



**Asia Pacific Maritime 2010**  
24 - 26 March 2010  
Singapore Expo

PRESS RELEASE

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## **11<sup>th</sup> ASIA PACIFIC MARITIME TO RETURN STRONGER AMID RENEWED OPTIMISM**

*Asia's premier maritime exhibition and conference unveils a compelling line-up for 3 full days of buying, selling and networking activities*

Singapore, 28 December 2009 - As the region gears up for stronger business recovery in 2010, Asia Pacific Maritime 2010 (APM) is poised to offer an even greater variety of solutions to meet the needs of the shipping and shipbuilding industries as they ride on the crest of a new demand curve.

Scheduled to be held from 24th to 26th March 2010 at the Singapore Expo, APM is further reinforcing its status as one of the leading holistic international events of its kind in the region, with some 900 companies and industry professionals participating in the exhibition and about 10 conferences and seminars, as well as networking opportunities.

The biggest ever International presence with 13 country pavilions and lots of new-to-market presence from emerging cutting-edge companies 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.

The APM Opening Keynote will address the pressing issue of the global shipping market recovery with the theme "Shipping in Asia Today, Preparing for the Future". The keynote speaker will be Mr Hennie van Schoor, Maersk Line's Director of Business Performance for Asia Pacific, who will give the world's biggest container shipping line's views on the crisis and what it sees in the crystal ball.

He will be joined by a high powered panel of shipping executives in a discussion, and a question and answer session with delegates.

“APM 2010 is getting tremendous response from an even bigger cross-section of the maritime industry this time, because they anticipate the economic recovery in Asia will precede that of other regions in the world and they want to be here when it happens. Exhibitors are telling us they see greater growth potential in Asia than ever before,” said Ms Michelle Lim, General Manager, Reed Exhibitions, Singapore.

With increasing buzz over Asia's rapidly improving economic prospects, more companies are using APM as the platform to make themselves noticed in the area, as well as for introducing new products and services, making it a must-visit for all in the maritime industry.

The 3-day maritime industry platform, which allows industry players to buy, sell, network and get updated with the latest emerging trends in the maritime trade and explore collaborative opportunities, is packed with a comprehensive programme for almost every industry sector. It includes a host of technical and business conferences & seminars on the shipping sectors that address topics including tanker shipping, marine electronics and communications, marine propulsion and auxiliary machinery, maritime laws, ship financing, and other marine related presentations.

One of the events that is expected to attract much attention is the 'Green Ship of the Future' Seminar. With 90% of world trade being facilitated by ship, the maritime industry is fully aware of its environmental responsibilities and has already taken proactive measures in co-operation with the International Maritime Organization. 'Ship of the Future' has a story to tell on the latest efforts by the industry to further advance the green cause.

Other key highlights at APM 2010 include:

- APM Fashion Marine 2010 – First introduced at APM 2006, this popular maritime fashion show is a creative platform for exhibitors to highlight their products and services on the catwalk!
- Spotlight on Asia series – This interactive exchange programme will give visitors the opportunity to acquire first hand information and insights on the current and anticipated shipbuilding trends and capabilities of featured Asian countries.

- Maritime Forum – Leading technology suppliers, equipment manufacturers and industry groups will gather their knowledge to showcase the very latest products to attendees via presentations, interactive dialogues and networking sessions held alongside their sessions.
- PSA Port Tour – Visitors to APM 2010 will have an opportunity to tour the Port of Singapore Authority (PSA) Singapore Terminals.
- Networking Sessions - Delegates and exhibitors will have numerous opportunities to mingle and network at APM's many networking sessions, receptions and cocktail events.

The organiser, Reed Exhibitions, expects the visitorship for the 2010 event to exceed the 7,058 number registered at the 2008 presentation. For more information, visit APM's website at <http://www.apmaritime.com>

### **About Reed Exhibitions**

Reed Exhibitions is the world's leading organiser of trade and consumer events. Reed Exhibitions excels in creating high profile, highly targeted business and consumer exhibitions and events to establish and maintain business relations, and generate new business.

Every year it runs over 470 events in 37 countries, bringing together over 7 million active event participants worldwide. With over 2,700 employees in 38 offices around the globe it serves 44 industries worldwide, including Aerospace & aviation, automobiles, building & construction, electronics, energy, engineering, entertainment, environment, food & hospitality, gifts, healthcare, IT, jewellery, life sciences & pharmaceuticals, property, manufacturing, medical education, packaging & converting, printing & visual communication, security, sports & recreation, travel.

Its network of offices and promoters extends to 65 countries. With more market-leading events than any other organiser, nobody delivers more business contacts than Reed Exhibitions.

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