiative aims to assist Filipino seafarers transitioning between their sign-on and sign-off duties by offering subsidised accommodation and facilitating their essential tasks, such as documentation, health checks and office reporting.

The SSH also features a recreation area for members to unwind, located beside SOS's representative office for easy access.



14°15

samudra  
Issue N° 02  
2023



We in AMOSUP extend our congratulations to our brothers and sisters in SOS for this milestone. The new SSH is a welcome initiative that will definitely aid Filipino seafarers in pursuing their careers at sea.

**Dr Conrado Oca**

President of the Associated Marine Officers' and Seamen's Union of the Philippines (AMOSUP-PTGWO-ITF)

"Our new Seacare Sailors' Home embodies SOS's dedication to our seafaring members. We understand that the transition periods between ship duties can be challenging. This initiative will ease the process, offering a comfortable space for relaxation and streamlining essential tasks. We believe it will improve seafarers' well-being and contribute to overall job satisfaction," said SOS President Kam Soon Huat.

Speaking at the inauguration, Brother Cotton lauded SOS for the initiative and its unwavering commitment to supporting seafarers. Brother Cotton highlighted that SOS's facilitation of crew changeovers at The Seacare Hotel during the pandemic, serve as a tangible example of strong collaboration and partnership among maritime tripartite partners.


Addressing participants from the Singaporean and Filipino maritime community including shipping companies and crewing agents, Brother Cotton said the



**Guests were given a tour of the SSH during the launch**

new SSH play a crucial role in assisting seafarers, especially those hailing from provincial areas.

The new SSH in Malate replaces the former in Mandaluyong and forms part of SOS's ongoing efforts to improve members' welfare and benefits.

Members employed by shipping companies with SOS CBA and participating in the Seacare Sailors' Home Scheme (SSS) can enjoy a stay of up to 3 nights per month at SSH. 



**For more information:**

**Seacare Sailors' Home**

2206 Taft Avenue Zone 79  
Barangay 725 1004 Malate  
NCR, City of Manila, Philippines  
+65 6379 5666 /  
+63 2 8521 6839  
[sss@seacare.com.sg](mailto:sss@seacare.com.sg)



**SCAN TO WATCH**

# Appointment of new clinics across the Philippines

We're excited to share that we are expanding our Seacare Medical Schemes (SMS) in the Philippines!

**FROM APR 1, 2023, WE HAVE PARTNERED WITH PHYSICIANS DIAGNOSTIC SERVICES CENTER INC.,** adding five new branches nationwide. This expansion is all about making medical services more accessible for our members.

If you're a member sailing on CBA vessels participating in SMS, do submit your Nomination Forms for enrollment into the SMS system. This will streamline



your processes when you or your dependents require our medical services.  
*(Terms and conditions apply)*

16°17

samudra  
Issue N° 02  
2023

## DETAILS OF THE NEW CLINICS:

### 1) MANILA

#### Physicians Diagnostic Services Center Inc.

Physicians' Tower,  
533 United Nations Avenue  
Cor. San Carlos St. Ermita,  
Manila, Philippines  
Tel: (+63) (2) 8521-4975

### 2) CEBU

#### Physicians Diagnostic Services Center Inc.

104 F. Ramos Street,  
Cor. Junquera St,  
Cebu City, Philippines  
Tel: (+63) (32) 8516-7605

### 3) DAVAO

#### Physicians Diagnostic Services Center Inc.

No. 49 Jose Palma  
Gil Street, Brgy.  
4A District 1,  
Davao City,  
Philippines  
Tel: (+63) (82) 8224-6672 /  
(+63) (82) 8224-6673 /  
(+63) (82) 8327-5730 /  
(+63) 925-7105-640 /  
(+63) 963-9064-122 /  
(+63) 925-7114-911

### 4) ILOILO

#### Physicians Diagnostic Services Center Inc.

No. 7A Mabini Street,  
Railway La Paz,  
Iloilo City, Philippines  
Tel: (+63) (33) 8329-3275 /  
(+63) (33) 8332-1328

### 5) CAGAYAN DE ORO

#### Physicians Diagnostic Services Center Inc.

Burgos Street. Cor. T Chavez  
Street, Brgy. 6 Cagayan De  
Oro City, Misamis Oriental,  
Philippines  
Tel: (+63) (88) 8851-1501

For more  
information  
about SMS,  
scan here.







Left: Seacare Quality Rating Training (SQRT) trainees in Nantong

# Empowering young trainees for successful sea careers

From April to June 2023, the Singapore (Nantong) International Maritime Institute (SNIMI) conducted three Seacare Quality Rating Training (SQRT) courses in China – Nantong and Hainan – training a total of 58 trainees aged between 23 and 33.




