

LIFE-SAVING BUSINESS

MS KAREN SOH, MANAGING PARTNER
NORSTA ASIA PTE LTD

Already a leading solutions provider in the marine and offshore industry, Ms Karen and her team have continued making waves this year with the introduction of **Rescuesonic™**, an innovative Life Saving Appliance (LSA) for use at sea. Its objective is to save lives promptly, enhancing the chances of survival for Man overboard (MOB) victims.

The end goal is to bring these personnel safely home and the **Rescuesonic™** looks set in its course to deliver on this promise. This new LSA model is the world's first Intrinsically Safe Certified Remote Control Buoy Product, the result of years of laborious research and development.

Since inception, the product's presence has been growing steadily - showing great promise in terms of user acceptance and implementation. The **Rescuesonic™** was launched just in June 2019 and within a few short months, global networks have already been formed with trusted partners, with sales and after-sales services workshops distributing this Singaporean brand across several continents.

Ms Soh's experience in operations with various manufacturing plants for 15 years - in particular a notable petrochemical plant in Jurong Island - has given her the edge and know-how to advise clients on the right products and service programmes that would uniquely solve their problems in the best way. Her first hand knowledge of the stringent safety standards for both the Marine and Offshore industries has also helped Ms Soh develop proficient solutions and products like the **Rescuesonic™**.

Besides being in the forefront of the industry, Karen also understands the importance of engaging the expertise of industry veterans. The Norsta team comprises veterans with more than 30 years of experience in the Marine, Defence and Offshore industries.

To date, her greatest achievement is to bring a Singaporean brand onto the global stage - with a host of trusted partners offering this product across various continents. Spurred on by the seemingly limitless potential and the product's popularity, Norsta is all set to embark on an exciting voyage to grow their already promising global network and continuously create value to the LSA industry.



“NOTHING IS IMPOSSIBLE.”

UP CLOSE & PERSONAL

What excites you about the future of your industry?

The dynamism of every situation. Everything is shifting and changing constantly, and scenarios on site are never stagnant or fixed. This makes timely reaction rather challenging but also quite exciting as well. We are also very much in tune with the safety aspects in the industry - safety is the *hot* topic in the marine and off-shore industry globally and we are extremely delighted that we get to be a part of the solution. Creating solutions and being a valuable partner to our clients excites me daily.

How do you approach problems in life?

My mantra is "Nothing is Impossible". Problems are part of life. I view it positively and work on it, and when I overcome these problems, I experience a sense of victory. I believe that whilst solving problems, we should not inconvenience others. After all, the world belongs to everyone!

Passion or Practicality?

Passion. Passion fuels my determination to overcome challenges and energises me to give my 120% to all my clients.

How has your past experience helped you as an entrepreneur and business person ?

It taught me the power of a "Never Say Die" attitude, and my experiences have helped me understand the value of solid partnerships.

How do you stand out from your competitors?

We possess deep knowledge of the LSA community and we have an unwavering passion to create value for the industry.