



CREATED BY



Adventure Race Japan Committee

Tom Bonehill



Based in Asia since 1993, Tom co-leads Norstar Group's strategy and sustainability mission from Singapore with his brother Chris in the US. Initially a shipbroker at Clarkson's and Island Shipbrokers, he joined Chris in 2005 to establish Norstar Shipping (Asia) Pte Ltd. He led the expansion in the East bringing technical ship management in-house under Norstar Ship Management Pte Ltd (Singapore, 2009). He also leads the training and well-being initiatives. Tom continues to expand crew training and recruitment operations in Myanmar from Norstar's office established in 2015 to include Healthcare & Hospitality sectors.

Jan Webber



Jan has worked in the voluntary sector since 1994, in the maritime sector since 2005 and as Director of Development for The Mission to Seafarers since 2017. Throughout her career she has had responsibility for fundraising, marketing and communications. She currently leads a team of 9 and her key strength is in building innovative international corporate partnerships, maximising the benefits for the corporate and for the Mission. Over the years she has built an extensive corporate network in the maritime sector, in particular in Asia. She has been instrumental, over the years, in staging some world-class charity events, and one highlight was watching David Gower play cricket in the Shangri-la in Singapore with the Arrow team.

Sakura Kuma



Sakura Kuma is the Executive Officer of Mitsui O.S.K. Line, Ltd, and the Managing Director of MOL (Asia Oceania) Ptd, Ltd. She is cosponsible for overall strategy and business development in the Southeast Asia and Oceania region. Before joining MOL, Sakura held several leadership roles in the shipping industry.

Prior to the current role, she served as the Senior Advisor for MOL (Oct, 2024- Mar, 2025). Following the CEO of APM Terminals Japan (2021- 2024), where she not only established and strengthened the commercial function but also improved stakeholder relationship management and expanded the businesses.

As the Executive Director of Yokohama Kawasaki International Port (2017- 2020, seconded from NYK), Sakura was responsible for marketing & sales and terminal development. She led the green fuel transition process, including developing LNG bunkering, and served as the liaison to industrial associations and partners, including MPA.

During her tenure with NYK (2001-2021), Sakura's career was enriched by a variety of experiences. She started in container business, leading several container terminal M&A projects overseas especially working on East Asia, Southeast Asia and Europe. She was involved in NYK's global HR strategy planning, established and led the overseas marketing/sales division for NYK Bulk & Projects Carrier, Ltd (a 100% NYK-owned subsidiary), and was appointed as the first female representative of NYK to Yusen Terminals LLC, overseeing its operation at the west coast of United States.

Sakura's passion for the industry and its DE&I improvement remains constant. In her free time, she also enjoys hiking, diving and golfing.

**Ken
Hasui**



Ken has been in the shipping business since 1987 when he started his career at Sumitomo Corporation. He has good relationships with shipping industry professionals across Asia, UK, Europe and of course Japan. He was based in the UK (London) as a shipping representative for Sumitomo 2000-2005, and left Sumitomo end of 2014 to start his own business. He then returned to shipping in 2017 due to his deep relations with the owner / founder of Norstar Group. Ken is now responsible for business development in Japan as Representative of Norstar Group. He was a rugby player and now he loves to run and take part in marathon races.

**Chris
Eve**



Christopher Eve completed a Deck Cadetship with Cunard Steamship and served as 3rd Officer on the company's fruit carriers before studying Japanese & Business Studies at Sheffield University. Living in Japan since 1990, he is Managing Director of Informa Markets Japan, organizing a number of tradeshow in Japan including the maritime industry exhibitions Sea Japan and Imabari Maritime Fair "Bari-Ship". He is Chairman of The Mission to Seafarers Japan. Hobbies: Swimming and sailing his Cornish Crabber yacht.

**Jeremy
Sutton**



Jeremy Sutton is Chief Executive Officer of Swire Shipping. He took on the role in August 2022, having previously held the position of Chief Operating Officer.

