



MEDIA RELEASE

Building a resilient maritime industry at Asia Pacific Maritime 2016

APM 2016 returns as dynamic one-stop platform to bolster the region's marine, workboat and offshore community in the face of tough economic conditions

SINGAPORE, 16 March 2016 – Asia Pacific Maritime (APM) 2016, Southeast Asia largest maritime trade exhibition, and Asia's premier event for international marine, workboat and offshore communities, opens today in its 14th edition, with Guest-of-Honour, **Chairman of the Maritime Port Authority Singapore, Lucien Wong,**

From today until 18 March, more than 15,000 end-users comprising ship, boat and vessel owners, buyers, yard managers and many more are expected to converge at the Marina Bay Sands Expo and Convention Centre. Spanning two floors and six exhibition halls that cover 21,000 square metres, APM 2016 will feature over 1,500 international exhibiting companies and 50 leading experts from the industry.

Undoubtedly, the maritime and offshore industry has faced strong headwinds in 2015 and is bracing for more challenges ahead. Poised to be the maritime event of the year, APM 2016 takes place at a timely juncture where industry players can seize the opportunity to network with counterparts, learn of innovative strategies and identify business activities to stay ahead in Asia.

According to **Mike Meade, CEO of M3 Marine**, APM 2016 comes at a time when the industry should look to investing in innovations and finding ways to optimize efficiencies, so that they will be well placed to do well when the markets turn and the global economy picks up again. Holding APM in Singapore, for example, "plays a pivotal role as we have strong economic links and connectivity to all the major world markets and a strategic location."

Nazery Khalid, Honorary Secretary of Association of Marine Industries of Malaysia (AMIM), also agrees. Commenting on how maritime players in the oil industry can compete effectively, "those who can match the call by oil majors to reduce cost and enhance efficiency through improving their technical capabilities and discover more innovative and cost effective ways to do business will survive the challenging times and stand to prosper as the oil markets rebound."

Testament to the industry's confidence to ride out the rough weather is the increased exhibitor participation at APM this year. The three-day exhibition will see a total of 17 country pavilions including new pavilions from Austria, Indonesia and Spain, showcasing innovative and cutting edge solutions to help reduce operating costs, increase efficiency, and create greater value for industry players to stay competitive.

Michelle Lim, Managing Director, Reed Exhibitions said, "Despite conservative sentiments, we believe that the downturn has presented business a timely opportunity to reposition themselves and identify new possibilities to stay afloat. As events organiser, we are not resting on our laurels, and we make sure to deliver relevantly to the industry's needs so that businesses can ride on the wave when the economy picks up. We are very excited to be supporting the industry in Singapore and rest of Asia with APM 2016."

Staying afloat with a marketplace that delivers competitive edge

Robust business activity is expected on the APM 2016 exhibition floor. Apart from exhibiting companies across the spectrum of maritime industry such as **Beng Hui Marine Electrical Pte Ltd** (Singapore), **Jason Electronics** (Singapore), **Raytheon Anschuetz Singapore** (Singapore), **St. Kitts & Nevis International Ship Registry** (United Kingdom) and **BASS Software** (Cyprus), there is also great presence of companies within the maritime engine sector.



This includes **Anglo Belgium Corporation** (Belgium), **Cummins** (USA), **Daihatsu** (Japan), **Dresser-Rand** (Spain), **Guangzhou Diesel Engine Factory Co., Ltd** (China), **Moteurs Baudouin** (France), **MTU** (USA), **Niigata Power Systems** (Singapore), **Rolls-Royce** (United Kingdom), **Shanghai Diesel Engine Co., Ltd** (China), **Tractors** (Singapore), **Volvo Penta** (Sweden), **Weichai** (China) and **Yanmar** (Japan).

