

BH Global steers towards the new era of Maritime

Environmental, Electrification, Digitalisation Initiatives transform a traditional Marine and Offshore Supply Chain's business. Jasmin Lim, Business Development Director of BH Global, tells Sea Asia more.



Jasmin Lim, Business Development Director of BH Global

Q: Hi Jasmin! Can you tell us a little bit more about yourself and your journey with BH Global?

A: I graduated from Singapore Institute of Management – RMIT University with a Bachelor of Marketing Degree and joined the family business as a Marketing Executive in 2012. I was promoted to the position of Business Development Director of the Group and Director of Beng Hui Marine Electrical Pte Ltd (BHM) in 2017. I'm currently responsible for the Group's Marketing and Strategic Development in the Marine and Offshore markets.

Q: As a female, third-gen leader in a male-dominated industry, what convinced you to take the path less travelled?

A: My grandfather and his children – including my father – worked hard and smart amidst competition (Computerising and Systemising in the 1980s) to get the Company to where it is today. As a third-gen leader with a passion for Maritime even as a young child, it makes me proud to be able to contribute to my family and also to bring the Business to greater heights.

First established in 1963 as a company trading marine spares from the World War, BH Global (BHG) has since transformed. We currently serve industries in 4 major business divisions: Marine and Offshore Supply Chain Management, Manufacturing, Engineering Solutions, and Security.

Q: What was one exciting experience you had in the Marine and Offshore line?

A: During a LED Retrofitting Feasibility study for a Vessel Owner, I took a launch boat and had to climb up a long ladder to reach the deck of the vessel, which was out at sea. I had an enjoyable time exploring the various parts of the vessel – especially the deck and engine rooms, studying the lightings used, and meeting the crew members. The Captain even treated us to a sumptuous lunch!

Q: We've heard of your LED Initiatives for vessel owners. What is your outlook on Green Lightings for vessels and what plans do you have for your brand of SOP Marine and Offshore LED lightings?

There is a growing trend of owners opting for green lightings on ships. They see the importance and benefit of saving energy and reducing the need for frequent maintenance.

Notably, we have our own proprietary marinised SOP (Save our Planet) LED lightings. We are also involved in a joint venture with a LED Lighting Specialist with over 18 years of experience in niche LED Integrating Solutions. With more than 500 projects under our belt to date, we have become a well-known partner for both LED engines and ODM luminaire projects to many world-renowned lighting brands.

Beng Hui is assisting shipowners to go green through LED retrofitting, and we provide complimentary on-board inspections of ships' existing conventional lights, inspection reports on recommended replacements of LED lightings, ROI (Return of Investment) calculation and Budgetary cost of the Project.

We are open to working in a tripartite relationship with ship chandlers and owners for LED retrofits and new-build projects. This way, all 3 parties will benefit. Ship owners will benefit from reliable Marine & Offshore LED lighting, allowing them to maximise their investment in operations and reducing maintenance needed. Ship chandlers will be able to provide support in terms of spares or new lightings from their international offices. We will be able to provide design support component integration, lux and ROI calculation, product demonstration and even mock-ups.

The rise of LED technology will transform the maritime lighting industry – there is a huge potential for improvements in terms of quality and efficacy. Looking ahead, we are committed to developing a wider range of marine and offshore lightings that are both green and able to meet the demands of the harsh marine environment.

Q: Any company initiatives championed by you?

A: One of my initial achievements was the successful execution of the Group's Rebranding Exercise in 2013, from a traditional corporation to an

internationalised one. We used to be known as BH Global Marine Ltd, now we are known as BH Global Corporation Ltd (BHG).

Other than the key division of Supply Chain Management, we have expanded into other divisions, namely: Design and Manufacturing, Engineering Solutions and Security– Cyber and Surveillance. We felt that a Rebranding Exercise was necessary to align our corporate direction and to communicate our goals, mission and vision and our key values to our employees, partners and the Industry.

I have also contributed to various digital initiatives for the Group, such as the BH e–store, an e–commerce and information platform, as well as the digitisation of our warehouse management system.

Q: Do share more about the BH e–store.

A: Digitalisation is key to the transition of vessel operations in the maritime industry. Beng Hui Marine – the Supply Chain Management arm of BH Global, pride ourselves as the leader in the field of Marine & Offshore electrical supplies with our niche in Cables, Lightings and accessories.

We launched the [BH e–store](#) in 2013, which boasts a comprehensive electrical guide of 13,000 products, and provides useful information for the marine community. Transparency on our end allows Ship Owners and end–users to buy the right products at the right price with the right quality (compliance to Marine Standards) through their management companies or appointed Chandlers.

In 2016, we added list prices to the e–store. These prices serve to protect our middle–man customers (ship chandlers and yards) and yet increase brand and product awareness of the end–users (ship owners). To further enhance efficiency, productivity and transparency, BH’s online platform also has a live technical helpdesk where an Engineer is tasked to assist with all

technical questions. Credit card payment features were also introduced after feedback from our overseas customers to ease the bank transfer process.

We are very positive of the customers we can reach, assist and educate through our online platform and the huge potential it will bring. We welcome partnerships and collaborations for win-win situations.

Q: Why is it a priority for BH to provide adequate information and transparency in the Marine and Offshore market on the e-store?

A: Getting the correct product on board is vital to ensure ships' operations are at optimal levels. Incorrect or defective products can result in substantial product return charges or departure delays. At BH, we believe in supplying the right products at right prices and giving our customers and their end-users peace of mind during voyage.

Q: Able to share what BH Global will be showcasing at Sea Asia 2019?

A: BH Global will be showcasing:

1. SOP Marine and Offshore LED Lighting New standard IEC 60533 achieved
2. eCommerce Portal (bh-estore.com)
3. Solutions for Electric Propulsion vessels
4. GRE Fibreglass Pipes for Marine and Offshore
5. Maritime Night Vision Camera (Ulysses)
6. Maritime Cyber Security Solutions

*Check out **BH Global** at Sea Asia 2018 from 9 - 11 April 2019, Marina Bay Sands, Singapore!*