Shipping is essential to the world economy carrying the bulk of international trade. More than 91% of global trade is carried by sea and it emains as the common thread joining economic markets of almost all countries around the globe, thus, it still lingers as the backbone of the worldwide economy. A Shipowner is the owner of a commercial ship and one who capitalizes on the profitable freight market resulting to massive expansion of the world trading fleet. Currently, some of the large fleet foreign owners are Japanese and Europeans like the Greeks, Norwegians, Danish, Dutch and German. Over the years, seafaring has already become a lucrative career the reason why more and more people are choosing this as a profession. In terms of employment, Filipino seafarers account for about 3% of the entire seafaring population worldwide. It is because of this that the Philippines has been referred to as the Manning Capital of the World. The continued employment of the Filipino seafarers, however, will depend on the continued trust and confidence of Shipowners worldwide. This trust and confidence can only be achieved through the collected and complementing efforts of the Philippine government, manning companies and Filipino seafarers themselves. The Philippine government, through strict implementation and regulation of the standards for education, training, examination and assessment of the competence of the Filipino seafarers; the Manning Companies by ensuring that only qualified crew are sent onboard; and the Filipino Seafarers, to look at seafaring not just as a means of getting higher income but more so as a profession and a career, thus, will help spell a good future for themselves and from the industry. The years of the Ship Manning industry are always characterized by ever increasing challenges and as we move closer and closer into the new millennium, imminent developments in the global, regional and national setting will have a direct impact on the ship manning industry. Knowing how these developments will affect the industry will enable the player to single out the most critical area where focus must be given and identify strategies to address them to ensure the survival of the industry in the 21st century. Today’s ship manning industry is a highly competitive field. With the global demand for shipping expected to increase, ship manning companies worldwide, but especially in the Philippines, have to contend with intense competition for the declining supply of seafarers. In the context of a rapidly growing and extremely dynamic ship manning industry, the Philippines has always found itself challenged. The industry’s private
sector, on the other hand, has been a significant player in the industry. Amidst healthy competition, the collective pursuits being demonstrated by the manning companies and crew training centers are all contributing to a common cause, that is to maintain the attractiveness of the Filipino seafarer in the international community. The continued existence of the Ship Manning industry in the next century is vital to the country, not only in terms of easing escalation of unemployment but also for the million of dollars it injects in the economy. One of the major players in the Philippine Ship Manning Industry is NYK-FIL Ship Management, Inc. (NYK-FIL). NYK-FIL has always been at the forefront in continuously establishing the competitiveness of its seafarers. With external industry factors as well as internal aspects which determine its own strengths and weaknesses, NYK-FIL continuously realigns its priorities in seeking out a balanced company performance and enhanced survival in the business. Faced with this market environment, NYK-FIL Ship Management, Inc. (NYKFIL) made a conscious effort to apply creativity and innovation in developing solutions to the challenges it encounters and to instill these values in its employees. ‘Finding unique solutions’ defines the company’s planning process. From year to year, NYK-FIL focuses on ‘what else is possible’ instead of what has been done before by other manning companies in the Philippines. Thus, in ۱۹۹۲, the company decided to establish its own maritime school, the NYK-TDG Maritime Academy. It is the same spirit of innovation which led NYK-FIL to establish in April ۱۹۹۸ its first satellite office in the province of Iloilo, an area which is home to majority of the company’s seafarers. NYK-FIL also conducts annually its Seafarers’ Dialogues and Seafarers’ Dependents’ Assembly in various parts of the country. Such emphasis on new creative ideas defines many of NYK-FIL’s initiatives – from crew recruitment to crew management and especially in the critical area of crew training.

کلمات کلیدی:
-NYK Line NYK-FIL Maritime E-Training, Inc. NYK-FIL Ship Management, Inc. AE33NYK TDG Maritime Academy Transnational Diversified Group

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