**THESE TRAINEES HAD A COMMON GOAL** – enhancing their English proficiency for effective onboard communication. The intensive four-week program also imparted practical knowledge of fire fighting and Personal Protective Equipment (PPE), essential for their future maritime careers. Many trainees expressed their eagerness to recommend this comprehensive program to their peers.

SQRT has proven to be a transformative journey, instilling confidence in these young talents as they prepare for their maritime careers. The impressive outcomes



Above: SQRT conducted in Hainan

of this training underscore the power of dedicated learners and the effectiveness of quality education in shaping successful careers at sea. 

# ITF workshop boosts social media proficiency among transport unionists

On May 15, the Seacare Maritime Hall was abuzz with innovative learning and fervent discussions as 20 transport unionists participated in the ITF Social Media Workshop, organised by the ITF Asia Pacific Regional Office.

18°19

samudra  
Issue N°02  
2023

**THE WORKSHOP, FACILITATED BY ITF DIGITAL MEDIA RESOURCE DEVELOPER, AZAM KHAN,** aims to equip participants with basic social media skills and strategies in the transport sector. It forms part of ITF's Future of Work initiative, recognising the digital reshaping of the transport sector and working towards equipping workers with essential digital skills, thus ensuring their active participation in the industry's discourse.

The workshop delved into using social media platforms such as Facebook, Twitter and TikTok, with Brother Azam guiding the attendees in



understanding each platform's unique characteristics for effective communication within their trade unions.

The participants also split into groups to discuss campaigns and recent case studies, providing a platform for intensive analysis and exchange of ideas. The activity gave a hands-on understanding of the mechanics behind successful digital advocacy, deepening their grasp of strategic campaign planning and execution. A lively Q&A session concluded the full-day workshop, allowing for further clarification and meaningful discussions. Everyone left better equipped to use social media to foster positive change in the transport industry. [S](#)



Participants include representatives from SOS, SMOU, NTUC and NTUC U FSE (Freelancers and Self-Employed Unit)





# Networking and Relationship Building skills for staff

**SOS HOSTED A DYNAMIC ONE-DAY WORKSHOP ON JUN 6**, titled “The Art of Networking & Business Relationship Building” bringing together staff from SOS and Seacare Manpower Services in a bustling platform for interaction and learning.

The course, delivered by ImageWorks, focused on vital networking strategies and advanced conversational techniques and highlighted the importance of building



connections and relationships — skills integral to serving seafarers and maritime stakeholders.

The role-play segment stood out as the day's highlight, bolstering participants' confidence and sharpening their networking skills. The workshop forms part of a broader initiative by SOS, comprising numerous skills-enhancement sessions aimed at boosting service quality and sustainability. [S](#)

# IN LOVING MEMORY



## Nazarudin Bin Nandok

---

We bid farewell to our union's trustee and a cherished brother, Mr Nazarudin Bin Nandok, who passed away on July 15, 2023.

After a commendable career as a Bosun, he continued to dedicate his life to SOS and the maritime industry.

His unwavering commitment and service have left an indelible mark on SOS and the countless lives he influenced.

We will remember Brother Nazarudin for his professional achievements and the man he was – a man of integrity, compassion, and unwavering dedication. May his journey lead him to the harbour of everlasting peace, and may his spirit continue to inspire us.

Brother Nazarudin, you will be missed but never forgotten.



# SEACARE FOCUS



## INSIDE:

**22** Congratulations to our 10-year Long Service Award recipients **24** Transforming Connect Centre into a Tech Powerhouse **26** The Seacare Hotel: A classroom for Juying Secondary students **27** Seacare expands community outreach with Chin Swee RC **28** A conversation with Seacare Manpower Services' MD

# Congratulations to our 10-year Long Service Award recipients

Seacare confers the Long Service Award (LSA) to the following staff on achieving their career milestones, honouring their years of dedication and significant contributions to make Seacare a successful co-operative today.

**Ms Nurul Shadrina Bte Jumain**  
Senior Admin Executive  
**Seacare Manpower Services Pte Ltd**

I'm genuinely grateful for the wonderful co-workers who create a supportive team environment. Interacting with job seekers and helping them secure employment brings me joy and a sense of accomplishment. To further contribute to my firm's success, I believe in being open to changes and maintaining a can-do attitude. Taking the initiative and a willingness to learn are crucial for achieving our goals.



