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# Asia Pacific Maritime 2014

Shipbuilding & Marine • Workboat • Offshore

19 - 21 March 2014  
Marina Bay Sands, Singapore  
www.apmaritime.com

The 13<sup>th</sup> edition of  
**Asia Pacific  
MARITIME**

## MEDIA RELEASE

For Immediate Release

### TECHNOLOGICAL E-VOLUTION FOR A SUSTAINABLE SHIPPING INDUSTRY

#### Resilient Asia Riding the Wave of Cautious Optimism

**Singapore, 10 March 2014** – Cautious optimism and brighter lights now beacons the maritime community in Asia. Having undergone a tumultuous time in recent years fraught with mounting challenges, things are finally easing for the shipping industry.

In light of this positive industry development, more than 1,500 leading international maritime companies will be converging at the 13<sup>th</sup> edition of the Asia Pacific Maritime (APM) to exchange ideas and showcase their latest marine engineering and port technology. Taking place between 19 and 21 March 2014, the 15 per cent increase in exhibitor participation is expected to draw a record high visitorship of about 15,000.

#### Riding the wave of optimism

It is a game of catch-up for many. Maritime companies are now placing an increased emphasis on technological innovation to boost efficiency and productivity in order to get ahead of the competition.

For many APM exhibitors, 2014 will be a better year as they remain resilient and focus on new strategies to overcome the challenges ahead. “The uncertainty that was facing the marine industry in the last few years has forced many companies to face the hard truth. In order to keep up with times, it is imperative to keep abreast with technological innovation so as to increase efficiency and secure the company’s future. For an industry that is traditionally conservative, we are now taking a longer-term view in technology adoption in order to keep the company’s competitive edge,” said Mr Ronald Tan, CEO, Jason Electronics Pte Ltd, Singapore.

Besides productivity measures, another driver of change seems to be the adoption of technological advances.

Mr Ho Kah Huat, General Manager of the Power Systems Division at Tractors Singapore Limited concurs: “We can see an upward trend in the demand for technologically-advanced products. In 2014, we expect more end-users to adopt green technology such as hybrid systems in vessels instead of the conventional mechanical systems or diesel electric propulsion (DEP) systems as the technology becomes more

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economically viable, with lower owning and operating costs and significant reduction in the carbon footprint compared to conventionally-powered vessels,” Mr Ho added.

“The maritime industry is facing a turning point leading to more companies exploring the merits of embracing technology,” says Ms Michelle Lim, Managing Director, Reed Exhibitions.

“We are expecting more innovative products to be launched at the event this year, a significant increase from the last edition in 2012. Buyers’ vibes are positive this year; we are expecting a 15 per cent increase in the number of visitors with regional growth from emerging economies such as India, China and Indonesia. Also, I am happy to share that INSA (Indonesian National Shipowners' Association) will be leading a delegation of more than 20 ship owners to the show for the first time. These positive developments point towards a good show in 2014,” Ms Lim added.

### **Increased focus on technology offerings at APM 2014**

Visitors will also have the opportunity to be the first to view the latest cutting-edge shipbuilding, marine engineering and port technology in the industry that will provide solutions to improve fleet efficiency, fuel savings, ballast water management, ship safety and security features.

For example, Jason Electronics will be launching the OstiaEdge® Realtime Analytics at APM this year. It is a web-based application that enables ship owners, operators and managers to use onboard data to make better operational and maintenance decisions and in turn, increase reliability, achieve greater asset productivity, reduce fuel and energy consumption and decrease operating costs.

On why they chose APM as the launch pad, Mr Tan said: “APM is one of the biggest maritime exhibitions in the region, with strong visitors and exhibitors base that matches our customers’ profile. There is no better avenue for us to give the market the first glimpse of our product than at APM. And beyond expanding our business contacts, it is also a good ground to touch base and reconnect with our past customers.”

Mr Renco K.H. Yong, Executive Director, Gimhwak Shipyard Sdn. Bhd., Malaysia, who will be exhibiting at APM for the first time, agrees: “We chose APM because of its reach; buyers and sellers from all over the world congregate at this bi-annual event. This is where we can meet most of our potential customers. We are excited and hoping to have the first hand preview of some of the latest technologies in the market.”

For some exhibitors, APM offers more than just new business potential. Mr Ho believes that as a recognised regional platform for the maritime industry, APM allows Tractors Singapore to strategically reach out to more customers in the Asia Pacific region. He said: “The well-organised official pavilions at APM allows us to



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showcase our expertise and capability as a total solution provider for marine propulsion systems, as well as a packager of offshore products in the oil and gas industries.”

**An exchange of ideas among leading industry players**

Drawing on the experience and expertise of leading exhibitors, APM will feature a Panel Discussion session on Maritime Communication & Technology that will take place on Day 2 of the APM Conference.

Mr Chris Lim, Market Development Manager, APAC, Inmarsat said: “Sentiments on the maritime industry in 2014 has been very positive so far, with companies more willing to take calculated risks. I think that there is no better time to touch on maritime technology than now, when companies are more open-minded and receptive to new ideas.”

Mr Lim will be joined by six other speakers as they discuss hot topics like cloud-computing, how it has impacted the shipping industry, communications in shipping efficiency, amongst others.

Visitors can also learn about the latest products and technologies in the market at *the Maritime Presentation Forum*, a platform where leading equipment manufacturers, service providers and maritime technology suppliers showcase their newest products and technologies through interactive dialogues, ‘live’ demonstrations and presentations.

Themed ‘Where the Maritime World Congregates’, the 13th edition of APM will be held at Singapore’s Marina Bay Sands Expo and Convention Centre. In a space of 21,000 square metres (18,000 sqm in 2012), attendees can expect to see 16 official country pavilions (14 in 2012), 1,500 international maritime companies (1,300 in 2012) from 53 countries and meet with 15,000 (almost 13,000 in 2012) visitors from 60 countries.

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## About Asia Pacific Maritime 2014

Asia Pacific Maritime (APM) is the one-stop market for the region's maritime community, showcasing the latest in marine engineering and port technology. Regarded by the industry as the region's premier maritime event, APM will be featuring shipbuilding & marine, workboat and offshore segments.

APM offers a holistic business experience by combining a comprehensive exhibition, high-powered conference, and a host of networking sessions that connect quality Asia Pacific buyers to international maritime suppliers.

While sourcing products that will put your company at the forefront of the maritime business, APM also allows you to explore new international markets and grow your business globally.

Celebrating its 13th edition in 2014, APM is one of Asia's most established and proven maritime exhibitions and is strongly supported by the international maritime community. Take this opportunity to create business exposure with the industry where over 1,500 leading international maritime exhibitors across 53 countries converge with an expected 15,000 visitors from over 60 countries.

For more information on Asia Pacific Maritime, visit the official website at [www.apmaritime.com](http://www.apmaritime.com).

## About Reed Exhibitions

Reed Exhibitions is the world's leading events organizer, with over 500 events in 40 countries. In 2013 Reed brought together over six million active 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 organized by 34 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events and is part of the Reed Elsevier Group plc, a world-leading publisher and information provider.

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