

The International Maritime Transport and Logistics Conference

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Towards Smart Green Blue Infrastructure



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Fook Seng is the Senior Director (Digital Ports) in CrimsonLogic, specializing in trade facilitation, trade regulatory e-services, ports and e-commerce Information Technology (IT). He has more than 40 years of experience implementing IT solutions and providing consultancy services to governments worldwide. Fook Seng has contributed significantly to the automation of ports in Singapore and beyond.

He was the Project Director for one of the tracks in the development of Global PORTNET (Port Community System). He also heads the pre-sales team that supports global sales efforts of TFP (Trade Facilitation Platform), that provides a full suite of trade facilitation solution. In addition, he develops consulting business in the China, Central Asia, Latin America, South Asia and African markets in the areas of trade and logistics e-commerce services and trade regulatory e-services.

Fook Seng has an extensive track-record of providing consultancy solutions worldwide. For example, Fook Seng was in-charge of the scoping process, feasibility study, proposal and implementation planning of port, customs, e-government and e-commerce services to the Madagascan Customs, and strategic review of Mozambique Customs' competitiveness in trade facilitation Information Technology. He was the Lead Consultant for Pakistan Single Window.



He also has a strategic overview and in-depth knowledge of trade facilitation in China. He was the Principal Consultant for major projects such as Shandong and Fujian provinces' Single Window master planning, and Zhuhai Smart Port. He was the Project Manager and Consultant for Jiangsu Province E-port Master Planning. Fook Seng was also responsible for the master planning of Chongqing City's Single Window and Trade & Logistics information system.

In his 23 years with PSA, Fook Seng contributed significantly to port automation in Singapore and beyond. He was responsible for system design, development, implementation and promotion of Singapore PORTNET® (Port Community System). As Deputy General Manager of PSA's overseas software development center in China, Fook Seng led the Dalian Port Community System project that re-engineered the electronic workflow processes of the customs brokerages, customs, port authority, shipping agents, freight forwarders, transport operators and various government agencies.

In Aden Container Terminal, Yemen, Fook Seng was in-charge of scoping the full suite of systems for the management and operation of the port. He managed vendors in the customization, testing and implementation of these systems, and also the planning, sizing, procurement, installation and commissioning of all servers, PCs, network and network equipment. Fook Seng was part of the team that designed the container terminal operations processes.

Fook Seng is often invited by industry forums to share his insights and perspective. Examples of these events are:

- China-ASEAN Expo on 'Forging Ahead with China-ASEAN Port Logistics Informatization'
- China Maritime Silk Road Port International Co-operation Forum in Ningbo, on the topic 'Development of Port Logistics e-Platform'
- invited as a resource person by the Commonwealth Secretariat to present Trade Facilitation Programs at the regional workshop on Trade Facilitation in Botswana, Barbados, Fiji, Ghana and Bangladesh
- China Transportation Association invited him to speak in Taiyuan China, on the topic 'Implementation of Single Window'
- Pan African Chamber of Commerce and Industry invited him to speak in Ethiopia, on the topic 'Trade Facilitation and the Single Window'
- Ports Management Association of West and Central Africa invited him to speak on the topic of 'Trade Facilitation - Single Window and Port Community System'

Fook Seng holds a Bachelor of Business Administration with a distinction award from the Royal Melbourne Institute of Technology, and a diploma in Management Studies (Certificate of Commendation Award) from the Singapore Institute of Management.