**Ms Khairunnisa Binte Kamarusi**  
Senior Admin Executive  
**Seacare Manpower Services Pte Ltd**

The conducive work environment at Seacare Manpower Services and my colleagues' support have played a pivotal role in my journey. The empowerment in my role allows me to thrive, together



with the invaluable support and advice from my teammates. To new hires aiming for a fulfilling tenure, I recommend setting daily goals to promote continuous growth and maintaining unwavering focus.

**Mr Jimmy Tay**  
Deputy General Manager  
**Seacare Properties Pte Ltd**

One of the most satisfying aspect of my journey has been the diversity of tasks and responsibilities. No two days are ever alike, from interacting with the various stakeholders to fulfilling the needs of tenants and clients. Effective communication, adaptability and a strong sense of team have been essential for a long and successful tenure.







**Ms Jasmin Choo Lih Wei**  
Accounts Manager  
**Seacare Hotel**

I have learnt and grown immensely with the positive and collaborative team environment at Seacare Hotel. To continuously learn and grow, I embrace challenges together with the support from both management and colleagues. By maintaining a positive outlook and practising perseverance, I am motivated to grow both in my personal journey and professionally.

**Ms Vijaykumari A/P MK Nadrajan**  
Housekeeping Supervisor  
**Seacare Hotel**

I feel profoundly blessed and genuinely humbled by the opportunities Seacare Hospitality has presented me. The individuals here have become so much more than colleagues; they're like my second family. Our shared mutual respect and kindness cut across all job titles, creating a culture that's not merely friendly — it's wholeheartedly inclusive.



**Ms Kwong Jie Ning**  
Front Office Manager  
**Seacare Hotel**

My time here has been incredibly fulfilling as Seacare Hotel truly feels like a second home. We have a close-knit, familial environment across all departments. It gives me great pleasure to interact with visitors from diverse backgrounds and learning that they had an enjoyable stay. I urge all new hires to take on every task with enthusiasm and commitment. Take advantage of these chances and set out on a rewarding adventure.

**Ms Yvonne Teo Wen Ling**  
Director of Sales  
**Seacare Hotel**

I love working at Seacare for the shared vision and dedication among everyone. The work-life balance and the freedom to express myself makes it a truly fulfilling environment. It's been an



honor to be a part of a company that is forward-thinking, has a supportive culture, and values employees as their greatest asset. The great teamwork among colleagues contribute to the overall success of the firm.

# Transforming Connect Centre into a Tech Powerhouse

In the ever-evolving realm of the contact centre industry, where technology and customer expectations intersect, Singapore-based Connect Centre is carving a distinct path.

**AT THE HEART OF THIS TRANSFORMATIVE** journey are **Chairman Ken Suganda** and **CEO Coni Tan**, two visionary leaders steering the firm towards uncharted territories. Ken, a savvy IT strategist, and Coni, an astute financial expert, are transforming Connect Centre from a traditional call centre into a tech powerhouse. A compelling dialogue with *Samudra* follows, revealing insights into their strategies.

**SAMUDRA: YOU BECAME THE CHAIRMAN OF CONNECT CENTRE AT A CHALLENGING TIME. WHAT MOTIVATED YOU TO TAKE UP THIS TASK?**

**KEN:** Connect Centre holds immense potential. I hope to unlock these values, transforming it into a socially impactful enterprise that also yields substantial investment

returns. I'm convinced that any business with a digital footprint necessitates a robust contact centre and a comprehensive omnichannel communication strategy.

**WITH YOUR EXPERIENCE AND BACKGROUND IN IT, WHAT POTENTIAL DID YOU SEE IN CONNECT CENTRE THAT OTHERS DIDN'T?**

I believe that AI, with cloud communications – which integrates various communication channels such as One-Time Passwords (OTP), Voice over IP (VoIP) and social apps – will be the driving force behind our business's future trajectory. I see a huge paradigm shift towards this direction, and Connect Centre has the potential to

emerge as a leader in this transformative era.

**WHAT ROLE DO YOU THINK TECH INNOVATION PLAYS IN THE CALL CENTRE INDUSTRY, ESPECIALLY IN THE POST-PANDEMIC ERA?**

A pivotal role. As cost inflation drives more firms towards technology adoption, the trend of delegating mundane, repetitive tasks to robots and AI is intensifying. Our value will be to help customers transition into the new AI world, build automation, boost productivity via technology, and provide deep skill training and knowledge in key industries.



24° 25

samudra  
Issue N° 02  
2023



### WHAT EMERGING TECHNOLOGIES HAVE YOU INTEGRATED INTO CONNECT CENTRE, AND HOW HAVE THEY IMPROVED BUSINESS OPERATIONS AND PROFITABILITY?

