

Smart Shipping 2011: A Different Viewpoint

(Press Release)

Saturday, November 05, 2011

Wilhelmsen Ships Service' (WSS) was a sponsor of last month's Smart Shipping event in Singapore, with Business Director Ships Agency Frederic Fontarosa describing it as an 'essential conference for the industry which is certain to root itself firmly in the international maritime events calendar'.

Held from 17-18 October at the Four Seasons hotel, the event was attended by over 170 delegates representing over 40 of the world's leading shipowners, ship managers and shipyards. Hosted by NHST Events/Tradewinds, Smart Shipping enabled key shipping executives to speak candidly about how they believe the sector can become more efficient, reduce and control costs, improve performance and stay compliant.

According to a post-event report, the single biggest idea to come out of the conference was the view that although the current economic climate means that smart shipping practices will continue to thrive, corporate inertia remains the biggest obstacle to the success of any initiative. The report goes on to say that speakers and panelists were quick to agree that smart shipping is not a single, revolutionary idea or concept that is going to transform the industry – but rather a combination of innovative thinking, technologies and processes combined with a greater understanding of the human element.

Chairing the session on day two of the event, entitled 'Walking the talk: from rhetoric to reality' Mr Fontarosa explained that the ships agency is one of the most critical links in the maritime chain but that to operate effectively, the ships agent must be able to offer four key elements: predictability (in terms of cost and deliverables), efficiency, consistency and most importantly, transparency.

He explained that WSS is actively looking at ways to improve these elements and is working with its customers all over the world to ensure smooth and efficient port calls as well as making improvements in communications, service provision and monetary transactions, providing real business solutions.

Following the conference, Mr Fontarosa said that from his perspective it had been a great success, with many delegates actively taking part in discussions and sharing ideas, experiences and their vision of what Smart Shipping is now, and will become over the coming years.

He summed up; "To me, Smart Shipping is about looking at things differently: taking advantage of new technology, new processes and innovations to bring solutions to the market that can ultimately improve efficiency and enable competitive advantage."



EMAIL



RSS FEED

EDUCATION/TRAINING

Jamaica Pushes for Marpol Compliance

Protection of the Caribbean Sea and meeting the International Maritime Organization (IMO) International Convention for the Prevention of Pollution from Ships (MARPOL)

International Talent Program in Demand

With application deadline only a week away, almost 800 candidates have so far applied to Aker Solutions' International Talent Programme. Applications are still

IMCA Puts DP in the Spotlight

As befits the 50th anniversary of the advent of dynamic positioning (DP), the International Marine Contractors Association (IMCA) has turned the spotlight on this invaluable technology.

ENERGY

VME in Spill Containment Solution for U.S. GOM

VME Process is supplying process internals and process guarantees for four HP Separators and four LP Separators for Marine Well Containment Company's

Interior's Salazar to Announce Oil & Gas Program

Secretary Salazar, Interior Department Leadership to Announce 2012-2017 Offshore Oil and Gas Program at 1200 hours today. Secretary of the Interior Ken Salazar,

Smart Shipping 2011: A Different Viewpoint

Wilhelmsen Ships Service' (WSS) was a sponsor of last month's Smart Shipping event in Singapore, with Business Director Ships Agency Frederic Fontarosa



Only one number
matters at sea

inmarsat



advertise here

Maritime Reporter October 2011 Digital Edition
FREE Maritime Reporter Subscription

Latest Maritime News



IUMI Welcomes Governmental Piracy Stance

World's Largest Hover-Barge Sold

EPA to Reduce Emissions with Engine Repower Cash

Woman Rowing Atlantic to Fight Human Trafficking

Siemens Ups Stake in Offshore Renewables

MARITIME JOBS

Director of Engineering

Captain, Waterfront Operations

Shipbuilding Managers

STCW Course Instructor

Quality Safety Administrator



Vessels of all designs built to
your specifications.

IMO & USCG Approved
+ Turnkey Decking Services

