



**Y P S N**  
YOUNG PROFESSIONALS  
in Shipping Network

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## *in Shipping Network*

Y P S N

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### About YPSN

The YPSN monthly newsletter aims to provide you with the latest developments affecting our members in shipping in Hong Kong and broader China.

If you are interested in registering as a member, sponsoring an event or suggesting activities for YPSN to organize, please feel free to get in touch with us on [youngprofessionals.shipping@gmail.com](mailto:youngprofessionals.shipping@gmail.com)

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## THE BUSINESS OF NETWORKING

### PUTTING THE FACE TO THE NAME

**N**etworking: it's a word that can whip up cold sweats and sleepless nights for some while others thrive on the opportunity to reach out to new contacts and acquaintances. It's also a word that some smart folk thought would be assigned to the history books as modern day technology took hold and people turned to their tablet or smartphone, negating the need for face-to-face meetings.

In shipping, there were the 'seers' who envisaged an industry where everything could be done virtually. Indeed there are still companies today that wish that could be the case so that they can slash travel budgets and save money. But while as an industry we may have become more discerning about the networking we undertake - perhaps turning down the proverbial letter opening now - there is no denying that networking is still an important facet of this industry. And like it or not, it is here to stay for the foreseeable future.

Young shipping professionals fly the flag for networking, celebrating the vigour of youth and proving that a tech-savvy generation cannot find everything needed for a successful career in shipping on a screen.

Speaking to the Shipping Network, the Baltic Exchange's Crispin Eccleston, responsible for the Young Baltic Association, believes that networking today carries more impact because it happens less frequently. "I've heard of junior brokers stopped from travelling to events to save cost. In highly competitive markets you can understand the budget concern, but the danger of missing a chance to get to know your clients or finding out how they like to do business is clearly detrimental - ask any principal."

### BUSINESS IS RELATIONSHIPS

"When I started out looking for a job, a senior broker drilled into me that 'business is relationships'; in no other industry is this mantra more vital than shipping today. A generation ago, the Baltic with its bars and restaurants created a daily environment for building your network with 3,000 other members before the traditional trading floors were wiped off the face of London. Today, with modern communications and the shift East in chartering authority, the spread of shipping people is far and wide, making networking more tricky."

"However, if you make the effort you do stand out; when we hold a party in Shanghai, Singapore, London or any shipping hub, you will, without fail, overhear people (finally) getting to meet, perhaps having tried to fix together through instant messenger (IM) or on the phone for months. Hearing the daily flow of information into the Baltic, it's always great to see a fixture

done with people you know made the connection, 'finally' getting to know each other at a YBA event."

Young Professionals in Shipping Hong Kong (YPSN) co-founders Tabitha Logan & Su Yin Anand agree that face-to-face networking is still very much alive in shipping: "In our view, face-to-face networking is even more important than it was a generation ago. The idea behind YPSN was to provide a relaxed platform for our members to network and develop their own business relationships. Its success has proved the value this generation still place on face time. With the advent of email and social media, it's easy to see how people may believe face-to-face networking has had its time. However, shipping is and, we believe, will remain for some time, a face-to-face industry. We believe the value of personal contact will never be replicated by other methods of communication."

In Ms Logan's view face-to-face contact allows for strengthening business ties in an international market; a better environment for brokering and negotiating deals as well as in solving complex problems; creating new strategies which are often better developed with everyone round the same table and with the ability to read each other's body language; and putting a face to the name. "Setting up a personal meeting shows you have taken the time and initiative to developing this relationship," she says.

### MEETING PLACE

Founded in 2010, YPSN Hong Kong has grown from an informal social gathering of friends and colleagues into an incorporated non-profit association, holding events attracting over 200 attendees. It aims to provide a forum for young professionals to network and interact with their peers within the industry and to promote the shipping industry as an exciting and viable career path for the next generation.

Its membership has grown year-on-year and it has developed a strong name for itself within the industry. Every year, YPSN runs four seasonal networking events, one to two seminars relating to maritime issues, an education workshop promoting careers in the industry - at the Hong Kong Maritime Museum- and one sporting event, The Pacific Basin Soccer Sixes.

It is approached by a number of organisations each year asking it to co-host and organise or put on YPSN events, such as the China Maritime Conference and the Asia Maritime and Logistics Week. YPSN was also invited to go to Posidonia and on a London roadshow promoting the maritime industry in Hong Kong.

Back in London, Mr Eccleston believes that there is no obvious replacement for face-to-face networking. "What does the same job: Skype or IM?" he asks. "If it weren't for the current oil

plummet you might factor in the ever-increasing cost of travel but in the shorter term there's no chance of networking face-to-face becoming redundant. Firstly, and unlike many other industries where a bleary-eyed breakfast coffee with eggs is as good as it gets, in shipping networking is fun which creates a natural incentive. Second, good personal networkers fix more ships.

