



Press Release

FOR IMMEDIATE RELEASE

Japan's maritime business leaders to join regional counterparts at key event in April

**Sea Asia 2011 spotlights '*The Asian Voice in World Shipping*'
Over 12,000 maritime professionals and decision-makers expected to
congregate in Singapore**

Tokyo, Japan, Tuesday January 11, 2011 – Japanese shipowners and maritime professionals are showing their support for **Sea Asia**, the region's leading conference and exhibition event for the shipping sectors, and are expected to arrive in numbers when **Sea Asia** opens for three days from 12-14 April in Singapore.

The central theme, ***The Asian Voice in World Shipping***, will be projected in the event's conference by top executives of leading international companies from Japan and other Asian nations as well as Europe and other areas.

Sea Asia 2011 was today endorsed by senior figures in the Japanese shipping community at a briefing in Tokyo hosted by the event co-organisers, Seatrade and the Singapore Maritime Foundation (SMF).

Today's briefing was led by Mr Christopher Hayman, Chairman of Seatrade together with Mr Koji Miyahara, Chairman of Nippon Yusen Kabushiki Kaisha (NYK Line) and President of the Japanese Shipowners' Association.

Mr Miyahara said today: "**Sea Asia** has grown in significance since its launch in 2007 and we hope the 2011 event will be the largest yet. I believe it will be supported by many representatives from Japan's shipping and maritime industries as it is well-recognised as a major meeting place for the exchange of ideas and views.

"Japanese shipowners strongly support the concept of a greater voice for Asian shipping which is why we will be supporting **Sea Asia** 2011"

Seatrade's Christopher Hayman added: "The support of the Japanese shipping and maritime communities for **Sea Asia** is vital for the success of the event as we recognise that Japan remains one of the world's great maritime nations which continues to play a leading global role in both shipowning and shipbuilding.

"I know that the theme of the Asian voice in shipping is one that is high on the agenda for the Japanese shipping community which has already made great strides

in ensuring that Asian owners have a clearer and strong voice in world shipping affairs.”

Other speakers at today’s briefing were Mr Noboru Ueda, Chairman and President of ClassNK and Chairman of IACS Council and Mr Erik Gundersen Papp, Senior Vice President and Senior Advisor, Shipping, Offshore & Logistics, DnB NOR Bank ASA, Singapore Branch. DnB NOR is one of the world’s leading ship finance banks and also one of the **Sea Asia**’s principal sponsors.

Mr Ueda of Class NK will be delivering the opening remarks for the Technical Day which is one of the parallel sessions to be held on the second day of **Sea Asia**’s conference (13 April).

Speaking today, Mr Ueda said that as far as the Asian voice in world shipping was concerned, it was the IACS’s membership’s role to provide active technical contributions and technical leadership to the global maritime community including IMO and to ensure that IACS decisions and agreements reflected the needs and opinions of the entire maritime industry, including those of Asia.

Other industry leaders lined up to speak at the **Sea Asia** 2011 conference include Kenichi Kuroya, President & CEO, Kawasaki Kisen Kaisha, Ltd (“K” Line), S.S. Teo, MD of Pacific International Lines Pte Ltd (PIL) and President of the Singapore Shipping Association (SSA), Yudhishtir Khatau, Vice Chairman and MD of India’s Varun Shipping, also President Designate of the Baltic & International Maritime Council (BIMCO); Philip Clausius, President and CEO of FSL Trust Management; Akira Akiyama, Division Vice President Engineering, Pacific Division, ABS; Remi Eriksen, COO & Head of Division Asia, Pacific & Middle East, DNV; Roger Roue, Principal Technical Advisor of the Society of International Tanker and Terminal Operators’ (SIGTTO); Andreas Sohmen-Pao, Group CEO of BW Maritime and CH Tong, CEO of Keppel Offshore & Marine.

As **Sea Asia** delivers a siren call to the international maritime community, now recovering from the global economic crisis, the organisers have reported satisfaction with the event’s continued growth and reputation – not only as a platform for the exchange of knowledge and opinion, but as a recovery tool for sales and marketing teams seeking to expand customer bases.

More than 85% of the exhibition space has already been booked by maritime, shipping and offshore-related companies from close to 40 countries, and the organisers confidently expect to surpass the numbers of the last **Sea Asia**, when over 10,000 executives from 62 countries came for the three-day event. Leading the Japanese pavilion at the **Sea Asia** exhibition is Nippon Kaiji Kyokai (ClassNK) and the Japan External Trade Organisation (JETRO). Other Japanese exhibitors include Cornes & Co Ltd, Kawasaki Heavy Industries Ltd, Naigai ROPE Mfg. Co., Ltd and Tokyo Nisshin Jabara. The **Sea Asia** 2011 exhibition will also feature other country pavilions including China, Norway, Singapore and the United Kingdom. The three-day event at Marina Bay Sands is expected to host over 12,000 participants. The organisers are honoured to have Singapore’s Deputy Prime Minister and Minister for Defence Mr Teo Chee Hean as the Guest of Honour to officially open **Sea Asia** 2011 and tour the exhibition on the morning of April 12.