We aggressively pursue ChatGPT and AI as core technology for our products in 2023. We will incorporate our proprietary platforms and apps to support existing business in the cloud contact centre, omnichannel customer portal, robochat, and systems that support this initiative. The immediate impact may not be perceptible, but we foresee our future revenues to be driven by subscriptions to our AI and platform services.

### WHAT WERE CHALLENGES YOU FACED DURING THE TECH TRANSITION, AND HOW DID YOU OVERCOME THEM?

Legacy systems and legacy people. With a new direction, we need to build internal capabilities and a team that can work collaboratively toward this change. Necessary systems for future-proofing, rigorous risk management, and uncompromising client asset and data protection are high on the agenda. The firm's restructuring is an ongoing process aimed at these objectives.



### GIVEN YOUR BACKGROUND IN FINANCE, HOW DID YOU APPROACH THE FINANCIAL CHALLENGES THAT CONNECT CENTRE WAS FACING WHEN YOU TOOK OVER?

**CONI:** Upon assuming my role at Connect Centre, I first assessed our financial standing and devised a recovery plan, implementing strategies for efficient cash flow management and cost-cutting. I also reprioritised expenses and identified avenues for revenue growth by diversifying our offerings and exploring new markets.

### HOW HAS THE FIRM'S FINANCIAL HEALTH IMPROVED SINCE?

Having identified areas of improvement, we develop a plan to boost cash flow and profitability. Within my first 4 months, we saw substantial improvement in our group's financial performance signalling a turnaround. By April 2023, we were firmly on a path to recovery. We are confident that the group financials will be in positive territory by the end of the fiscal year 2023.

### WHAT'S YOUR VISION FOR THE FUTURE OF CONNECT CENTRE IN TERMS OF ITS FINANCIAL GROWTH AND SUSTAINABILITY?

The vision is for Connect Centre to become a major market player in the industry by providing innovative solutions to customers. The strategic plan to realise this vision hinges on fostering a culture of excellence, nurturing customer relationships, investing in developing the competence of our employees, and diversifying revenue streams. **S**



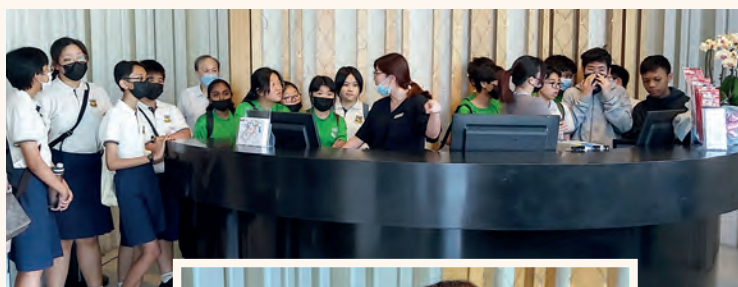
# The Seacare Hotel: A classroom for Juying Secondary students

Seacare Hotel hosted a learning journey for a group of graduating students from Juying Secondary School, offering them a glimpse into the vibrant world of hospitality.

26° 27

samudra  
Issue N° 02  
2023

**DIVIDED INTO GROUPS,**  
**THE 30 STUDENTS** navigated the fast-paced world of front desk operations and the detail-oriented realm of housekeeping. They rolled up their sleeves to participate



in hands-on activities, learning the intricacies of room preparation and guest check-in procedures.

The immersive experience, guided by the hotel's seasoned professionals, gave the students valuable insights, shaping their future career decisions in the hospitality industry. **S**



# Seacare expands community outreach with Chin Swee RC

Seacare Co-operative marked a significant expansion in its community outreach efforts by partnering Chin Swee Residents' Committee for the first time in celebrating Hari Raya this year.

**THE INITIATIVE SAW SEACARE GIFTING 30 FESTIVE** goodie bags for Chin Swee residents, with five bags reserved for house visits, a key highlight of the initiative.

Our Seacare volunteers engaged with Chin Swee residents and visited Chin Swee RC for the first time. The initiative underscored the power of collective effort in fostering positive change and strengthening community bonds.



Left: Seacare volunteers engaged with Chin Swee residents; below: 100 festive goodie bags were prepared for Jalan Kukoh residents



In addition to the new collaboration, Seacare continued its established partnership



with Jalan Kukoh RC. This year, 100 festive goodie bags

were prepared for Jalan Kukoh residents, with the team also making personal visits to five selected households in the afternoon. Through the Hari Raya initiative, Seacare Co-operative demonstrated its commitment to community enrichment, spreading joy one goodie bag at a time. **S**





# A conversation with Seacare Manpower Services' MD

From administrative roots to charting a new course for the firm, Seacare Manpower Services' new Managing Director, **Ms Evelyn Siow**'s vision for growth and unique approach to overcoming challenges set the stage for an intriguing dialogue with *Samudra*.

