

Introduction

For any organisation, regardless of scale, a set of communication plan should be set in place for immediate activation when the time calls for it. Seeing the need for this, Hai Sia partnered SMU under the Crisis Communication and Management module, making this the first ever collaboration with SMU.

Collaboration with Hai Sia

To understand more about this peculiar trade, these SMU undergraduates first visited Jurong Fishery Port in October 2017.

On 15 November 2017, the students presented potential crises that Hai Sia could face, and their corresponding recommendations. All 4 groups delivered stellar presentations, and the Hai Sia's team was extremely impressed by the standards of these students. It was a privilege working with this team of capable young people, under the tutelage of Prof Yeo Su Lin.

