



Asia Pacific Maritime 2010
24 - 26 March 2010
Singapore Expo

PRESS RELEASE

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INDUSTRY LEADERS CONVERGE AT ASIA PACIFIC MARITIME 2010 AS OPPORTUNITIES ABOUND IN RECOVERING MARITIME MARKET

Singapore, 22 February 2010 - With the world economic crisis winding down, members of the maritime industry are gearing themselves to look out for new opportunities and ideas to become more competitive in a new economic environment, where Asia's role in the maritime world continues to rise in importance.

Against this setting, the 11th edition of the Asia Pacific Maritime 2010 to be held in Singapore from March 24 to 26 offers high-value content that addresses concerns in a recovering and challenging maritime market. A total of 10 conferences and seminars covering ship financing (including Islamic financing), maritime law, marine propulsion & auxiliary machinery, marine electronics & communications, tanker shipping & trade, green shipping and the business outlook in the respective Asian markets, will be featured.

The much-awaited biennial international maritime exhibition and conference has been a must-attend for many maritime businessmen, entrepreneurs, managers, professionals, specifiers and buyers from around the world, as it is one of the most comprehensive of its kind in the region, having been proven year after year for providing the industry with an effective platform for the exchange of ideas and business. Some 27 industry organizations from 12 countries are supporting the event, including six from Singapore.

Designed with the theme "Shipping in Asia Today, Preparing for the Future", the 10 high-powered conferences and seminars lined up will provide a dynamic arena for industry professionals to learn from and network with international players, and benefit from the sharing of new ideas and innovations to address the critical needs arising from the recovery in the global shipping market.

Kicking off the conferences on 24th March will be a keynote session featuring main speaker Mr Hennie van Schoor, Maersk Line's Director of Business Performance for Asia Pacific. On behalf of the world's biggest

container shipping line, he will present its views on the crisis and provide valuable insights on where the shipping industry would be heading. Joining Mr van Schoor is a panel of high-level shipping executives which includes Dr. Volkmar Wasmansdorff, Executive Vice President of Germanischer Lloyd (GL), Mr. Bill Smart, Managing Director of Bengal Tiger Line Pte Ltd and Mr Divay Goel, Director and Head of Asia Operations, Drewry Maritime Services (Asia) Pte Ltd. The session will be moderated by Mr David Hughes, a distinguished specialist writer from UK.

With 90 per cent of the world trade being transported by ship, it is imperative for the shipping industry to play a more active social role in helping to reduce emissions and embrace ecological responsibility within the industry. APM, in partnership with the Danish Marine Group, will be presenting the "Green Ship of the Future Seminar" to share the vision for green shipping going forward, including discussions on business and technological issues and case studies.

Mr Kurt Feldtfos, Senior Sector Manager of the Danish Marine Group which is presenting the seminar, said: "The Danish maritime industry has always been proactive in its role in ecological responsibility and it is with this direction and mission in mind that we come together to put forward the need for the global maritime players to embrace the Green Ship programme.

"We are confident that this approach will eventually be the key solution for companies to tap on new business projects that involve green shipping and the sustainable sector is just making its mark in Asia. For the first time we are presenting at Asia Pacific Maritime and this is exactly the right platform we need to educate the industry professionals of the impending trends to come."

Said Mr Thomas Yong, Customer Relations Manager - SE Asia & Taiwan, Aalborg Industries: "As market leading manufacturer of highly efficient and environmentally friendly equipment for the maritime market, the Aalborg Industries Group develops new green solutions to support our customers in building and operating their commercial fleet to the highest standard for low environmental impact."

The chairman of the technical conference series on tanker shipping & trade, marine electronics & communications, and marine propulsion & auxiliary machinery, Mr Edwin Lampert, Editor of Tanker Shipping and Trade Magazine commented: "The conference programmes have been designed to reflect the ethos of their supporting journals: subject specific, current and with an informed perspective on the challenges and opportunities ahead."

The wide-ranging technical topics include "Carriage of cargo: the interface between owner-charterer and supplier and how to strengthen it", "Maximizing fleet performance in a downturn", "How best to scrub up post

Copenhagen”, “The critical questions for today’s shipowners looking to sustain operations tomorrow”, and “Is a one-stop shop solution for environmental management feasible?”

The must-attend conferences and seminars include:

- “Ship Financing Conference: Navigating uncertainties”, March 24 and 25;
- “Asian Maritime Law Conference – Recent developments in Asian maritime law and issues in international disputes”, March 26;
- “Spotlight on Asia Series” on the current shipbuilding trends and capabilities in China, Japan and India, March 24, 25 and 26 respectively;
- “Green Ship of the Future Seminar”, March 25
- Tanker Shipping & Trade Asia Conference 2010, March 24
- Marine Electronics & Communications Asia Conference 2010, March 25
- Marine Propulsion and Auxilliary Machinery Asia Conference 2010, March 26

The Spotlight on Asia series will be rolling out distinguished speakers from the three featured countries - China, India and Japan. From India will be five speakers including Ms. Lakshmi Venkatachalam, Director General, DG Shipping, who will cover “Shipping - Challenges in Painting Global Economic Landscape”, and Mr. Karan Madhok, CEO, The Institute Of Marine Engineers (India), will talk about the “Indian Shipbuilding Industry- Perspective in the Global Market”. Topics covered in the China series will include the current and emerging trends and practices in China’s maritime industry and insights into China’s winning formula for becoming one of the top shipbuilding nations in the world, including Nantong – one’s of China’s leading shipbuilding cities. Japan will have speakers from K Line Singapore and Yanmar Asia.

In addition to the conference line-up, APM 2010 has expanded to feature more than 900 companies and 12 official country pavilions in one of the most international exhibit showcases of its kind. The exhibition floor at the Singapore Expo will see lots of new-to-market presence from emerging cutting-edge companies that promise to give APM an impactful new dimension to an already truly comprehensive marketplace for all kinds of technology, equipment and system for shipbuilding, shipping services and port operations.

Other key highlights at APM 2010 include China Day – a special feature on China’s maritime industry. Besides featuring an impressive China Pavilion that comprises key equipment manufacturers, shipyard and technology providers, a strong visiting delegation headed by the government and commercial organizations has also been planned. Visitors can look forward to an array of free seminars, networking cocktails and exchange sessions with the Chinese delegation.

The power-packed, comprehensive conference programmes have been developed in consultation with the maritime industry, and in partnership with key collaborators which include the industry's top content drivers such as Lexis Nexis and Riviera Maritime Media.

Said Ms Michelle Lim, Managing Director, Reed Exhibitions, Singapore: "The conference programme has been painstakingly put together to deliver maximum value for delegates and visitors to Asia Pacific Maritime 2010, we are glad to contribute positively to the industry's learning and aspiration for success".

For more information, visit APM's website at <http://www.apmaritime.com>

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For media inquiries, please contact:

Richard Koong, Rockette Communications

Tel: +65 62231011

Email: rockettecomm@gmail.com

Melanie Mostafa, Reed Exhibitions

Tel: +65 67804587

mail: melanie.mostafa@reedexpo.com.sg