Sea Asia 2011 is principally sponsored by DnB NOR Bank ASA, Executive Ship Management, Lloyd’s Register, NOL Group and RightShip. Other sponsors include

ABB Pte. Ltd., ABS, Nippon Kaiji Kyokai (ClassNK), DNV, DVB Bank, GAC, HMS Far East Pte Ltd, Ince & Co, Jurong Port, Keppel Offshore & Marine, MTM Ship Management, Panama Maritime Authority, Pacific International Lines (PIL), PSA, Sembcorp Marine, ShipServ, Standard Chartered Bank, The Standard P&I Club, Tiger Oil Marine and V Ships.

For more information about **Sea Asia 2011**, visit www.sea-asia.com

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About the Organisers

Seatrade

Covering the globe - www.seatrade-global.com.

Established 40 years ago, **Seatrade** is a leader in maritime and cruise publications, conferences and exhibitions, training, awards and other special projects. Regular events include international trade exhibitions and conferences across all maritime sectors, management training courses for shipping professionals, training seminars for travel agents and maritime award schemes, including the prestigious Seatrade Awards held at the Guildhall in London. Seatrade publications include magazines, supplements and yearbooks, whilst daily maritime news is provided online by Sea Asia Online (www.seatradeasia-online.com).

Singapore Maritime Foundation

The **Singapore Maritime Foundation** is a private sector-led organisation established to develop and promote Singapore as an International Maritime Centre (IMC). Incepted in 2004, SMF seeks to work in partnership with the different sectors of the maritime industry to advance the maritime interests of Singapore through collaborations and events. One of its notable projects include MaritimeONE (Outreach Network) an initiative that seeks to heighten awareness of the maritime industry, the maritime professionals, the exciting career opportunities and boost recruitment for the maritime industry.

For more information about SMF's initiatives, visit www.smf.com.sg

For more information, please contact Helix Media, public relations consultants for SEA ASIA 2011.

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Appendix: Sea Asia 2011 factsheet, conference programme and speaker line-up

Organised by: Seatrade and Singapore Maritime Foundation

Held at: Marina Bay Sands, Sands Expo and Convention Centre

Dates: 12 – 14 April 2011, Tuesday to Thursday

Edition: 3rd (1st in 2007, 2nd in 2009)

Endorsements/Awards:

- Approved International Fair (AIF) awarded by Singapore Tourism Board
- Exhibition of the Year (Sea Asia 2009) awarded by Singapore Tourism Board
- Supported by Maritime and Port Authority of Singapore (MPA) and 15 other trade and industry associations

Exhibition size (gross):

2011 – 13,600 square metres, **70% growth** over inaugural event launched in 2007

2009 – 11,000 square metres

2007 – 8,000 square metres

Participants:

2011 – over 12,000 maritime executives and professionals expected, representing **more than 70% growth** in participation numbers over inaugural event launched in 2007

2009 – 10,186

2007 – 7,000+

No. of exhibiting companies:

2011 – over 350 expected, **at least 40% expansion** over inaugural event launched in 2007

2009 – 342

2007 – 250+

No. of countries represented:

2011 – close to 70 countries expected, **increase of at least 60%** in terms of countries represented over inaugural event

2009 – 62

2007 – 42

Conference:

2011 – **Close to** 60 speakers being lined-up to tackle 5 focused streams on “Asian Voice in World Shipping”, “Ship Finance Day”, “Technical Day”, “LNG Activities in the Far East” and “Offshore & Energy Day”.

2009 – 68 speakers led debates in 10 conference sessions held over 3 days

2007 – 80 speakers from 16 countries

Sponsored by:

2011 – 25 sponsors as at end Dec 2010. Principal Sponsors: DnB NOR Bank ASA, Executive Ship Management, Lloyd’s Register, NOL Group and RightShip. Other sponsors include ABB Pte. Ltd., ABS, Nippon Kaiji Kyokai (ClassNK), DNV, DVB Bank, GAC, HMS Far East Pte Ltd, Ince & Co, Jurong Port, Keppel Offshore & Marine, MTM Ship Management, Panama Maritime Authority, Pacific International Lines (PIL), PSA, Sembcorp Marine, ShipServ, Standard Chartered Bank, The Standard P&I Club, Tiger Oil Marine and V.Ships.

