

## FRENCH MARITIME CLUSTER COMMITTEE IN SINGAPORE

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The French Maritime Cluster Committee in Singapore (FMCCS) was created in 2014 in partnership with French Chamber of Commerce (FCCS) and French Maritime Cluster (CMF). In order to better understand the South-East Asian (SEA) market and the French maritime presence in the area, it tasked a team of students from ESSEC Business School to give a general overview of the French blue economy in the region.

As part of their Asian Strategy Workshop (ASW) project, students from ESSEC have worked for eight months to write up a report as exhaustive, clear and visual as possible.

### *Analyzing the Market environment*

The SEA market is full of opportunities in the maritime industry. However, the industry is so wide that a compartmented approach had to be adopted. Looking at the industry as the agglomeration of 5 sectors – **Shipbuilding, Oil & Gas Services and Supply, Maritime Transport, Defense & Security and Peripheral Services** – facts and trends about the SEA market could be highlighted:

- Southeast Asia is at the heart of main routes of Maritime Transport and a major hub for Offshore Industries as Oil & Gas resources are huge.
- SEA clients are becoming increasingly demanding in terms of quality, reliability and in technological, niche products.
- More and more government incentives plans appear in their Maritime development programs.
- The market is saturated with Asian builders, notably Chinese, and European competition is strong in technological and high-end markets, especially from German, Dutch, Norwegian, English and American.

### *Making recommendations to French actors*

By confronting these main trends with input gathered among 84 French companies identified in the area and after a detailed KPIs analysis, general conclusions and recommendations were made as of the position and the future outlook for the French Maritime industry:

- A thorough and continuous attention has to be given to energy and commodities market in SEA in order to tackle efficiently challenges to come and perform best in an uncertain context. Sharing information among French actors is of great importance in that regard.
- French know-how and technological competitiveness is an advantage to close more contracts in a region that is growing fast despite the global context of economic downturn.
- Several growing markets need to be more explored by French actors (Sustainable, smart ports and shipping, global approach of e-navigation, greener technology and safer system, cruising, yachting...) and a strong involvement in the region is necessary to be present and tackle challenges and opportunities.
- A physical presence in SEA is crucial for promoting the French offer and answering calls to tenders as well as building long-term trust relationships with clients.
- Numerous French actors are competing in certain sectors and a coordinated approach (between French marine suppliers and builders/contractors) toward business opportunities and local clients is primordial to compete in the SEA environment.
- Politics and lobbying actions need to be reinforced in order to combine all capabilities of existing organizations helping French maritime actors in a way to overweight those synergies and compete better with other European actors (German, English, Norwegian...).

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