

# TIDES of Change at Sea Asia 2011

UKHO's attendance at Sea Asia 2011, to be held from 12th to 14th April in Singapore, will continue its focus on helping shipping managers to simply and efficiently manage the strategic and operational business challenges presented by the transition to digital navigation. The organisation is sponsoring the Sea Asia seminar theatre, and will be hosting a session each day at 12.00pm entitled 'TIDES of Change' run by futurist and strategist Dean van Leeuwen, co-founder of consultancy TomorrowToday.

'TIDES of Change' will provide a global view of the challenges all industries face as digital technology becomes an increasingly essential part of day-to-day operations. The seminar examines the way that technology is reshaping the world of business and how organisations can best manage and embrace the changes and benefit the most. The seminar aims to give shipping industry executives new insights and ideas to support their future strategic and management decisions.

To book places at the seminar, which runs daily at 12:00pm, visit the Seminar Theatre or: [www.regonline.com/tidesofchange](http://www.regonline.com/tidesofchange)

Visitors to the UKHO stand (S14) will find a broad range of advice and information on the effective planning and implementation of digital navigation, as well as first-hand experience of the latest Admiralty technology and services.