

# Asia Pacific Maritime 2008

## 7,058 visitors over 3-days and 42% growth topped by 80% rebooking onsite for 2010

The 10th instalment of Asia Pacific Maritime 2008 (APM) closed on a record high, with 841 participating companies from 52 countries and 7,058 visitors taking part in the 3-day exhibition. The show grew by forty-two percent this year, with a thirty-four percent increase in international presence and a forty-one percent increase in local participation.

There were ten national pavilions from China, France, Germany, Japan, Norway, Romania, Singapore, South Korea, The Netherlands, and the United Kingdom. China took the spotlight as the feature country of the year, with 100 China maritime players led by China Chamber of Commerce for Import & Export of Machinery & Electronic Products (CCCME), Weichai Power, and supported by the China Association of the National Shipbuilding Industry (CANSI).

APM 2008 also saw a strong Middle East presence, with key players such as Thuraya Satellite, Dubai Maritime City and Sharjah Ports announcing plans to launch aggressively into Asia. Also breaking new ground at APM 2008 was the participation of several Romanian maritime companies, signalling the marked growth in the East European shipping industry's presence in Asia Pacific.

Participating companies were impressed with the turnout and quality of the visitors to the show. "We've had a good level of interest at our stand. We're very impressed with the level of exhibitors. There is a very good range of manufacturers and equipment suppliers here and also a very good representation of the industry. We'll definitely be back for APM 2010m," said Mr Andy Easdown, Senior Vice President, Lloyds Register, Asia

"APM seems to be a very busy show. A lot of customers and business partners are coming here. We are very happy so far with the outcome," said Mr Peter Kneipp, President and CEO, MTU Asia Pte Ltd.

The response has been very good in these first two days. I have already seen about 300 visitors who have come to my booth to exchange ideas and namecards," said Mr K. Elango, Managing Director, EPAS Fire Protection Pte Ltd.

"We've had a very positive experience. This is the first time we have been outside of Dubai exhibiting ourselves and showcasing what we are all about. We've had very positive vibes and we are setting forward to do what we wanted to do," said Mr Raveen Guliani, Regional Sales Manager, Dubai Maritime City

"Yes, we will definitely be back for the next APM. The amount of traffic has been good and the people visiting are of a high quality and the companies are very happy indeed," said Mr John Southerden, Director, British Marine Equipment.

APM 008 remains, as always, a mainstay of serious business transactions. A number of significant deals were closed during APM 2008:

- CINTA ASIA Singapore (CAS), successfully contracted 16 units of the HYUNDAI HIMSEN Propulsion Engine, worth USD20.6 million to Hyundai Heavy Industries.
- Strategic Marine signed a contract for a 23.9 metre, 60 tonne bollard pull new generation compact tug, for the Port of Napier (New Zealand), a symbolic addition to Strategic Marine's order book, as it is the first tug boat signing in the company's history.
- VOSTA LMG, a world leading engineering and contracting company for the dredging industry, announced a deal with INAI KIARA, a premier dredging company in Malaysia. The deal will see VOSTA LMG partnering with INAI KIARA for the fabrication of VOSTA's CUTTER SUCTION DREDGE 750 for the regional market.

APM has established itself as the gateway to the maritime industry in Asia, an indispensable platform for the sourcing of maritime products, as evidenced by the positive response from the visitors during the 3-days:

"Quite a lot of well know exhibitors. The coverage here is quite comprehensive. We've got people from almost every industry here. My main purpose today is to look out for the latest technology in the market and products that we can sell or to work together with the companies exhibiting here. I'll definitely be back for the 2010 exhibition," said Mr Eric Cheong, Sales Executive, Miltrade Technologies.

"Most of the items that they are marketing today are not in the market yet so this is something new that we can introduce to the marine line," said Mr P. Sasi Naidu, Purchaser, IHC Merwede.

"It's pretty impressive. Most of the main players are here and I'll definitely come back again," said Ms Grace Chew, Regional Manager, Kohler Company Power Systems Asia Pacific

The continued strong support of the industry means that APM 2010 is well on its way to be beating this year's record. 80% of exhibitors have already rebooked for the next edition, with the 10 pavilions indicating their interest to be back with a larger presence. With this favourable response, APM 2010 will be expanded, taking up two halls at the Singapore Expo. The next edition of APM will be held from 24 - 26 March 2010 at the Singapore Expo, Halls 3 & 4. For more information, visit [www.apmaritime.com](http://www.apmaritime.com). Danny Chaplin of Chaplin Public Relations contributed this report.

