

**SPSB CUSTOMER DAY 2016 SPEECH  
BY  
NG KIAT MIN  
GROUP MANAGING DIRECTOR  
SURIA CAPITAL HOLDINGS BERHAD  
WISMA SPSB, SAPANGAR BAY ON 5<sup>TH</sup> MAY 2016, 10:00 A.M.**

**Royal Malaysian Customs Department, Sabah**

**Marine Department Malaysia**

**Sabah Ports Authority**

**Federation of Sabah Industries**

**Sabah Timber Industries Association**

**Sabah Shipping Agents Association**

**Distinguished Customers**

**Ladies and Gentlemen,**

**Salam Sejahtera and a very good morning,**

On behalf of Sabah Ports Sdn Bhd, I am honoured to welcome all of you to the launch of Sabah Ports Customer Day. It gives me great pleasure to be here with our valued customers and guests from esteemed government agencies and trade associations. Today marks a significant occasion as Sabah Ports embarks upon a key initiative in customer engagement. This initiative is in line with our current re-branding exercise for the employees of our Group whereby a group –wide culture change is imposed by instilling a “Customer first” mind set. As a service provider, it is important for Sabah Ports to ensure that the ports be continuously upgraded and its service level be improved to meet users’ needs as the sustainability relies on engaging those that are strategic to us. By having Customer Day, port users are provided a platform for direct dialogues with port representatives. In these sessions, customers are welcomed to approach us on any issues, big or small. Not only will this opportunity allow us to know our customers better but most importantly, it is a step that Sabah Ports is taking towards enhancing its customer

service. It is our aim that these initiatives will forge an optimal working relationship between user and Sabah Ports the provider.

**Ladies and Gentlemen,**

It gives me great pleasure to announce that Sabah Ports Customer Day will be held each month across all our ports. Port Managers will set aside a day during the first week of the month for customers to approach port representatives. In addition to on-going port user dialogues that have been taking place port wide, Customer Day complements this as an added channel for bilateral communication. During Customer Day, I encourage you to come meet us. I assure you that Sabah Ports is listening and will take the necessary measures to resolve your issues.

As a business unit, it is important that Sabah Ports address concerns of efficiency and gain the trust of customers. Internally, we have made innovations to our delivery system and operating procedures in an effort to promote higher transparency and efficiency. Ultimately, ladies and gentlemen, Sabah Ports is taking measures to improve and evolve its practice in order to meet the expectations of those we do business with. Gaining customer confidence is crucial and Sabah Ports plans to dedicate significant efforts to strengthen this by creating more channels for access and interaction.

**Honoured Guest,**

Major advancements are in store for Sabah Ports. Sapangar Bay Container Port in particular. In February, the federal government had approved the expansion of Sapangar Bay Container Port, a project earmarked under the 11<sup>th</sup> Malaysia Plan. This was announced by Yang Berhormat Tan Sri Datuk Seri Panglima Joseph Pairin Kitingan, Deputy Chief Minister of Sabah cum Minister of Infrastructure Development. This development could not have come at a better time. An integral

portion of Sabah Ports Master plan is dedicated towards developing port facilities for the state, planning growth strategies and most crucial, advocate for Sapangar Bay Container Port as a transshipment hub. For this to be a reality, building the ports strength and mapping strategies for growth must start now.

In order to realize Sapangar Bays potential, Sabah Ports is looking towards establishing greater connectivity through international MLOs, container consolidation via hub and spoke system and developing logistics facilities for a greater Sapangar. As Sabah Ports looks toward the future, it is essential to find ways on how we can continuously add value. Therefore effective stakeholder and user engagement will always remain fundamental for Sabah Ports progression.

**Ladies and Gentlemen,  
On a lighter note,**

New disruptive innovations are increasingly changing the way companies work and the environment they operate in. Some examples of innovation and trends that are reshaping the course of businesses today include;

- ***The sharing economy*** - built upon the sharing of human and physical resources some examples are Uber and AirBnB
- ***The On-Demand economy*** – an example of such application of business model is in the area of online food ordering and delivery services.
- ***Technological advancement in Communication*** – proliferation of social network such as WhatsApp, Facebook and Web-based review sites has enabled consumers to access and share information at an unprecedented rate.
- ***The internet of things*** - network of physical objects embedded with communication technologies to allow greater exchange of data granting end-users with greater control and automation over many processes.
- ***The use of Big Data*** - the new found capability to process and analyse large and complex data sets to help business make better informed decisions  
is now making wave globally. The race is on for companies to adopt the tools and knowledge to leverage on such predictive analytics capability.

In line with such current trend, we are pleased to unveil today Sabah Ports newly re- designed website. Keeping in the forefront the needs of the customers, the website is designed to be informative, interactive and resourceful. The main aim is to improve and upgrade our approach by providing online features that will keep us better connected to our customers. A key feature of the website is the Customer Portal, which allows registered customers to receive announcements, schedules of vessel at berth and vessel traffic report. Please take the opportunity to register with us today if you have not done so. In the near future, we will look towards introducing an e- financial system to facilitate online billing inquiries and payment facilities as online options.

Sabah Ports has also plan to introduce further innovations by establishing an e- based framework that will optimize interface between customers, Sabah Ports and relevant government authorities. By creating this port community system, we are envisioning a future where Sabah Ports is able to facilitate one stop business solutions for its users through systematic and electronic linkages. Other Malaysian ports have taken steps towards this and it is among Sabah Ports priority to venture in this direction too.

Before I conclude, I wish to record my appreciation to the Marine Department, and Sabah Ports Authority for agreeing to brief us on the tariff amendment and Safety of Lives at Sea or SOLAS –verified gross mass regulation. I believe many here are particularly interested about this. As a service to our customers, shippers who wish to register with the Marine Department, will be able to do so after the event.

Last but not least, to our valued customers, we look forward to receiving your feedback. So please, take the opportunity to engage us during Customer Day.

Thank You.

**ISSUED ON 5th May 2016 BY:  
Customer Relations Department  
Sabah Ports Sdn Bhd**

**Contact: Julia Ismail, Acting Manager (Customer Relations, SPSB)**

**Tel: 013-8866506**

**Email: [julia@spsb.com.my](mailto:julia@spsb.com.my)**

**For more info on SPSB, please visit [www.spsb.com.my](http://www.spsb.com.my)**