



MEDIA RELEASE

Revitalising Malaysia's shipping industry at Asia Pacific Maritime 2016

The 14th edition of APM returns as a dynamic one-stop platform for Malaysia's marine, workboat and offshore community, featuring established international companies, renowned global and Malaysian speakers as well as co-located conferences

KUALA LUMPUR, 9 March 2016 – [Asia Pacific Maritime \(APM\) 2016](#), Asia's premier exhibition and conference with a focus on shipbuilding and marine, workboat and offshore, will return in its 14th edition. The three-day conference will comprise a dynamic lineup of regional and international industry figures and exhibitors under one roof to address challenges as well as capitalise on opportunities within the industry.

While 2015 was a challenging year for the maritime and offshore industry, Malaysia is looking towards future growth. A shipping master plan was discussed in the same year at the National Shipping Conference, which aims to help Malaysia weather the storm, head towards recovery and become a developed maritime nation. The plan also stresses the importance of bringing the Malaysian shipping industry up to speed with her neighbours Singapore and Indonesia, and compete in pricing and efficiency.

As Malaysia works towards this maritime goal, APM 2016 comes in at a timely juncture to foster greater conversations. It remains a highly sought after commercial platform by professionals from Malaysia, and is a great stepping stone for Malaysian businesses hoping to tap on the regional and international presence.

Nazery Khalid, Honorary Secretary, Association of Marine Industries Malaysia (AMIM), said, "The maritime industry has never been an industry for the faint-hearted. It has gone through the ups and downs of the business cycle over the past decades and in view of the current maritime landscape, industry players are encouraged to stay innovative, cost competitive and nimble in order to flourish. Tough times are here to stay, but when the going gets tough, the tough get going."

Echoing similar sentiments is fellow Malaysian enterprise, Bumi Armada. **Rezza Hassan**, Head of OSV Business at Bumi Armada, who is also one of the key speakers at APM 2016, shared that the company has fostered stronger conversations with their customers and suppliers to tide over the difficult period of oil prices together.

Docking Malaysia at the heart of the region's maritime growth

Set to inspire industry professionals around the region, APM 2016 will be a strategic platform for the region's maritime, workboat and offshore community to meet, share ideas and establish business relationships. The bi-annual conference is expected to host a distinguished list of like-minded maritime and offshore regional thought leaders, including **Khalid Moinuddin Hashim**, Managing Director, Precious Shipping Public Company Limited, Thailand, **Peter Sand**, Chief Shipping Analyst, BIMCO, Denmark, **Peter Williams**, IACS Quality Secretary, IACS Ltd, United Kingdom, **Mark Charman**, Chief Executive Officer,



Faststream Recruitment Group, United Kingdom, **Duncan Telfer**, Commercial Director, Swire Pacific Offshore Operations, Singapore, **Captain Peter Hall**, Chief Executive Officer, IBIA, United Kingdom and **Alessandro Ciochi**, Vice President Offshore, V. Group, Monaco.

The APM 2016 conference will see discussions on current topics relevant to Malaysia and the region, including:

- Remaining competitive in an industry that is constantly struggling to remain afloat.
- Empowerment of local shipbuilders to be more competitive in the Asian shipbuilding circuit.
- Confidence about the shipping industry over the next 5 -10 years, will it give acceptable returns whilst behaving in a rational manner.
- Direction of future growth for OSV operators in the region.
- The new generation of OSVs and what to expect.

On top of that, at the opening keynote of APM 2016, **Peter Williams**, International Association of Classification Societies (IACS) Quality Secretary, IACS Ltd, United Kingdom, will present on “The Gold Standard for Safe Ships and Clean Seas in an ever more regulatorily complex and commercially demanding maritime world.” This is the **first time in Asia** that the IACS will present a case study on the emphasis of the IACS Quality system – to assure a certain level of quality given the complexity of the current and impending shipping regulations.

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

“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 to share insights and inspire dialogues. APM 2016 will play a pivotal role in combining high-powered conferences, cutting-edge exhibitions and networking sessions to foster networking opportunities,” **said Yeow Hui Leng**, Senior Project Director, Reed Exhibitions, organiser of APM 2016. “There are immense possibilities in Malaysia and we are excited to bring APM to the community here and vice versa.”

Into its 14th year, APM has grown into one of the most momentous maritime, workboat and offshore exhibitions and will be featuring the latest in equipment and technology. It will bring together more than 15,000 end-users from Asia such as ship, boat and vessel owners, buyers, yard managers and over 1,500 key exhibitors including **Hans Advisory & Trust Co Ltd** (Malaysia), **Gimhwak Enterprise Sdn Bhd** (Malaysia), **Safetyware Sdn Bhd** (Malaysia), **Beng Hui Marine Electrical Pte Ltd** (Singapore), **St. Kitts & Nevis International Ship Registry** (United Kingdom), and **BASS Software** (Cyprus).

Currently open for registrations, 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 at <https://www.apmaritime.com>. Stay connected 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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