



SCC Celebrates Its Tenth Anniversary

The Singapore Cruise Centre (SCC) celebrated its 10th Anniversary (1991-2001) with a Gala Dinner on Friday, 30 Nov 2001. The dinner, which was attended by some 400 guests, was hosted by Dr Yeo Ning Hong, Chairman, PSA Corporation Ltd. The Guest-of-Honour was Mr Yeo Cheow Tong, Minister for Transport.

As part of the celebrations, a total of 15 Cruise Industry Awards were presented by PSA Chairman and the Minister. This was followed by a special cake-cutting ceremony to celebrate SCC's 10th Birthday. The awards and the citations are as follows:

Partners in Cruise Facilitation:

When the International Passenger Terminal was commissioned in late 1991, PSA Corporation coincided the occasion with the Inaugural Seatrade Asia Pacific Cruise Convention. The Seatrade Organisation has played a significant and contributory role in putting Singapore on the world map. Through PSA Corporation's partnership with The Seatrade Organisation, Seatrade has been an excellent facilitator in generating and developing the Asia Pacific cruise industry with their subsequent cruise conventions in 1992, 1994, 1996 and 1998.

Partners in Cruise Services:

Over the last 10 years, one outstanding shipyard in Singapore has successfully established for itself, a world-class reputation for cruise ship repairs dry docking, refurbishment and retrofitting services to international cruise ships. In recognition of their strong support to the cruise industry in the Asia Pacific, and for making Singapore an icon for such specialised services, the Cruise Services award is presented to Sembawang Shipyard Pte Ltd.

Partners in Agency Services:

The attainment of Efficiency and high Service Quality standards for a world-class cruise hub like Singapore, is a result of Teamwork among the various agencies in Singapore, and inter-agency co-operation.

PSA Corporation is privileged to honour our agency partners in facilitating seamless process flows for the smooth transfer of passengers and baggage, not only for the arriving and departing passengers, but also for movements between the Singapore Cruise Centre and Singapore Changi Airport. These agencies have also contributed immensely to the growth of the cruise industry through their respective services.

Singapore Tourism Board, in particular, has played a vital role in partnering PSA Corporation in the joint efforts to market the Singapore Cruise Centre as a world cruise hub. It has also played a key role in supporting potential cruise lines making regular calls in the Asia Pacific region.

The Economic Development Board's and Trade Development Board's ability to attract foreign investments and offer of tax concessions for OHQ status have helped to develop the Cruise and Ferry Industry in the Asia Pacific. Of particular significance is the development of the Growth Triangle, which involved the Singapore Cruise Centre as well as Tanah Merah Ferry Terminal.

A total of nine organisations will receive the award for Partners In Agency Services. They are, in alphabetical order :

*Civil Aviation Authority of Singapore (CAAS)
Customs & Excise Department
Economic Development Board
Maritime & Port Authority of Singapore*

Singapore Immigration & Registration
Singapore Police Force
Singapore Shipping Association
Singapore Tourism Board
Trade Development Board

Partners In Cruise Development:

The "Partners In Cruise Development" awards are presented to three international cruise lines which played a significant role in the development of the cruise industry in the Asia Pacific over the last 10 years.

For 10 years of continuous calls to the Port of Singapore, this award goes to:

P & O Princess Cruises - Historically one of the earliest lines to make regular calls since the founding of Singapore by Sir Stamford Raffles. Their new 109,000 Gross Ton super liner, the *Star Princess*, will be making her inaugural sailing from Singapore in February 2002. We hope to see a P & O Princess mega ship positioned in Singapore year-round in the near future.

Seabourn Cruise Line - Since 1992, Seabourn has been home porting a ship in Singapore during the winter season for 10 consecutive years. Seabourn is a member of the Carnival Corporation Group.

This award also goes to *Royal Caribbean Cruise Line* for being the first international cruise line to homeport in Singapore with the *Sun Viking*. We are delighted that RCI have continued making calls here with their megaship, *Legend of the Seas*, with 2001 being its third consecutive season in Singapore.

Distinguished Contribution Award

The Distinguished Contribution Award is presented to Tan Sri Dato' Seri Lim Goh Tong, in recognition of his vision and foresight in the potential of the Asia Pacific as a cruise playground. We understand that he went window shopping and committed cash for the first two star Cruise ships in 1993, which launched Star in the world of cruising. Under the able leadership of his son Dato K T Lim, Star Cruises has become a global icon, and one of the top three international cruise lines in the world. Star's establishment of a network of ports of call in the Asia Pacific, construction of state-of-the art ships and Asian-style cruise product is testimony of Star's leadership role. His contributions to the cruise industry are highly commendable.