Jeremy is a New Zealander, and industry veteran, with 25 years of experience in diverse roles in the shipping and transportation industry in Asia, New Zealand and the USA. Jeremy joined Tasman Orient Line (a Swire subsidiary) in New Zealand in 2006 before moving to Singapore in 2008 and over the past 17 years has held various management roles with Swire Shipping.

Jeremy is a Board Member with the NorthStandard P&I Club, Singapore Maritime Foundation and World Shipping Council. He is currently based in Singapore.

**Maki
Yashida**



Maki has 25 years of Communications and Marketing experience in the Maritime sector. Before founding Star Marine PR, Maki worked at Japan Maritime Daily, engaging in sales and overseas promotion planning. While there, she also did Public Relations for seafarers and ship management-related issues. She has been working at the All Japan Seamen's Union (International Transport Federation) for 10 years and has also engaged for the Japan Shipping Exchange as editor in chief for the "Mariners' Digest" magazine. She completed her Master of Arts degree in Photojournalism at the University of Westminster in London.

**Ben
Hadfield**



Benjamin has worked in the maritime industry for the past 17 years in various roles and locations across the Asia-Pacific region. With stints with Swire Shipping and Maersk, as well as experience with technology service providers in the space, Benjamin is keenly invested in the modernisation of the industry. Nicknamed 'Head of Adventures' in Swire Shipping, the adventure race and the good cause it supports is a great way to be more involved with the wider industry and the people's lives it impacts.

**Emily
Rowling**



Senior Events Manager

Emily is Senior Events Manager at the Mission to Seafarers and is responsible for the events strategy and delivery. She has a degree in Events Management and has worked in the events industry since 2015. Emily previously worked for Cancer Research UK (CRUK) managing a portfolio of mass participation fundraising events contributing to the charity's multi-million-pound income. She also delivered CRUK's first mass participation event under Covid compliant regulations allowing the charity's income to continue during the Covid-19 pandemic. Before joining the Mission, Emily was Operations Manager for Corinium Global Intelligence, an international events company delivering conferences and exhibitions across the US and Europe. Her strengths are project management, event operations and logistics. In her spare time, she enjoys skiing, scuba diving, and walks with her dog.

**Mercedes
Vazquez Bello**



Events Coordinator

Mercedes is Events Coordinator at The Mission to Seafarers, responsible for the events organisation, execution and delivery. She holds a Master's degree in Events Management and has over ten years of experience across the non-profit, governmental, and cultural sectors in the UK, LATAM and Spain. Prior to joining the Mission, Mercedes managed and coordinated international conferences and summits at the World Travel & Tourism Council (WTTC) and the Ibero-American General Secretariat (SEGIB), working closely with global partners and senior stakeholders. Her background also includes roles in exhibition production, cultural and education institutions, with a focus on member engagement and public programme delivery. Mercedes brings a hands-on approach to every event, with strengths in logistics, stakeholder communication, and cross-cultural collaboration. She's passionate about exploring cities and absorbing new cultures, having lived in Spain, Germany, and now the UK.

**Caroline
Zuber**



Events Communications Officer

Caroline is an experienced communications professional, working with The Mission to Seafarers as a Communications Officer. She spent 8 years in Singapore with The American Bureau of Shipping responsible for their Pacific Division Marketing and Communications team covering 16 countries across Asia and the Middle East. Prior to this she was based in London with Navigate PR, and before that Informa, responsible for providing a range of corporate events, marketing, media, and training services to the international maritime and offshore industry.

Her passion for effective communication and experience working across a broad range of cultures enables her to embrace and adapt to new environments and challenges. Caroline's recent experience in the charity and fundraising sectors has driven her passion to draw on skills learnt in her corporate career to support communities across the industry. In her spare time Caroline is learning British Sign Language, holds various voluntary roles, and enjoys time with her family.