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To: Transport Industry Operators

### SMIC on Facebook

SMIC has finally jumped on the bandwagon of the cyber media rush by its presence on the Facebook. We would have done this for a long time had it not been for the daily chores and that we were then not too convinced of its value in the commercial world. Thereafter, it becomes obvious that more and more firms are capitalizing on this new media; and unlike the old economies where information flow was imperfect, consumers of the new economies tend to prefer looking up for information by themselves from the web, or augmenting information they are given.

SMIC has high hope that its Facebook presence will bring us even closer and more effectively to the bigger shipping and transport public, and at the same time enable us to share with the outside world our development, both on operational and social level.

Operationally, we can disseminate the Chan Advice even faster and hopefully more far reaching; update our business activities like loss prevention seminars, interesting claims stories in no time. We can also see instant comments and encouragements from the public and from our clients for on-going improvement of our service. We are also able to keep and share the SMIC history there to enable the public to understand us more.

On the social front, we may also share any interesting SMIC staff activities, our culture, and daily way of work. Except for our time to do so, there should be no boundary in the cyberworld to stop keeping our Facebook page visitors and followers updated. This way, we hope to enable the transport public to know more of our social aspect if they so wish and at any time.

The Facebook is a supplementary venue to look for information about SMIC. We hope you will welcome this move. You are welcome to drop an idea or two on what you want us to publish and share on Facebook. At present, it only has limited capability by comments to address complicated liability issues. It is still SMIC's motto to always like to talk to anyone who is interested in transport liability insurance, related claims issues and loss prevention ideas on the phone or face-to-face. Please feel free to ring 2299 5566 or any executives of SMIC known to you.

We look forward to meeting you at Facebook. Happy Easter.

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