



MEDIA RELEASE

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InterMET Asia industry exhibition and conference to co-locate with Asia Pacific MARITIME in March 2016

Media Generation Ventures Ltd, organiser of the meteorology and climate services event InterMET Asia and Reed Exhibitions Singapore, organiser of the prestigious Asia Pacific Maritime announced an agreement to co-locate these leading industry events.

Taking place on 16 & 17 March 2016 at the iconic Singapore landmark Marina Bay Sands Expo and Convention Centre, InterMET Asia and Asia Pacific Maritime will occupy a combined 'footprint' of 22,000 sq m of nett hall space and expecting over 14,600 visitors and more than 1,550 international product and service companies to form Singapore's most significant showcase for the meteorology and climate services, shipbuilding & marine, workboat and offshore industries.

InterMET Asia is the only event in the Asia-Africa-Pacific region bringing together the global weather and climate services industries with a senior audience from more than 25 countries under one roof. InterMET Asia is supported by the Global Facility for Disaster Reduction and Recovery (GFDRR) and now in its third successful year.

Asia Pacific Maritime has, over the years, grown into one of the most significant maritime exhibitions and conferences, earning itself a definite spot on the calendars of many key leaders in the industry, from owners to suppliers to delegates from around the world. As the leading trade event in the industry, APM recognises Asia's rising influence that continues to fuel the global shipping industry. The vibrancy is undeniable, with more than 90% of all ships being built in this region, coupled with most of the world's top container ports. And this is only just the tip of the iceberg.

According to the two organisers, the addition of InterMET Asia delivers a compelling and powerful value proposition to national and international suppliers, buyers and end-users from all sectors of the meteorology and climate services, shipbuilding & marine, workboat and offshore industries.

Tony Stephenson, Director at Media Generation Venture's, says "that there are many industry sector overlaps between the two events, with many of the products and services on display at InterMET Asia of interest and real value to the shipbuilding & marine, workboat and offshore industries. The free-to-attend InterMET Asia conference will also feature expert speakers who as well as discussing how meteorology can assist specific aspects of maritime operations, from fuel efficiency to heavy weather avoidance, can discuss the latest advances in meteorology technology and their role in the maritime environment."

According to YEOW Hui Leng, Senior Project Director, Reed Exhibitions, Singapore "We're very pleased to have InterMET Asia co-locate with APM 2016. This collaboration will benefit our visitors the most as they will be exposed to a myriad of exhibitors from maritime, workboat and offshore at APM and also exhibitors from the maritime meteorology at InterMET Asia. Together with InterMET, APM will be the one-stop platform where visitors will be able to network with like-minded individuals and industry experts across industries, allowing them easy access to ideas and knowledge sharing to advance the maritime trade and industry."

With Reed Exhibitions, Singapore and Media Generation Ventures reporting very high satisfaction and ROI from exhibitors at previous year's editions of Asia Pacific Maritime and InterMET Asia, both organisers are



expecting significant growth of their events in 2016, especially with the extra business opportunities provided via the InterMET co-location.

“I would encourage companies considering participation at InterMET Asia or Asia Pacific Maritime in 2016 to contact the relevant organiser now to discuss stand options. With space bookings for 2016 already flowing in and with finite hall space available at Marina Bay Sands, both Media Generation Ventures and Reed Exhibitions, Singapore are expecting a sell-out across the two events. We urge suppliers not to miss what will be an unprecedented opportunity to grow your market share across industry sectors over two intensive days of face-to-face customer engagement.” Stephenson concluded.

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For media, exhibitor, visitor and delegate information, contact:

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Asia Pacific Maritime: Reed Exhibitions, Singapore, YEOW Hui Leng, ph +65-6780 4639, email huileng.yeow@reedexpo.com.sg , website <http://www.apmaritime.com/en/home/>

Notes for Editors

1. InterMET Asia – www.intermet.asia – is the only exhibition & conference of its kind in the Asia-Africa-Pacific region to showcase a broad range of hydro-meteorological technologies and applications relevant to national and international weather services as well as to weather-sensitive activities including agriculture, aviation, energy, tourism, disaster mitigation and management, and maritime and land-based transportation. The proceedings of the 2015 event are available for download at blog.intermet.asia
2. APM 2016 - <http://www.apmaritime.com/en/home/> - APM is one of the oldest and most successful maritime events in Asia with a proven track record of excellent attendance by exhibitors and visitors. Into its 15th edition, APM is the must-attend event on the Asian maritime calendar.

About the Organisers

InterMET Asia is organised by Media Generation Ventures Ltd, part of Media Generation Group Ltd. which is based in the UK and was established in 2001.

The Group has established a strong track record for organising a range of high profile international business-to-business events notable for the quality of their content, the calibre of the participants, and the networking opportunities they provide.

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.