

JOINT MEDIA FACTSHEET

Refreshed Industry Digital Plan to help Marine & Offshore Energy companies leverage digital and AI solutions for growth

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1. The refreshed Marine & Offshore Energy Industry Digital Plan (M&OE IDP) was launched today by Enterprise Singapore (EnterpriseSG) and the Infocomm Media Development Authority (IMDA) to support over 1,000 companies in their digital transformation efforts. Dr Tan See Leng, Minister-in-charge of Energy and Science & Technology in the Ministry of Trade and Industry, made the announcement during his opening speech at the RECHARGE Wind Power Summit 2026 Asia-Pacific.
2. Digital adoption within the M&OE sector has grown significantly since the first M&OE IDP in 2021. As of 2025, more than 90% of companies have adopted at least one sector-specific digital solution, an increase from over 50% in 2023. Even as the sector digitalises, businesses continue to navigate challenges such as manpower constraints, cost pressures and intensifying global competition. With artificial intelligence (AI) and digital technologies becoming more accessible, it presents new opportunities for companies to address these challenges and strengthen their competitiveness.
3. In response to these developments, EnterpriseSG and IMDA worked closely with industry stakeholders, including the Association of Singapore Marine & Offshore Energy Industries (ASMI), to refresh the IDP, aligning it with the Marine & Offshore Energy Industry Plan¹. The IDP aims to help companies leverage digital solutions to solve business challenges, gain competitive advantage, harness niche capabilities and maximise efficiency through AI and digital solutions.
4. The refreshed IDP makes it easier for companies to identify and adopt the right digital tools by organising solutions around five key business touchpoints, where specific operational challenges are matched to suitable solutions:

¹ The [Marine & Offshore Energy Industry Plan](#), launched by ASMI in February 2025 and supported by EnterpriseSG, sets out strategies to develop Singapore into a leading marine & offshore energy hub.

- a. **“Customer Service”** – Includes two new solutions AI-enabled Chatbots for Customer Engagement and GenAI Marketing & Sales Content Generation to help businesses enhance customer engagement.
 - b. **“Design & Engineering”** – Features new solutions such as Computer-Aided Design and Manufacturing (CAD-CAM) and AI-enabled Additive Manufacturing (3D printing) to fast-track product development and engineering cycles.
 - c. **“Procurement”** – Comprises solutions such as Inventory Management System and Automated Warehousing Equipment or Robotics solutions to improve material management and supply chain coordination.
 - d. **“Production & Manufacturing”** – Features new solutions such as Digital & Robotic Welding technologies, Field Service Management System and AI Video Analytics for Workplace Safety to help businesses enhance workforce productivity, quality control and project execution.
 - e. **“Corporate Functions”** – Includes solutions such as Human Resource Management System, Accounting System and Project Management solutions to manage internal operations and compliance.
5. The refreshed IDP also highlights how M&OE companies can leverage **AI and Generative AI** to improve productivity, safety and decision-making across their operations and corporate functions. Key AI-enabled solutions include:
- a. **AI-enabled Additive Manufacturing** helps businesses optimise complex component design processes, improve material efficiency and reduce prototyping time. For example, Mencast Holdings implemented an AI-driven Additive Manufacturing (AIDAM) Cell to 3D-print propellers, using AI tools to optimise propeller designs and automate quality checks for faster, more consistent output. This enabled Mencast to develop advanced propeller designs that improved vessel performance, including increases in vessel speed of up to 10% and reductions in fuel consumption of up to 10%. The additive manufacturing process is also projected to reduce carbon footprint by 36% compared to traditional sandcasting for the same component.
 - b. **Predictive Equipment Monitoring and Maintenance** allows businesses to anticipate equipment failures, minimise downtime and extend asset lifespan using data-driven insights.

About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development.

We partner committed companies to build capabilities, innovate and go global. We drive growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in our products through quality and standards.

We're here, for wherever you're growing. Visit www.enterprisesg.gov.sg for more information.

About Infocomm Media Development Authority

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation by developing a vibrant digital economy and an inclusive digital society. As Architects of Singapore's Digital Future, we foster growth in Infocomm Technology and Media sectors in concert with progressive regulations, harnessing frontier technologies, and developing local talent and digital infrastructure ecosystems to establish Singapore as a digital metropolis.

For more news and information, visit www.imda.gov.sg or follow IMDA on LinkedIn (IMDAsg), Facebook (IMDAsg) and Instagram (@imdasg).

Marine & Offshore Energy Sector Overview

- As of 2024, the Singapore Marine & Offshore Energy sector consists of over 1,000 companies, comprising both globally competitive SMEs and large homegrown firms. The sector manufacturing output reached S\$15.9 billion.

Quotes for Media Reporting

Mr Wong Zeng Yi, Assistant Managing Director for Manufacturing, EnterpriseSG

“The Marine & Offshore Energy sector has made significant progress in digital adoption and the refreshed IDP builds on this by including new and enhanced solutions to help companies gain a stronger competitive advantage. Through the IDP, we want to help companies tap on digital and AI solutions to improve productivity, unlock new opportunities and strengthen Singapore’s position as a leading marine and offshore energy hub.”

Mr Johnson Poh, Assistant Chief Executive, Enterprise Transformation and Innovation Group, IMDA

“The refreshed Marine & Offshore Energy IDP is designed to help companies in the sector tackle their operational challenges and drive growth through digital. As companies face rising competition, manpower challenges, and tighter project timelines, the goal is to boost efficiency, enhance safety, and improve overall productivity through digital. We are here to help support the Marine & Offshore Energy sector to stay competitive and meet the sector’s growth targets.”