



Singapore, September 4, 2012

Release: Immediate

Marina Bay Sands To Host Sea Asia 2013

Sea Asia, the iconic maritime conference and exhibition which is the cornerstone event of Singapore's Maritime Week, is anticipated to reach new heights in 2013.

The Singapore Maritime Foundation (SMF) and Seatrade, organisers of the show, said today that they are projecting an overall growth of 15% in terms of both exhibition space and attendance at Sea Asia 2013. This is made in comparison to the show's last edition in 2011 which covered 13,600 square metres (gross) and attracted more than 12,000 international executives over three days.

In line with news about its growth, the organisers also announced that Sea Asia 2013 will return to Singapore's premier exhibition venue, Marina Bay Sands (MBS). Sea Asia 2011 was held at MBS and attendees hailed it as a tremendous success.

The decision to return the show to MBS came after the original venue provider, Suntec Singapore International Convention & Exhibition Centre told the Sea Asia organisers that its renovation work would not be completed in time for the event.

Organisers SMF and Seatrade quickly secured the MBS venue where the show was held in 2011. It is now full steam ahead for the 2013 event which will be held from 9-11 April as originally planned.

Christopher Hayman, Chairman of Seatrade, said today: "We are pleased to be able to announce a seamless transfer of Sea Asia 2013 to Marina Bay Sands which is a world class venue.

"Seatrade and SMF have assured all exhibitors at Sea Asia 2013 and all the show's supporters that everything else about the event remains the same including the all-important dates which remain right in the middle of Singapore Maritime Week."

Sea Asia's conference programme is one of the show's highlights and great progress has been made in attracting top industry leaders to take part in 2013. They include:

Mr Tan Chong Meng, Group CEO, PSA International Pte Ltd

Mr Kenneth Glenn, President, APL Co Pte Ltd

Mr S.S. Teo, Managing Director, Pacific International Lines (Pte) Ltd

Mr Andy Tung, Chief Executive Officer, Orient Overseas Container Line Limited

Mr Xu Li Rong, General Manager, China Shipping (Group) Company

Mr Douglas Hsu, Chairman, U-Ming Marine Transport Corp.

Dr Whang Kyuho, President & CEO, SK Shipping

Mr Per Wistoft, Chief Executive Officer, Brightoil Shipping Singapore Pte Ltd

Sea Asia has attracted many of the world's blue chip maritime companies to support and sponsor the event, including DNB Bank, Executive Ship Management, Lloyd's Register, GAC, Rightship, ABS, Siemens, PSA, IHC Merwede, Keppel Offshore Marine and Rolls Royce Marine.

"Sea Asia is the flagship maritime show of Singapore. This show seeks to be the focal point for international maritime leaders and the Singapore maritime community to discuss pertinent issues and explore business partnerships. We have been working hard to line up the best speakers for Sea Asia 2013 so that it will meet the needs of the industry players and project the voice of Asia effectively", said Mr Michael Chia, Chairman of the Singapore Maritime Foundation.

Ends

Seatrade

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

Established over 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 including Sea Asia and Seatrade Middle East Maritime, 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 Seatrade Asia Online (www.seatrade-asia.com).

About Singapore Maritime Foundation

Established in 2004, the Singapore Maritime Foundation (SMF) is a private sector-led organisation that seeks to develop and promote Singapore as an International Maritime Centre (IMC). As the representative voice for the commercial players of the maritime industry, SMF seeks to forge strong partnerships with the public and private sectors of the maritime industry. SMF spearheads initiatives to promote the diverse clusters of the maritime industry in Singapore and at international frontiers, and to attract young talents to join the sector. SMF is directed by its Board of Directors which comprises prominent leaders in the Singapore maritime community. For details, visit www.smf.com.sg.

About the Singapore Maritime Week

Singapore Maritime Week (SMW) is the leading maritime event in Singapore. Driven by the Maritime and Port Authority of Singapore (MPA), SMW gathers the international maritime community in Singapore for a week of conferences, dialogues, exhibitions and social events in celebration of all things maritime. The range of activities and events organised by MPA, the industry, and research and educational institutions, as well as the cosmopolitan profile of participants, reflect the vibrancy and diversity of Singapore as a major international maritime centre.

SMW has grown in size and significance since the inaugural event in 2006, and is attracting more participants and event organisers from around the world. Participants can experience something new every year, as activities are added to the line-up, and as eminent speakers share their insights and participate in dialogues on topical maritime issues. This dynamism and the good range of issues discussed during SMW are major draws for maritime decision-makers, as are the many business networking platforms. This is why Singapore Maritime Week is all about PEOPLE, IDEAS and OPPORTUNITIES for the maritime community.

For more information and the full calendar of events, please visit www.smw.sg.

For more information on this press release, please contact Helix Media, public relations consultants for Sea Asia 2013.

Edward Ion/ Valerie Lim: +65 6222 6375

Mobile: +65 9111 6871 / +65 9755 3636

Email: edward.ion@helixmedia.asia / valerie.lim@helixmedia.asia