

MEDIA RELEASE

Rising Above Challenges at Asia Pacific Maritime 2016

- The 14th edition of the exhibition and conference returns in March and is now open for registration
- APM 2016 will be a dynamic one-stop platform for the region's marine, workboat and offshore community with the many co-located conferences featuring industry heavyweights and over 1,500 exhibitors

SINGAPORE, 26 January 2016 - [Asia Pacific Maritime \(APM\) 2016](#), one of Asia's biggest exhibitions and conferences, will return in its 14th edition with a focus on shipbuilding and marine, workboat and offshore. The three-day conference will comprise a dynamic lineup of regional and international industry figures as well as exhibitors under one roof to address challenges as well as capitalize on opportunities within the industry.

2015 has been a challenging year for the maritime and offshore industry. With issues like falling oil prices and slow global economic growth, ship operators have struggled to cover operating costs. Echoing this sentiment is **Khalid M. Hashim**, Managing Director at Precious Shipping Public Company Limited, Thailand, one of the speakers for APM 2016 conference.

"Macroeconomic factors such as the gloomy economy and plummeting scrap prices have slowed down business activities for the maritime and offshore industry. Undoubtedly, 2015 has been a year plagued by lackluster demand and slow growth," says **Hashim**. "That said, all's not lost. We are optimistic that things will pick up in the coming years. After all, maritime trade continues to play a vital role in the global economy."

Hashim will be joined by a distinguished list of like-minded maritime and offshore thought leaders including **Captain Mike Meade**, CEO and Founder, M3 Marine Group Pte Ltd, Singapore, **Joachim Skorge**, Regional Head of Asia & Managing Director, DNB Bank ASA, Singapore, **Duncan Telfer**, Commercial Director, Swire Pacific Offshore Operations (Pte) Ltd, Singapore, and **Eddy K. Logam**, CEO and Chairman, PT Steadfast Marine and Indonesian Shipbuilding and Offshore Association (IPERINDO), at the bi-annual APM conference. The conference will see industry experts discuss hot topics including:

- An outlook on how consolidation in the sector is affecting future growth
- Resourcing talent to sustain the market demands of a bear market
- Owners as a key driver in OSV supply and its impact on overall global demand dynamics
- Is the weakness in Europe, a strong US dollar diminishing growth in China, low energy costs and inevitable rises in interest rates causing concerns on this side of the world?
- How are the regional LNG markets maintaining its momentum in an uncertain business environment?

The full list of the heavy weight speakers and information on their topics can be found [here](#).

In the face of these challenges and opportunities, attendees at APM 2016 can expect the convergence of end-users from Asia such as ship, boat and vessel owners, managers, yards and key exhibitors including **Beng Hui Marine Electrical Pte Ltd** (Singapore), **Jason Electronics (Pte) Ltd** (Singapore), **Raytheon**

Anschuetz Singapore Pte Ltd (Singapore), **St. Kitts & Nevis International Ship Registry** (United Kingdom), **BASS Software Ltd/ BASS Sdn Bhd** (Cyprus), **Global Marine Safety (Singapore) Pte Ltd** (Singapore), **TEHO International Inc Ltd** (Singapore), **Tru-Marine Pte Ltd** (Singapore), **Viking Engineering Pte Ltd** (Singapore), **Heatec Jietong Pte Ltd** (Singapore), **Jotron Asia Pte Ltd** (Singapore) and **MT-Marine Technologies Pte Ltd** (Singapore).

Upbeat about APM 2016 is returning exhibitor TEHO International Inc Ltd, who is looking forward to the networking and business opportunities during the trade show. Said **Lim See Hoe**, Executive Chairman and CEO of TEHO International Inc Ltd, “Over the years, APM has provided TEHO with business networking opportunities with international players where information about the maritime and offshore industries were exchanged. It is also a platform for us to meet up with our regional customers as well as showcase our new product launches.”