Patrick Lim, Chief Operating Officer of BH Global Corporation Ltd, said, “In every business, it has to be win-win. We want to bring value to our customers apart from our products. Our aim is to improve the efficiency of the supply process by offering the right item at the right price coupled with our value-added services.” The company will exhibit a range of marine and offshore electrical products including sustainable marine LED lighting, showcase their online platform, BH eStore, and also introduce maritime cyber security solutions at APM 2016.

Visitors can also expect a slew of product launches at APM this year. **Cummins**, a global power leader, for example, will be launching the QSK95, a state-of-the-art engine that delivers radically improved power capability for both freight and passenger operations. This is the first time Cummins’ largest diesel engine will be displayed for the Asian maritime market.

Maritime thought leaders converge to discuss matters of concern

The APM 2016 conference will see a gathering of top experts to discuss the most pressing issues affecting the maritime industry today. Quality control and regulation, the serious issue of overcapacity in several parts of shipping, talent retention and grooming will be covered. In addition, delegates can look forward to expert opinions on key business concerns, such as the future outlook of the offshore vessels market, the impact of weakness in Europe, the strong US dollar, diminishing growth in China, low energy costs and the inevitable rises in interest rates on Asia.

In another industry first for Asia, APM 2016 will also address the importance of quality management in shipping. **Peter Williams, Secretary of the International Association of Classification Societies (IACS) Ltd** will be giving the keynote address on the IACS Quality System, which assures quality levels in spite of increasingly complex shipping regulations. “IACS Quality System Certification Scheme (QSCS) is celebrating its 25th anniversary this year. The importance of Asia in shipping, especially shipbuilding, cannot be overstated. We are very pleased to be here to explain what QSCS is and the importance of quality management systems in the modern maritime industry.”

The APM conference will also feature **C. Sriramamurthy**, Chief Operating Officer, Indian Registry of Shipping, India, **Douglas Raitt**, Global Fobas Manager, Lloyds Register, Singapore, **John LaRese**, Technical Liaison Manager, ExxonMobil Marine Fuels, **Abhishek Pandey**, Head, ASEAN, South Asia, Africa & Middle East – Shipping Finance & Structured Finance, Standard Chartered Bank, Singapore, **Duncan Telfer**, Commercial Director, Swire Pacific Offshore Operations, Singapore and **Alessandro Ciochi**, Vice President Offshore, V Group, Monaco.

In tandem with Indonesia’s move to be a maritime axis, the APM conference will include a dedicated track on Indonesia and maritime opportunities there. Attendees to the conference can expect to network with Indonesian players including Indonesian Shipbuilding and Offshore Association (IPERINDO), Indonesia’s National Shipowner Association (INSA), among many others.

Said **Carmelita Hartoto**, Chairwoman of INSA and Vice Chairman of Transportation Indonesian Chamber of Commerce and Industry (KADIN), “The effort to restore Indonesia as a maritime nation requires the participation of various parties, especially investors both from within the country and abroad. We’re happy to be supporting such partnerships, and APM 2016 would be an ideal platform to provide Indonesia with international business networking opportunities as well as discussion opportunities among top industry players in the maritime and offshore industry.”



APM 2016 will also be co-located with [InterMET Asia 2016](#) – an exhibition bringing together global weather and climate services industries - as well as conferences on maritime insurance, training and development of crew and challenges and opportunities for fueling the maritime industry.

Please refer to Event Guide for full conference synopsis and Appendix A for full speakers list.

APM 2016 will be held from 16 to 18 March 2016 at the Singapore Marina Bay Sands Expo and Convention Centre. More information about APM 2016 is available on <https://www.apmaritime.com>.

Stay connected with us via LinkedIn at <https://lnkd.in/byEMQtd>.

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About Asia Pacific Maritime (APM)

Asia Pacific Maritime (APM) is Asia's premier exhibition and conference focusing on shipbuilding & marine, workboat and offshore. Gathering the world's maritime and offshore community in Asia, expect to meet over 15,000 industry professionals from Asia, more than 1,500 international products & services companies including 18 country 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.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser, with over 500 events in 43 countries. In 2014 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 41 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries. www.reedexpo.com

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