



MEDIA RELEASE

Singapore Cruise Centre clinches global awards for efficiency and best turnaround port

- *International cruise lines vote SCC as best turnaround port and most efficient port services*
- *Latest awards by Cruise Insights up total to 21 in 20 Years*

Singapore, 12 March 2012 – The international customers of Singapore Cruise Centre Pte Ltd (SCC) has once again voted the Singapore's cruise terminal operator as the most efficient and best turnaround port in the world.

SCC has clinched the Most Efficient Port Services and Best Turnaround Port Operations in a prestigious international Cruise Ports and Cruise Destinations poll carried out by UK-based magazine, Cruise Insights, formerly Dream World Cruise Destinations.

These latest two awards, often seen as the Oscars for the global cruise industry, were accepted by SCC's CEO Christina Siaw today, the first day of the Cruise Shipping Miami convention. This brings the total number of awards that SCC has won to 21 in its 20 years' history.



Commenting on the awards, Ms Siaw said: “We are delighted with this latest vote of confidence from our customers. These awards add to our legacy as the leading cruise port operator in Asia and affirm our ability to deliver the highest level of service expected by international cruise liners. “

This is the ninth time that SCC has clinched the Best Turnaround Port Operations Award in the customer poll. Singapore’s most established cruise port operator has consistently exceeded the regulators’ benchmarks for turnaround despite handling more and bigger cruise ships in the last two decade. SCC’s two-berth International Passenger Terminal at HarbourFront in Singapore is the ninth largest cruise port in the world handling a throughput of a million passengers and over 600 cruise ships calling at its port annually.

This is the fourth time SCC is receiving the Most Efficient Port Services Award, in recognition of the most efficient combination of pilotage, port agencies services, customs clearance and good working relations with cruise liners.

Ms Siaw said: “Consistency is our trademark, and with our S\$14 million rejuvenation programme at our cruise terminal nearing completion, we are set to deliver a whole new experience honed through 20 years of experience.”

The End

About Singapore Cruise Centre Pte Ltd



The Singapore Cruise Centre Pte Ltd was corporatised in 2003 and manages the award-winning cruise terminal and three ferry terminals in Singapore. Our experience in ferry and cruise terminal operation and management is well-sought after by overseas ports. This is in line with our vision to be the world's leading cruise and ferry operator and international partner of choice in overseas cruise and ferry terminal management and consultancy.

For more information, please visit: www.singaporecruise.com

For media queries, please contact:

Catherine Ong Associates in Singapore

Catherine Ong	cath@catherineong.com	+65 6327 6088
Christina Stanley	christina@catherineong.com	+65 9835 3500