



## **Press Release**

**Release: IMMEDIATE**

### **SEA ASIA 2009: Top Asian shipowners and maritime companies take centrestage in the global maritime industry**

**11 June 2008** – The crucial issue of how to raise the Asian shipping industry's voice on the global maritime stage is set to be discussed at a high profile conference of leading maritime professionals in Singapore next year.

The conference will take place at Sea Asia 2009, the region's leading maritime conference and exhibition which returns to Singapore's Suntec City Convention Centre from 21-23 April 2009.

The debate at Sea Asia 2009 is entitled 'The Asian Voice in World Shipping – Clearer and Stronger' and event organisers Seatrade and the Singapore Maritime Foundation are lining up a stellar group of shipowners and leading maritime figures to discuss what has become one of the industry's most pressing issues.

The need for a stronger, clearer Asian voice on the world maritime stage reflects the fundamental shift of shipping and maritime activity to the East.

Chairman of the Singapore Maritime Foundation (SMF), Mr SS Teo, is backing the Asian Voice in World Shipping movement.

“Top Asian shipowners and leading maritime operators will congregate in Singapore for Sea Asia 2009. They will share insights of the maritime issues pertinent to this region to develop the voice of Asian shipping. The event epitomizes the unity and professionalism of the Singapore maritime community, both government and the private sector, in presenting an international maritime event of world-class standing,” said Mr Teo.

As at the debut Sea Asia in 2007, the articulate debate and multitude of voices will be evident at the 2009 gathering. Asian shipowners, who today own or operate almost half the world merchant fleet, feel that their views and interests must be better reflected at the international shipping forums. And they will be making their opinions heard at Sea Asia.

The first session on the morning of Tuesday, 21 April – **The Asian Voice in World Shipping – Container Shipping & Logistics** - will include leading players from a cross section of the industry in Asia to discuss the global and regional container market outlook.

This session will be chaired by **S.S. TEO**, Managing Director, Pacific International Lines, Singapore, President, Singapore Shipping Association and Chairman,

Singapore Maritime Foundation and confirmed speakers include: **HIROYUKI MAEKAWA**, President, Japan Shipowners' Association and President & CEO, Kawasaki Kisen Kaisha, Ltd ("K" Line); **JESPER PRAESTENSGAARD**, Chief Executive, Asia Pacific, Maersk Line; **KUAH BOON WEE**, Chief Executive Officer, Southeast Asia & Singapore Terminals, PSA International; and **RANDY CHEN**, Special Assistant to the President, Wan Hai Lines Limited.

The second session in the afternoon – **The Asian Voice in World Shipping – Bulk Markets** will focus on the dry and liquid bulk markets and the outlook for the industry going forward.

This session will be chaired by **ANDREAS SOHMEN-PAO**, Managing Director, BW Shipping and confirmed speakers include: **LEE JEONG-HWA**, Chief Executive Officer, S K Shipping and **KENNETH KOO**, Group Chairman & CEO, Tai Chong Cheang Steamship Co (HK) Ltd.

In response to overwhelming response and participants' requests received at Sea Asia 2007, these two sessions of The Asian Voice in World Shipping will feature longer interaction time between the participants and the panelists.

More maritime experts will be lined up for the following two days of the conference to lead sessions on Ship Finance, Shipbuilding, Technical issues relating to Marpol Annex VI, Ballast Water as well as Conversion & Refurbishment, Manning and Crewing, Marine Insurance, LNG Shipping (organised in association with SIGTTO), and the Charterers' Forum.

Adding to the list of prominent names behind the show, is the distinguished International Advisory Panel that has been formed to provide advice and counsel to the planning of this mega-maritime show that will be rivalled by none. The support from this group of industry movers and shakers indicates a strong endorsement of Sea Asia.

Speaking at the official launch of Sea Asia 2009 in Singapore today, Chairman, Seatrade, Mr Christopher Hayman said: "Sea Asia has captured the imagination of the Asian and international shipping community like no other event has done before. Although Sea Asia 2009 will only be the second time the event has been held, it is already firmly established as a must-attend event for every shipping professional with an interest in the future of Asian shipping."

Over 10,000 participants are expected from over 45 countries at Sea Asia 2009 which boasts an expanded show size of 11,000 square metres in gross exhibition space to house more than 350 exhibitors and at least 10 national pavilions including those from Singapore, China, Japan, Korea, and Norway. International brand names like PSA, Keppel, Sembcorp Marine, ABB, Wartsila as well as major classification societies and shipyards from China, Korea, Malaysia and the Middle East feature among the list of exhibitors.

A number of social events will be held during the 3-day gathering including the GAC Sea Asia Golf Classic 2009 on the afternoon of Monday 20 April at Raffles Country Club; the Speakers' Dinner sponsored by PSA Corporation also on 20 April; and on Wednesday 22 April, Keppel Offshore & Marine will host the official Sea Asia 2009 reception in the exhibition hall at Suntec, Singapore.

For the first time, the Singapore Maritime Week, spearheaded by the Maritime and Port Authority of Singapore (MPA) will come together with Sea Asia 2009. There will be a series of high-profile events organised by the local and international maritime community, which includes key events such as the 3rd Singapore Maritime Lecture and the Singapore International Maritime Awards gala dinner-cum-awards ceremony organized by the MPA.

BG(NS) Tay Lim Heng, MPA's Chief Executive said: "The MPA is pleased to support Sea Asia 2009. The MPA will organise the annual Singapore Maritime Week in April 2009 with Sea Asia as an anchor event. We envisage that the bringing together of both events will enhance the overall participant value and experience of the maritime community gathering in Singapore. Collectively, the host of conferences, dialogues, exhibitions and social events contributes to Singapore's development as an International Maritime Centre."

Ends.

## **ABOUT SEATRADE**

For over 30 years, Seatrade has been a leading maritime publisher and international events organiser. Headquartered in UK, Seatrade publishes **Seatrade magazine** and **Seatrade Cruise Review** plus bespoke supplements.

Seatrade's family of conferences and exhibitions has grown in strength and number over the years. Its signature exhibition and conference event in this region, **SEA ASIA** (co-organised with the Singapore Maritime Foundation), takes place once every two years.

With an increasing presence in Asia, Seatrade opened a Representative Office in Singapore in 2006. For more information about Seatrade's evolving portfolio of publications and events, visit **[www.seatrade-global.com](http://www.seatrade-global.com)**.

## **ABOUT SMF**

The Singapore Maritime Foundation is a private sector-led organisation established to develop and promote Singapore as an International Maritime Centre (IMC).

Established in 2004, the Foundation seeks to work in partnership with the different sectors of the maritime industry to advance the maritime interests of Singapore through collaborations and events. Some of the notable projects include the inaugural collaboration with Seatrade, Sea Asia, the iconic maritime event which has received overwhelming response from the industry players, both in Singapore and overseas, the MaritimeONE (Outreach Network) an initiative that seeks to heighten awareness of the maritime industry, the maritime professionals, the exciting career opportunities and boost recruitment into this booming industry. For details, visit [www.smf.com.sg](http://www.smf.com.sg)

For more information, please contact **HELIX MEDIA**, public relations consultants to Seatrade for SEA ASIA.

Edward Ion: +65 6294 8500

Mobile: +65 9111 6871

Email: [edward.ion@helixmedia.asia](mailto:edward.ion@helixmedia.asia)

Website: [www.helixmedia.asia](http://www.helixmedia.asia)