



Asia Pacific Maritime 2018 kicks off amid industry anticipation for upturn

Biennial event institutes new initiatives at exhibition and conference to meet present-day needs

SINGAPORE, 14 MARCH 2018 – Asia Pacific Maritime (APM), Asia’s premier shipbuilding & marine, workboat and offshore exhibition and conference, was officially launched this morning by Dr Lam Pin Min, Senior Minister of State, Ministry of Transport & Ministry of Health, Singapore.

Taking place from 14 to 16 March, the biennial event comes at a time when the industry is cautiously optimistic, supported by signs of recovery across maritime sectors and positive macroeconomic development.

In conjunction with its 15th edition, APM has injected new elements at the exhibition and conference to ensure that maritime businesses are well-equipped to take advantage of the anticipated upswing. Newly introduced initiatives include the APM Leaders’ Forum, Thematic Networking Events, Career & Skills Pavilion, and APM Recommendation Tool.

Yeow Hui Leng, Group Project Director, Reed Exhibitions **said**, “Asia remains one of the fast-growing regions in the world, which bodes well for the maritime industry’s long-term prospects. For over three decades, APM has rode through multiple cycles with industry players. This year, as maritime businesses look forward to an upward cycle supported by positive indicators in the industry and global economy, APM presents a comprehensive exhibition showcase and conference programme to position delegates well for the changing tide.”

Comprehensive exhibition to meet needs across maritime value chain

At the three-day exhibition, more than 1,500 brands from 60 countries will be represented at over 640 booths. With a wide range of products and technologies showcased, APM will serve as a one-stop platform for more than 15,000 trade visitors from around Asia, as they seek the appropriate solutions for their business needs.

To maximise exposure of their latest products, various industry players have launched new offerings at APM. These include **AMOS International (S) Pte Ltd** (a new ALCONA brand for crews at sea, which includes CrewGear and Essentials), **Garmin Corporation** (10-inch and 12-inch AQUAMAP® keyed GPS Chartplotter/Fishfinder/Radar multifunction display), **Robert Bosch (SEA) Pte Ltd** (industrial spark plugs and marine batteries), **Siemens** (gas engine marine series) and **Ulstein Group** (cruise vessels with X-BOW hull lines).

The exhibition also features strong international representation with 18 official pavilions from Austria, Australia, China, Denmark, Finland, France, German, Greece, Indonesia, Japan, Malaysia, Norway, Singapore, South Korea, Spain, Taiwan Shipbuilding Industry Association (TSIA), The Netherlands and United Kingdom.

	<p>Connecting you with the shipbuilding & marine, workboat and offshore community in Asia</p>
<p>14-16 March 2018 Hall A, B, C, D, E & F, Marina Bay Sands Singapore www.apmaritime.com</p>	

Networking to facilitate collaborations

Knowledge-building and networking opportunities are high on APM’s agenda, with six new thematic networking sessions. Curated for different segments of the industry, these events will also see domain experts share insights and uncover important trends.

Topics include marine equipment and fitting, the new global sulphur cap, ICT and digitalisation, as well as lubricants, coatings and corrosion, which will be broached by the likes of **Douglas Raitt**, Lloyd’s Register Asia, Regional Consultancy Manager; **Jack Brabban**, Fleet Management, Chembulk, Vice President; **Lionel Steinitz**, YS Energy, Chief Executive Officer; and **Morten Lind-Olsen**, Dualog, Chief Executive Officer.

The inaugural Career and Skills Pavilion will also be a platform for knowledge exchange and securing opportunities – while experts expound on talent-related topics at more than 10 presentations, human capital, recruitment agencies, talent management and training & development organisations will provide guidance to professionals seeking career or upskilling opportunities.

Beyond events that facilitate the right alliances, APM 2018 also sees the introduction of the APM Recommendation Tool. Taking into consideration individual visitor interests and business objectives, the tool provides recommendations on the most relevant companies to meet, thus helping visitors navigate the exhibition and maximise their time effectively according to their unique business needs. The platform comes amid growing emphasis on innovation, digitalisation and big data, and is a first of its kind within the maritime exhibitions industry.

Industry veterans to shed pertinent insight at the APM conference

To celebrate its 15th edition, APM 2018 sees the introduction of the APM Leaders’ Forum (14 March), which will kickstart the three-day conference. Industry leaders such as **Carmelita Hartoto**, Chairwoman, Indonesian National Shipowners’ Association (INSA) & Vice-Chairman of Transportation, Indonesian Chamber of Commerce and Industry (KADIN); **Ed Stening**, Chief Digital Officer Asia, CMA-CGM; **KD Adamson**, Futurist & Chief Executive Officer, Futureautics Group; **Kenneth Lim**, Chief Technology Officer, Maritime Port Authority; and **Capt. Michael Elwert**, Group Chief Executive Officer of Elektrans will discuss pressing issues such as the 2018 outlook, digitalisation and women talent in maritime.

Also happening on the same day is the Workboat Conference (14 March), which will delve into the future of the workboat sector, its operations, vessel and equipment requirements, and likely disruptions. Amid chatter about autonomous shipping, **Oskar Levander**, Senior Vice-President of Concepts & Innovation, Digital & Systems at Rolls-Royce will deliver a keynote entitled “An autonomous maritime future? Unmanned workboats are here - where to next?”.

The next day (15 March), a spotlight will be placed on the outlook of the tanker market, maritime finance – in view of the decline of European banks and the rise of Asian counterparts – as well as Vietnam’s potential as a maritime nation.

Delegates of the conference sessions on Day 3 (16 March) will peer into the days to come, as notable names in the industry discuss the future of marine fuels, hybrid maritime and the offshore sector.



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15TH EDITION

And with Asia Pacific now holding its position as the world’s second largest cruise market by capacity, APM will also host a Cruise Seminar that will introduce the latest technologies for the industry and discuss the expectations of cruise ship owners.

Co-located with APM are other knowledge-sharing platforms. These include the IBIA (International Bunker Industry Association) Asia Bunker Symposium; Digital Ship's Maritime Cyber Resilience Forum where cybersecurity will be top of mind; Intellectual Property (IP) Management and Enforcement in the Maritime Industry which will deep dive into IP issues and strategies to protect against risks.

APM 2018 will be held from 14 to 16 March 2018 at the Singapore Marina Bay Sands Expo and Convention Centre.

More information about APM 2018 is available on <https://www.apmaritime.com>.

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About Asia Pacific Maritime (APM)

Asia Pacific Maritime (APM) is Asia’s premier maritime, workboat and offshore exhibition and conference. Gathering the world’s marine, workboat and offshore community in Asia, expect to meet 15,000 visitors and decision makers from Asia, 1,500 international products & services companies from over 60 countries including 18 official pavilions and over 50 industry influencers, all in one single platform to buy, sell, network and learn. For more information, visit the official website at www.apmaritime.com.

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