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**Media Release**

**CrimsonLogic Pte Limited's director to be guest speaker at PNGPCL conference**

CrimsonLogic Pte Limited's consulting director Chan Fook Seng will be a guest speaker at PNG Ports Corporation Limited's (PNGPCL) annual managers' conference this year.

Mr. Seng's presentation will be based on the topic: 'Achieving port efficiency through Single Electronic Window' which covers the use of technology in port operations, trade facilitation and the port and Port Community System as the Single Electronic Window.

He said via email from Singapore that an "annual conference like this is important as it provides a platform for port managers to share their experiences, problems encountered and solutions to the problems."

Some of the problems may be common among the ports and through sharing of information, port managers can learn from one another.

Mr. Seng said he is honoured to be invited as guest speaker and is looking forward to sharing his experiences in port operations and trade facilitation with the conference participants and at the same time, learn from them with regards to their daily encounters.

The upcoming managers' conference scheduled for 30<sup>th</sup> September to 2<sup>nd</sup> October is aimed at driving the strategic changes of PNGPCL and achieving better results with the theme "Managing Change".

The key areas to be covered will be the change to a customer service culture and the changing role of PNGPCL port managers to business managers supported by training in customer service and business management initiatives.

The managers' conference will be a departure from past conferences as this will be more of a workshop whereby the Chief Executive Officer, Brian Riches and his senior management team will be driving the change initiatives for all managers to help them understand the change management issues impacting operations at all levels.

Managers will be expected to point out key issues, draw up deliverables and develop road maps; more so as a strategic matrix for each of their departments or ports.

The conference from the outset includes presentations on Board Strategic Directions; Management work plans; Consultants findings; Port Issues; and workshops on Strategic Planning; Critical Issues to Change and Work culture or change characteristics.

The three day conference will see the managers involved in the exchange of knowledge and experiences and provide an opportunity to take back with them valuable information gained in this experience.

This is driven by the need to meet the challenges and demands placed upon PNGPCL, to not only cater for the exponential organic growth in imports, exports and coastal cargo movements, but also to ensure that PNG meets its international obligations with respect to maritime safety and security.

Inevitably, change requires some movement away from individual comfort zones and the management of PNGPCL has the backing and full support of all its loyal and professional employees. Board of Directors, the IPBC (shareholders) and all stakeholders – Unions, Dept of Transport, Dept of Public

Enterprises, stevedores and agents to name a few.  
Mr. Seng, who visits PNG for the first time, specializes in trade facilitation, ports and e-commerce information technology.

He has developed consulting businesses in China, Central Asia, Caribbean and African markets in the areas of trade and logistics e-commerce services and trade regulatory e-services and participates in the consulting and business development functionalities of the electronic trade regulatory systems and e-Government Services.

Mr. Seng has accumulated over 29 years of experience in implementing information technology solutions from around the world.

He has provided consultancy in the scoping, feasibility study, proposal and implementation planning of port, customs, e-government and e-commerce services in Madagascar, Mozambique, Mongolia, Tajikistan, Oman, Jamaica, St Lucia, Antigua, China (Jiangsu Province).

CrimsonLogic is a trusted partner to governments worldwide.

For over 20 years, CrimsonLogic has worked with governments across Asia, Middle East, North America, Latin America and Africa to find innovative and sustainable solutions to collaborate more seamlessly with their citizens and ecosystem.

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