28°

samudra  
Issue N° 02  
2023

## **SAMUDRA: COULD YOU BRIEFLY SHARE YOUR CAREER JOURNEY?**

**EVELYN:** I began my career as an administrative executive, handling contracts and payrolls. As our business expanded, I built a team to supercharge our work capabilities, which grew in sync with our booming business.

## **WHAT'S YOUR VIEW ON SINGAPORE'S EMPLOYMENT OUTLOOK?**

The workforce is constantly evolving, with the expectations of job seekers and hirers following suit, particularly in the aftermath of the pandemic. These trends have sparked a fiercely competitive job market, leading to job losses, the birth of new roles, and shifts in employment dynamics.

## **AS YOU STEP INTO YOUR NEW ROLE, WHAT CHALLENGES HAVE YOU IDENTIFIED, AND HOW DO YOU PLAN TO TACKLE THEM?**

I've identified challenges in business strategy, operational efficiency, and team dynamics. My plan is to turn them into opportunities by enhancing our market position, introducing value-added services, expanding our clientele, and leveraging technology – with a focus on aligning our team towards these goals.

## **WHAT MAKES SEACARE MANPOWER SERVICES UNIQUE AND STAND OUT AMONG OTHER RECRUITMENT FIRMS?**

Our uniqueness lies in

our vast experience, diverse services, proven success and client-focused approach built over nearly three decades in the industry.

## **WHAT DO YOU ENVISION FOR SEACARE MANPOWER SERVICES TO BE IN THE NEXT 5-10 YEARS?**

We're actively forging strategic alliances with industry players and tech firms to boost our resources and ignite growth. This along with the changes, will make us an agile, forward-thinking and customer-centric firm that thrives in the dynamic landscape of the HR industry. 



# We aim to simplify your recruitment process



## WE ARE YOUR MANPOWER SOLUTION

We have built and secured extensive network of clientele over the decades

### Our Services:

- Recruitment for Permanent Positions
- Management of Contract Employees
- Outsource of Payroll Service
- Application of Foreign Work Pass
- Manning of Foreign Crews

## ABOUT US

With more than two decades of experience, we are an established recruitment agency with proven track records in providing holistic HR solutions to ministries, organs of state, statutory boards, schools, tertiary institution and SMEs



6379 5632



52 CHIN SWEE ROAD  
#06-00 SEACARE  
BUILDING  
SINGAPORE 169875



Scan to find out more



**seAcAre**  
Manpower Services Pte Ltd  
EA Lic No 95C4455



# Seacare Sailors' Home

## IN MANILA

From 1 April 2023, under the Seacare Sailors' Home Scheme (SSS), Singapore Organisation of Seamen (SOS) is providing subsidised accommodation at the Seacare Sailors' Home (SSH) in Malate, City of Manila, Philippines. Besides accommodation, there is a Recreation Area located at Level 2 for seafarers to unwind.

### Eligibility Criteria

To be eligible, the SOS Member must be employed by a Shipping Company that has a valid Collective Bargaining Agreement (CBA) with SOS and is participating in SSS. A SOS Member that meets these criteria will be termed as a Qualified SOS Member.

### Conditions

The subsidized accommodation at the Seacare Sailors' Home in Malate is subject to the following conditions:


- A Qualified SOS member is entitled to a maximum stay of 3 nights per calendar month.
- Reservation for accommodation is subject to availability and is on a first-come-first-served basis.
- Any unconsumed entitlements are not allowed to be carried forward to the following month or exchangeable for cash.



### Procedures

1. A Qualified SOS Member is required to complete the Reservation Application Form, downloadable from SOS's website or obtainable from the Crewing Agent or Employer.
2. The Crewing Agent or Employer will make a reservation on behalf of the Qualified SOS Member by submitting his application to SOS.
3. For successful applications, the Qualified SOS Member must present the endorsed Reservation Form and any one of the following documents for verification upon check-in at SSH:
  - Passport
  - Seaman's Book
  - Social Security System / Voter's ID
  - Allotment Slip

### Seacare Sailors' Home

 2206 Taft Avenue Zone 79 Barangay 725 1004  
Malate NCR, City of Manila, Philippines

 +65 6379 5666 / +63 2 8521 6839

 [sss@seacare.com.sg](mailto:sss@seacare.com.sg)



SCAN TO WATCH

