



IMMEDIATE RELEASE

SINGAPORE CRUISE CENTRE PTE LTD AND SHANGHAI WUSONGKOU INTERNATIONAL CRUISE TERMINAL DEVELOPMENT CO., LTD FORM NEW ASSOCIATION

16 June 2010 – Singapore Cruise Centre Pte Ltd (SCCPL) and Shanghai Wusongkou International Cruise Terminal Development Co., Ltd (WSK) announce the formation of Asia Cruise Terminal Association (ACTA). Asia cruise terminal, port members and owners from the region like China, India, Hong Kong, Japan, Korea, Malaysia, Taiwan, Sri Lanka and The Philippines were approached and discussions are in progress.

An official announcement will be made during the press conference held at Shanghai Wusongkou International Cruise Terminal on 25 June 2010.

Asia Cruise Terminal Association (ACTA) is an initiative by SCCPL and WSK as a non-profit organization in response to a need to have a common understanding amongst cruise terminal, port operators and owners, to upgrade to an international level of services and operations that cruise lines expect. As an Association, the members can greatly assist in meeting cruise lines' expectation.

The objectives are to provide a cruise-friendly environment, a vehicle for regional cooperation in terminal development, operations and management, to increase awareness on the members' cruise terminals facilities and services internationally which result in an influential alliance leading to the emergence of a captivating Asia cruise playground.

Understanding the Cruise Industry and its dynamics is vital in today's tourism mix, especially in view of the competition that the Asia homeports face from other regions of the world. ACTA will plan a series of workshops that are available to its members utilizing its research and information capabilities.

The official launch of ACTA will be soon and a pro-tem Committee will be set up prior to the launch to assist in the formulation of the management, operating guidelines and lay the groundwork for the Association.



Top on the list of to-dos are exchange visits, seminars and accredited training programmes on cruise terminal operations and/or cruise related issues including planning, crewing, operations and management. These events will be a good start for cruise terminal, port operators and owners to gain knowledge in best practices in the cruise industry, exchange of cruise related data and information amongst the members' cruise terminals and to promote cooperation in the coordination of members' terminals marketing, operations and management in Asia.

With the opening of more cruise terminals and ports in the region over the recent years, ACTA hopes to push for an expected growth in the volume of cruise passengers with better quality service and increase in variety of cruise itineraries in Asia.

For more information on ACTA, please visit www.asiacruiseterminal.org

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About Shanghai Wusongkou International Cruise Terminal Development Co., Ltd

Shanghai Wusongkou International Cruise Terminal Development Co., Ltd is established jointly by Shanghai Baoshan District Government and Shanghai Yangtze Shipping Corporation, which is mainly responsible for the construction and operation and management of Wusongkou International Cruise Terminal. The business scope includes the international passenger transport service, the development and operation of terminals and matching projects of the cruise ship port area, the development and operation of relevant tourism, leisure, entertainment and business service projects, the development construction and operation of yacht projects, the operation of operational matching projects of Paotaiwan area and the development and operation of the aquatic amusement park.



About Singapore Cruise Centre Pte Ltd

The Singapore Cruise Centre Pte Ltd was corporatised in 2003 and manages the award-winning International Cruise Terminal (IPT) and three ferry terminals in Singapore. Our experience in ferry and cruise terminal operation and management is well-sought after by overseas ports. This is in line with our vision to be the world's leading cruise and ferry operator and international partner of choice in overseas cruise and ferry terminal management and consultancy.

For more information, please visit: www.singaporecruise.com

For media enquiries, please contact:

Shanghai Wusongkou International Cruise Terminal Development Co., Ltd

GAO Yanhui (Mr)
Secretary

DID : +86 021 66593516
Mobile: +86 13764157020
Email: wskict@126.com

Singapore Cruise Centre Pte Ltd

Evelyn GOH (Ms)
Communications Manager

DID: +65 6513 2286
Mobile: +65 9297 8007
Email: evelyngeh@singaporecruise.com.sg