2009 – 23 sponsors including principal sponsors DnB NOR Bank ASA, Lloyd's Register, PSA and Thuraya

2007 – 22 sponsors including gold sponsors Jefferies and PSA

SEA ASIA 2011

Conference Programme & Speaker Line-up (as at end December 2010)

TUESDAY, 12 APRIL 2011

0930 – 1000 hrs

Delegate Coffee/Tea

Sponsored by [Standard Chartered](#)

1000 – 1230 hrs

THE ASIAN VOICE IN WORLD SHIPPING: CONTAINER SHIPPING & LOGISTICS

Sponsored by [Lloyd's Register](#)

Examine the pace and scale of economic recovery and its implications for container operators and cargo interests in both the intercontinental and intra-Asian trades.

Session Chairman

S.S. Teo, Managing Director, Pacific International Lines (Pte) Ltd and President, Singapore Shipping Association

Panelists

Randy Chen, Special Assistant to the President, Wan Hai Lines Ltd

Eng Aik Meng, President, APL

Eivind Kolding, Chief Executive Officer, Maersk Line and the Container Business

Kenichi Kuroya, President & CEO, Kawasaki Kisen Kaisha, Ltd ("K" Line)

Yang Shaopeng, Chairman & Executive Director, SITC International Holdings Company Ltd

1230 – 1400 hrs

Delegate Lunch in Sea Asia 2011 Exhibition Hall

1400 – 1430 hrs

Delegate Coffee/Tea

Sponsored by [Standard Chartered](#)

1430 – 1700 hrs

THE ASIAN VOICE IN WORLD SHIPPING: THE MAJOR BULK TRADES

Sponsored by [RightShip](#)

Explore the prospects for the major dry and liquid bulk trades, in the light of recovery-led growth and demand on the one hand and an expanding fleet on the other.

Session Chairman

Yudhishthir Khatau, Vice Chairman and Managing Director, Varun Shipping Company Ltd and President Designate, BIMCO

Panelists

Morten Arntzen, President & Chief Executive Officer, Overseas Shipholding Group, Inc

John Brunton, Global Director of Market Analysis, Cargill Energy Transportation & Industrial, Cargill International S.A.

Kenneth Koo, Group Chairman & CEO, TCC Group

Klaus Nyborg, Chief Executive Officer & Executive Director, Pacific Basin Shipping Ltd

Dr Kyuho Whang, Chief Executive Officer, SK Shipping

WEDNESDAY, 13 APRIL 2011

0830 – 0900 hrs

Delegate Coffee/Tea

SHIP FINANCE DAY (parallel sessions)

The theme of the day will be a critical analysis of the mood of the market two years on from the worst of the credit crunch.

0900 – 1130 hrs

THE GLOBAL SHIP FINANCE MARKET AND THE STATE OF THE SHIPPING INDUSTRY

Sponsored by [DnB NOR Bank](#)

The morning session will focus on the supply/demand outlook for the major market sectors; making sense of the order book and the scale of cancellations and deferrals; changing trends in traditional relationships in shipping and the move by pure charterers into shipowning; the continued momentum of the offshore sector.

Session Chairman

Harald Serck-Hanssen, Global Head of Shipping, Offshore and Logistics, DnB NOR ASA

Speakers

Nigel Anton, Managing Director and Head of Shipping Finance, Standard Chartered Bank Plc

Dagfinn Lunde, Member of the Board of Managing Directors and Head of the Shipping Division, DVB Bank SE

1200 – 1330 hrs

Delegate Lunch in Sea Asia 2011 Exhibition Hall

Sponsored by [DVB Bank](#)

1330 – 1400 hrs

Delegate Coffee/Tea

1400 – 1630 hrs

ALTERNATIVE INSTRUMENTS OF SHIP FINANCE

In the afternoon, the focus will shift to the availability and cost of finance for shipping in Asia; the expanding shipping portfolio of the Chinese banks; equity and the capital markets; alternative sources of capital including hedge funds, private equity and Asian family funds.

Session Chairman

Philip Clausius, President & CEO, FSL Trust Management Pte Ltd

Speakers

Andreas Beroutsos, Senior Managing Director and Partner, Eton Park Capital Management LP

Henry C. Mytton-Mills, Managing Director, Aries Shipbroking (Asia) Pte Ltd

Graham Porter, Chairman, Tiger Group and Director, Seaspan Corporation

Andreas B. Povlsen, President, Delphin Shipping

Ticy V. Thomas, Research Analyst, Centre for Maritime Studies, National University of Singapore

TECHNICAL DAY (parallel sessions)

Organised in association with Association of Singapore Marine Industries (ASMI), Society of Naval Architects and Marine Engineers Singapore (SNAMES), and the Joint Branch of the Royal Institution of Naval Architects and the Institute of Marine Engineering, Science & Technology (Singapore)

0900 – 1200 hrs

REGULATIONS, RULES AND LEGISLATION

Sponsored by [ABS](#)