"In the past, companies have tried to digitise fixtures, putting them on screens matching cargoes with ships, but it's never taken off and the reason is that principals rely on relationships. There's certainly benefit from negotiating through an intermediary and principals are reassured by the broker's view on the wider market too, but most importantly it's the reliability; a good broker spots pitfalls and this trust grows from getting to know one another personally."

Ms Logan adds that technology can assist faster and more efficient business in a constantly changing environment: "A ship opens on a market. You send an email and you may fix her on subs almost instantaneously. However, technology is no replacement for personal relationships. When a problem arises, it is the relationship which you have with your counterpart that helps mediate/fix the problem. Hardly ever is technology the factor that resolves a problem."

## FUTURE CHANGE

Mr Eccleston is, however, open to the idea that this may change in the future. "A well seasoned capesize broker told how he let his daughter have friends over for her birthday last summer. He bought some alcopops and waited for the chaos. Being a middle-aged rocker, he was pretty devastated when they sat round in groups staring at iPads and Blackberrys missing their chance to party 'properly'. There's a new generation coming into the industry that are used to living online, so perhaps more digitised networking is somewhere on the horizon but it certainly won't replace 'real' relationships, at least not until the youngsters take charge of the chartering desks."

For its part, the Young Baltic Association hosts four major events for about 200 people in London, two big parties in Shanghai and about three in Singapore every year. Last year it made plans to join the Copenhagen party scene with its first YBA there, but ran out of time before December struck. "There's always plenty of banter about who's moving where and aside from setting up a second Asia office ourselves based in Shanghai, we've seen a fair few YBA stalwarts heading East in recent months either to setup or support their offices there. After relocating, having a YBA night to head to is a great way to get in with the local shipping crowd and in coming months we'll be looking to do more in Asia. This includes the launch of branches of our sports clubs which thrive and have really tight groups in the UK."

Outside of this, a number of smaller get-togethers are held on the first Thursday of every month in the Baltic bar in London. Generally the numbers attending have not changed much over my time. "Essentially," says Mr Eccleston, "if you put on a good night, shipping people will come."

Looking to the future, young shipping professionals offer up a mixed bag of opinions on the direction of the industry.

"We're seeing some serious consolidation on the London broking scene with ACM Braemar, Maersk-Lightship, ICAP joining Howe Rob and Clarksons buying out RS Platou in the biggest broker-takeover ever seen, to name just some," says Mr Eccleston. "Although it's painful in the short term for many members, positioning like this hopefully suggests companies buying at the bottom with the long game in mind, so hopefully there's reason for optimism."

**"The value of personal contact will never be replicated by other methods of communication"**

*Tabitha Logan,  
YPSN Hong Kong*

## WHAT GOES AROUND

"I've been told twice in the past week by non-Young Baltic Association members that shipping has an uncanny way of always surprising you; this is reassuring for those that have seen the cycle once, twice or more but for our guys, who are under 35, these are pretty unsettling times. The key focus is always to take care of your counterparties and if you can get close to a piece of business in this market, you'll be in a great position when things pick up."

Ms Anand adds that while there's not much optimism for the near future given the oversupply issue, with over 90% of world trade still being transported by shipping, it is difficult not to be optimistic about the future. "The industry is here to stay and often there are business opportunities to be seized in a downturn market. In this regard, personal relationships are key to building a sustainable career in this industry. Like any other industry though, the next generation will have to adapt to suit changing business environments and trends."

And there needs to be proper support of the maritime industry going forward or risk losing the interest of that next generation, she adds. "We believe it is important that senior industry figures and companies take action now and strive to promote the maritime industry as a viable and exciting career path for the next generation of shipping professionals. There appears to be somewhat of a dearth of new talent entering the industry and a gap between junior and senior management that needs to be addressed."

"It is important that the industry becomes more visible and that this problem is tackled to ensure the continued growth and sustainability of the industry."

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Tabitha Logan & Su Yin Anand, YPSN Hong Kong  
(Republication of article from ICS Magazine March 2015)  
[www.ics.org.hk](http://www.ics.org.hk)

For more information on Young Professionals in Shipping Hong Kong please go to [www.ypsnhk.com](http://www.ypsnhk.com). For more information on the Yong Baltic Association, please contact

Mr Eccleston on +44 (0) 2073691654 or [ceccleston@balticexchange.com](mailto:ceccleston@balticexchange.com)

# YPSN SPRING SOCIAL



It was with high spirits that the YPSN (HK) held their first social networking event of 2015 on Wednesday 4 February at Spanish Tapas bar La Boqueria in the heart of Hong Kong's bustling nightclub district, Lan Kwai Fong.