Hoping to leverage APM as a stepping stone for greater business opportunities this year is St. Kitts & Nevis International Ship Registry, a first-time exhibitor from the United Kingdom. “We’re always looking for market penetration opportunities in the region given how it’s an important market for the maritime and offshore industry. APM is naturally considered for its ability to connect the maritime and offshore community - regardless of customers or exhibitors,” said **Debasis Mazumdar**, CEO of St. Kitts & Nevis International Ship Registry head quartered in London.

Asia is key in driving next phase of growth

Although the maritime sector has met with a number of obstacles, analysts remain optimistic that Asia will continue to dominate the shipbuilding industry.

In 2015, Singapore recorded huge months of bunker sales at 3,984,000 metric tonnes, a 12.3 percent increase over November 2014. There has also been an increased commitment from companies to develop their maritime and shipping sector in Asia. A recent example is shipping giant CMA CGM, who has bought over the shipping line Neptune Orient Lines (NOL) for \$3.38 billion in order to expand and strengthen its presence in Asia. Neighboring countries like Indonesia also pushed out plans to develop marine destinations as well as improve seaport facilities as part of its vision to be the World’s Maritime Axis, casting the spotlight on growth in the region.

“As Asia continues to maintain its foothold in the global economy, we have to remain attuned to the industry’s needs by bringing in prominent players that can share their insights and inspire thought-provoking dialogues. Attendees can expect powerful discussions from the world’s most important heavy weights as they share their forecast on the future of the shipping industry,” said **Yeow Hui Leng, Senior Project Director, Asia Pacific Maritime.**

“Despite severe pressure on offshore oil & gas shipping caused by the oil price shock, over capacity in the supply of equipment, an excess in oil supply and a decrease in oil demand, purchasing power in Asia will continue to increase significantly over the next 25-30 years. This will most likely see a rise in Asia’s contribution to oil and gas E&P activities,” says **Captain Mike Meade, CEO and Founder, M3 Marine Group Pte Ltd, Singapore.** “Given the intricate link between offshore marine and the oil and gas E&P spend, this has helped to drive innovative maritime solutions, especially in China and South East Asia. To

ensure the holistic development of this sector, it is important to maintain an active exchange so that new technologies may surface.”

Learn, network and strike deals under one roof

Into its 14th year, APM has grown into one of the most momentous maritime, workboat and offshore exhibition and featuring the latest in equipment and technology. This year, APM 2016 will also be co-located with InterMET Asia 2016 - an exhibition bringing together global weather and climate services industries - as well as the following informative conferences

Dates	Conference Titles/ Details	Organizer
17 March	Digital Ship @ APM 2016 1-day conference session looking at innovation & evolution in maritime connectivity	Digital Ship
16, 17 March	1st Asia Pacific Maritime Insurance Conference Managing Increasing Exposures & New Risks in the Maritime World	Asia Insurance Review
17 March	IBIA Bunkering Conference @ APM IBIA Bunkering Forum @APM looks at the challenges that lie ahead with regard to shipping, in meeting emissions standards.	International Bunker Industry Association (IBIA)
16, 17, 18 March	PetroEDGE trainings <ul style="list-style-type: none"> • Bunker Quality & Claims Management • Interpreting & Managing Time Charterparty for Offshore Support Vessels • Oil & Liquefied Gas Tanker Operations 	petroEDGE

Visitors can expect a wide array of discussion topics from leading international experts and regional practitioners of latest developments in marine, workboat & offshore from ship financing, understanding Asia’s overall marine and offshore demand, LNG to communications and technology, marine insurance as well as skills development trainings for the oil and gas industry.

“APM 2016 will provide visitors and exhibitors a comprehensive experience by combining an international meteorological exhibition, a multitude of networking events and world class conference sessions that connects buyers to international maritime suppliers,” said **Yeow**, “Exhibition goers can expect an unlimited number of learning opportunities, establish connections amongst like-minded individuals, address challenges of the industry and stay ahead of shipping trends”

Conferences are now open for registration at the abovementioned links within the table.

Asia Pacific Maritime 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>.



END

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 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 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 organizer, 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 organized 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

For more information, please contact:

Rasheed Abu Bakar / Low Sieu Ping
The Hoffman Agency for Asia Pacific Maritime 2016

Email: APMSG@hoffman.com

Contact No.: +65 6361 0250