

**KEY ADDRESS BY YBHG DATO' SHAMSUL AZHAR ABBAS,
CHAIRMAN, MALAYSIAN MARITIME ACADEMY (MMA) SDN BHD
AT THE OFFICIAL LAUNCHING CEREMONY OF ALAM'S
NEW LOGO AND DNV SEASKILL CERTIFICATION
ON 31 MARCH 2006**

**YANG BERUSAHA ENCIK M.A. GANESEN
CHIEF EXECUTIVE OFFICER
AKADEMI LAUT MALAYSIA,**

**MR. LUI WAI YUEN
DEPUTY REGIONAL MANAGER
DET NORSKE VERITAS (DNV) SEASKILL,**

**MEMBERS OF THE BOARD OF DIRECTORS,
MALAYSIAN MARITIME ACADEMY SDN BHD,**

DISTINGUISHED GUESTS

LADIES AND GENTLEMEN.

**ASSALAMUALAIKUM WM.WB AND A VERY GOOD AFTERNOON
TO ALL PRESENT.**

FIRSTLY, I WOULD LIKE TO THANK ALAM FOR GIVING ME THE HONOUR TO OFFICIATE AND UNVEIL THE NEW CORPORATE IDENTITY OF AKADEMI LAUT MALAYSIA. IT IS AN INVITATION I AM HAPPY TO ACCEPT AS IT IS A TESTAMENT TO ALAM'S ONGOING EFFORTS IN REALISING ITS VISION OF BECOMING A WORLD-CLASS INSTITUTION FOR MARITIME EDUCATION AND TRAINING.

I WOULD ALSO LIKE TO WELCOME ALL OF YOU PRESENT HERE TODAY AND TO THANK YOU FOR TAKING TIME TO JOIN US AT THIS AUSPICIOUS EVENT. TODAY'S CEREMONY MARKS A HISTORIC MILESTONE FOR ALAM AS IT RECOGNISES THE IMPORTANT ROLE ALAM PLAYS IN PRODUCING QUALITY SEAFARERS CRITICAL TO OUR INDUSTRY.

LADIES AND GENTLEMEN,

THE CHANGE OF LOGO AFTER OVER TWENTY YEARS IN SERVICE IS A VISUAL REPRESENTATION OF ALAM'S DYNAMIC AND VIBRANT GROWTH IN THE MARITIME EDUCATION AND TRAINING SECTOR. CURRENTLY ALAM IS RANKED AMONG THE TOP MARITIME EDUCATION AND TRAINING INSTITUTIONS IN THIS REGION THAT OFFERS THE FULL RANGE OF QUALITY MARITIME COURSES. NOT

ONLY DOES IT ATTRACT INTERNATIONAL STUDENTS BUT ALSO INTERNATIONAL COMPANIES TO SPONSOR THEIR STUDENTS.

IN THE JANUARY 2006 INTAKE FOR PRE-SEA COURSES ALAM HAD 43 CANDIDATES SPONSORED BY AMERICAN EAGLE TANKERS PTE LTD (AET) AND 2 BY EMAS OFFSHORE PTE LTD FROM SINGAPORE. OUT OF THE 43 CANDIDATES SPONSORED BY AET 14 ARE FROM INDIA. TWO SELF SPONSORED STUDENTS FROM VIETNAM AND INDONESIA ALSO ENROLLED AT ALAM. FOR THE JULY 2006 INTAKE, ALAM IS EXPECTING MORE CANDIDATES FROM INDIA AND THE PHILIPPINE TO BE SPONSORED BY AET AND ALSO FROM EMAS OFFSHORE PTE LTD. ADDITIONALLY ALAM HAS RECEIVED A PLEDGE FROM YEMEN LNG TO SPONSOR YEMENI CADETS FOR THE JULY 2006 INTAKE.

RECOGNISING THE IMPORTANT ROLE IT PLAYS IN PRODUCING TOP QUALITY SEAFARERS CRITICAL TO THE MARITIME INDUSTRY, ALAM HAS EMBARKED ON A NEW AGENDA OF UPGRADING ITS TRAINING FACILITIES WITH STATE-OF-THE-ART TECHNOLOGY. IN 2005 ALAM HAS COMMISSIONED A FULL MISSION SHIP HANDLING SIMULATOR FOLLOWED BY ANOTHER TWO IN JANUARY 2006. THEY ARE THE ENGINE ROOM SIMULATOR AND LIQUID CARGO HANDLING SIMULATOR. TO DATE 6 TYPES OF SIMULATOR-BASED COURSES

HAVE BEEN CONDUCTED AND MORE ARE BEING DEVELOPED TO CATER TO THE INDUSTRY'S REQUIREMENTS.

THESE SIMULATORS WILL IMPROVE THE QUALITY OF ALAM'S COURSES AND ACT AS A CATALYST IN ATTRACTING FOREIGN STUDENTS TO STUDY AT ALAM, IN LINE WITH THE GOVERNMENT'S ASPIRATION OF MAKING MALAYSIA THE EDUCATION CENTRE OF EXCELLENCE IN THIS REGION.

WE HAD JUST WITNESSED THE AWARD OF DNV TRAINING COURSE CERTIFICATE AND MARITIME SIMULATOR CERTIFICATE. THIS IS A TESTIMONY OF ALAM'S EFFORT AND COMPETENCE IN DELIVERING QUALITY TRAINING PROGRAMMES THAT IS RECOGNISED INTERNATIONALLY AND WILL BE BENCHMARKED BY OTHER ORGANISATIONS. I CONGRATULATE THE MANAGEMENT OF ALAM FOR ITS EFFORT TO CONSTANTLY UPDATE ITS TRAINING PROGRAMMES AND PHYSICAL RESOURCES WITH THE LATEST DEVELOPMENTS IN THE FIELD, THAT IS "COMPETENCE BEYOND COMPLIANCE".

HAVING SUCCESSFULLY ACHIEVED ALL THIS, I WOULD LIKE TO TAKE THIS OPPORTUNITY TO ALSO DECLARE ALAM AS THE REGIONAL TRAINING HUB FOR PETROLEUM AND LNG SHIPPING.

LADIES AND GENTLEMEN,

MUCH OF ALAM'S SUCCESS HAS BEEN BASED ON ADVANTAGEOUS PARTNERSHIPS AND COLLABORATIONS NOT ONLY WITH SIMILAR INSTITUTIONS BUT ALSO WITH THE GOVERNMENT AGENCIES AND THE MARITIME INDUSTRY. THE PURSUANCE OF STRATEGIC AND ENERGETIC PARTNERSHIPS IN ALL ITS BUSINESS DEALINGS WILL CONTINUE TO REMAIN A MAJOR FOCUS IN ITS DELIVERY OF QUALITY EDUCATION IN LINE WITH ITS VISION TO BE A WORLD-CLASS MARITIME EDUCATION AND TRAINING INSTITUTION.

THE NEW LOGO DEPICTS THE DIRECTION OF ALAM IN MOVING FORWARD BRINGING WITH IT A RENEWED PROMISE, ONE OF STRENGTHENED COMMITMENT TO ALL ITS STAKEHOLDERS, BE THEY CUSTOMERS, SUPPLIERS, JOINT VENTURE PARTNERS, STUDENTS AND EMPLOYEES.

I WISH ALAM EVERY SUCCESS IN ITS ENDEAVOURS AND THE CONFIDENCE IN ITS QUEST OF REACHING EXCELLENCE.

WITH THE BLESSING OF ALLAH ALMIGHTY, I HAVE PLEASURE IN LAUNCHING ALAM'S NEW CORPORATE LOGO.

THANK YOU.