



Sarawak

Bintulu Port looks to the future with new vision, mission

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Mohammad Medan (seventh right), flanked by Omar on his right and Yusof, Matshalleh (sixth left) and other senior officials give the thumbs-up during the event.

BINTULU: Bintulu Port Holdings Berhad (BPHB) yesterday launched its new vision and mission and corporate values in line with its transformation agenda.

BPHB group chief executive officer Dato Mohammad Medan Abdullah officiated at the official launching ceremony held at Bintulu Port Authority auditorium.

“In order to progress and sustain our port business, we have moved our vision from ‘A World Class LNG Port and the Port of BIMP-EAGA’ to ‘A World Class Port Operator’, a much simpler but very powerful statement of aspiration,” he said.

Since its establishment in 1983, Bintulu Port has successfully performed marine services to enable LNG delivery without fail within an expected turnaround time, and in a safe and secured manner.

He pointed out that Bintulu Port has become the number one port by ranking in the BIMP-EAGA region in terms of cargo throughput since 2011.

“We have become a big fish in a small pond. We have achieved that milestone or interim vision, but we cannot rest on our laurels and sit in our comfort zone.

“We need to move forward in order to achieve greater heights, as change is unavertable,” he reasoned.

The group’s new mission is ‘Delivering Operational Excellence and Ensuring Our Long Terms Sustainability Based on 3Ps (People, Profits and Planet)’.

According to Mohammad Medan, the revised mission was constructed in such a way as to be more specific on its statement of purpose covering business operation, service delivery, business ventures, innovation and sustainability, and serving all stakeholders.

“It’s made up of two parts, namely operational excellence and growth. We aim at providing excellent services that meet

our customer requirements in a cost and resource-efficient manner without compromising safety and security aspects.

“At the same time, we must also carry out investments and operations in a way that maximises shareholder value over the long-term based on 3Ps, as we grow the business to achieve its fullest potential,” he stressed.

He added that with the new vision and mission, Bintulu Port also readjusted and realigned its strategic thrust into three main components, namely institute operational excellence; expand port capacities and capitalising on key growth market sector and profitability; and embark into smart port initiatives.

“In a nutshell, our strategic thrust can be summarised in three words – efficiency, ability and environment,” he said.

As Bintulu Port embarks on its growth path, he believed that it should also strengthen its key enablers to support the new vision and mission.

“Our people, our structure, our corporate governance, our processes and also our systems all need to be elevated and reinforced as these are the basic foundations required for achieving our new vision and mission,” he explained.

As for its new corporate values, Mohammad Medan said ‘Teamwork, Integrity, Innovation and Professionalism (TIIP)’ will be the core identity and culture that will be embedded into each Bintulu Port staff.

Mohammad Medan, who joined Bintulu Port as Group CEO on March 1 last year, also introduced the group transformation journey which he called ‘True North Journey’ or TN30.

The True North refers to the geodetic north, the stationery and fixed point on the map of the world.

He said the True North was used as the reference point or orienting point to determine

their right direction and destination that would help them stay focused.

Bintulu Port Sdn Bhd chief operating officer (COO) Omar Salleh, Biport Bulkera Sdn Bhd COO Yusof Ibrahim and Samalaju Industrial Port Sdn Bhd COO Matshalleh Mohamad Etili were among those present.

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