Over 200 young shipping professionals from a broad variety of shipping industry sectors filled the bar with lively conversation amid active networking opportunities. With free-flowing drinks and tasty canapé food bites, guests socialized into the wee hours of the morning. Lucky draw prizes were also awarded to our lucky winners on the night, made possible by our esteemed sponsors.

Over the last few years we have seen our networking events go from strength to strength, growing to become one of the most popular networking events for young shipping professionals in Hong Kong. We were very glad to see a lot of new faces amongst old friends which only goes to show that Hong Kong remains a vibrant shipping hub attracting the most professional young and old in the industry from all over the world.



We would like to kindly thank our sponsors Anglo-Eastern Ship Management, Marsh, Gard, Arrow Shipbroking Group, NEPA and Keesal, Young & Logan for their active support and ongoing contribution to the YPSN.



The YPSN looks forward to an exciting year ahead with lots of events planned and we thank all our members and followers for their continued support and active participation.

# 'MADE IN HONG KONG: OUR CITY. OUR STORIES'

**O**n 6 March 2015, Hong Kong Maritime Museum (HKMM) will unveil its Special Exhibition 'Made in Hong Kong: Our City. Our Stories', sponsored by HSBC, which marks the first time the history of Hong Kong has been told through the stories of the people who are woven into the fabric of this vibrant city.

A series of highly immersive and interactive galleries harness the latest technology and multimedia platforms to take visitors on a unique journey through the city's history, bringing together interviews, photographs, film and music from voices across the generations as never seen before.

The story begins with Changing Landscapes, a multimedia experience that presents the changes in the physical, social and political landscape which have set the scene for Hong Kong's dynamic growth. Visitors then enter Trade and Commerce which transports them into an immersive warehouse to view home-grown objects, products and commodities that have driven the economy of their day, with the most iconic projected onto a six feet hanging sphere – a technological first for Hong Kong - that visualises Hong Kong's role in powering global market dynamics through the decades. In a moving finale to the story, the People's Wall then presents a rich tapestry of testimonials and achievements that celebrate the remarkable energy, drive and determination that underpin Hong Kong's success to this today, including 'A City of Talent' tribute and a collection of the most defining elements of 'Hong Kong Life' through the generations.

HKMM's Special 'Made in Hong Kong: Our City. Our Stories' Exhibition will be open to the public free of charge at the iconic Central Pier 8 location from 6 March to 4 September -09.30 ,2015 17.30 Monday to Friday and 19.00-10.00 Saturday, Sunday and Public Holidays.

HSBC is a proud sponsor of the 'Made in Hong Kong: Our City. Our Stories' Special Exhibition, helping support and celebrate Hong Kong, where the business has roots now and in the future, and its diverse community as it continues to fulfil its hopes and realise its ambition.



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For more information regarding the upcoming HKMM's Special Exhibition 'Made in Hong Kong: Our City. Our Stories' sponsored by HSBC,  
go to [www.hkmaritimemuseum.org/Madeinhk](http://www.hkmaritimemuseum.org/Madeinhk) or visit [www.fb.com/HKMaritimeMuseum](http://www.fb.com/HKMaritimeMuseum)

MARCH  
2015

# INDUSTRY EVENTS



IMCC Open Lecture: "Introduction to Cold Supply Chain" by Nelly Akhmedzhanova

Tuesday, 3 March 2015 (14:30 – 16:30)

V1201, 12/F Jockey Club Innovation Tower, The Hong Kong Polytechnic University

imcc.centre@polyu.edu.hk

Inter-disciplinary Maritime Practice (IMP) Workshop: Financial Options in Ship Acquisition

Thursday, 5 March 2015 (19:00 – 21:30)

Room Y301, Hong Kong Polytechnic University

Charge: Members HK\$50, Non-members HK\$100

info@seatransport.org



ICSHK & HKIarb Evening Talk: "Maritime Fraud"

Thursday, 12 March 2015 (18:30 – 19:30 (Registration at 18:00))

Squire Patton Boggs, 29/F Edinburgh Tower, The Landmark, Central, Hong Kong

Charge: ICSHK/HKIarb Members Free, Non-members HK\$100

adr@hkiarb.org.hk

Marine Money 8th Annual Hong Kong Ship Finance Forum

Tuesday, 24 March 2015

Renaissance Harbour View Hotel, Hong Kong

asia@marinemoney.com / koates@marinemoney.com



SCLP Networking Mixer: Rugby Sevens Week!

Wednesday, 25 March 2015

Venue TBA

SCLP@MarkMillar.com