Chairman

Akira Akiyama, Division Vice President Engineering, Pacific Division, ABS

Opening remarks

Noboru Ueda, Chairman and President, ClassNK and Chairman, IACS Council

Navigational Aids/ECDIS

Speaker from The Maritime and Port Authority of Singapore

Maritime Labour Convention (MLC)

Koh Yong Ping, Marine Commercial Manager, Bureau Veritas Certification (Singapore) Pte Ltd

IMO Regulation Updates

Andrew Mak, Director of Engineering, ABS

DEBATE: HazId/HazOp - Prescriptive vs Qualitative

Moderator

Alastair Jones, Upstream Market Sector Manager – Energy Asia, Lloyd's Register Asia

Speaker

Dr Anand Pillay, Managing Director, AP Safetec Sdn. Bhd.

1200 – 1400 hrs

Delegate Lunch in Sea Asia 2011 Exhibition Hall

Sponsored by [DVB Bank](#)

1400 – 1430 hrs

Delegate Coffee/Tea

1430 – 1700 hrs

SUSTAINABLE APPROACHES TO TECHNOLOGY

Chairman

Remi Eriksen, COO & Head of Division Asia, Pacific & Middle East, DNV

Emissions

Speaker from Wärtsilä Singapore Pte Ltd
Speaker from Ecospec Global Technology Pte Ltd

Ballast Water

Roger Strevens, Environmental Business Stream Manager, Wilhelmsen Ships Equipment

Green ship technologies: Benefits and Paybacks

Fritz Gaede, Senior Sales Manager Marine Solutions, Siemens AG

A100 – The IMO2 Enabler

Rolf Schweizer, Senior General Manager New Business, ABB Turbo Systems Ltd

0900 – 1130 hrs

LNG ACTIVITIES IN THE FAR EAST (parallel session)

Organised in association with The Society of International Gas Tanker & Terminal Operators (SIGTTO)

Session Chairman

Roger Roue, Principal Technical Advisor, The Society of International Gas Tanker & Terminal Operators (SIGTTO)

Speakers

Coal bed methane projects in Queensland

Stephen Ainscough, Development Manager, LNG Limited

Trends and what constitutes a good docking/refit of an LNG vessel

Alvin Gan, Marine Manager (LNG), Sembawang Shipyard Pte Ltd

Fibre optic ship-shore links for ESD systems

Ian Storr, Owner, NFI Limited

1730 – 1830 hrs

OFFICIAL RECEPTION in Sea Asia 2011 Exhibition Hall

Sponsored by [Keppel Offshore & Marine](#)

THURSDAY, 14 APRIL 2011

OFFSHORE & ENERGY DAY

As offshore development across Asia expands at a rapid pace, Sea Asia devotes a full day to discussing its current status and future potential, the strategic role of offshore oil and gas in the Asian energy mix, and the scale of the ocean engineering challenge as the industry moves into deeper waters and a more demanding environment.

0830 – 0900 hrs

Delegate Coffee/Tea

Sponsored by [Standard Chartered](#)

0900 – 1130 hrs

DRIVERS OF THE OFFSHORE INDUSTRY IN ASIA

Sponsored by [Ince & Co](#)

The morning session will look at the drivers of offshore industry in Asia, including China's strategy on exploration and production and the extent of India's commitment to offshore to meet its growing energy needs. Offshore drilling, including rig ownership, installation, production including FPSO ownership, operations and maintenance, sub-sea ROVs, equipment, etc.

Session Chairman

Andreas Sohmen-Pao, Group CEO, BW Maritime

Speakers

Denys Hickey, Head of the Energy and Offshore Group, Asia Pacific Region, Ince & Co
Iain Light, Group Energy Director, Lloyd's Register

1200 – 1400 hrs

Delegate Lunch in Sea Asia 2011 Exhibition Hall

1400 – 1430 hrs

Delegate Coffee/Tea

Sponsored by [Standard Chartered](#)

1430 – 1700 hrs

THE INTERFACE WITH THE ASIAN MARITIME SECTOR

Sponsored by [DNV](#)

The afternoon will look at the opportunities for the Asian maritime sector which offshore energy creates, how the shipbuilding industry continues to adjust to offshore engineering, the support fleets needed by the burgeoning offshore sector, including wind farms and the environmental and safety challenges of offshore operations.

Session Chairman

C H Tong, Chief Executive Officer, Keppel Offshore & Marine

Speakers are being lined up

This programme may be subject to alterations and additions

Sponsored by [GAC](#)

Monday April 11

Raffles Country Club

Exclusive networking opportunity made possible by global shipping, logistics, marine and related services provider GAC. Open to exhibitors and conference delegates on a first-booked, first-confirmed basis. Only limited flights available.