

## Introduction

The seafood industry in Singapore might not be the most appealing trade for many, especially the young. However, it retains a lot of character and traditions that should be maintained with time. With this in mind, and fuelled by the passion to engage actively with academic institutions, Hai Sia partnered NBS for a Digital Marketing project.

## Collaboration with Hai Sia

Tasked to raise brand awareness for Jurong Fishery Port using a mix of online and offline strategies, 80 undergraduates led by Dr Wong King Yin and Prof Boey Yew Tung, first visited the Central Fish Market in September 2017.

On 14 November 2017, these undergraduates presented their ideas to Hai Sia. Bold, creative and thoughtful sum up their recommendations, and they gave much inspiration for the Hai Sia team to think about. It was Hai Sia's pleasure to have worked with a group of outstanding youths who pushed the boundaries of a rough and tumble trade.

