



The Asian Voice in World Shipping - Here to Stay

Singapore, April 24, 2012 - Sea Asia 2013, the latest edition of the iconic maritime conference and exhibition, was launched at Suntec Singapore International Convention & Exhibition Centre in Singapore today.

More than 180 industry leaders from the global maritime industry attended the launch ceremony to show their support to the award-winning maritime show held in Singapore once every two years.

Sea Asia has developed significantly over the years to become the cornerstone event during Singapore Maritime Week (SMW). As countries in Asia develop and grow in prominence in the maritime sector, Sea Asia has become a major platform for the shipping community to network and share its expertise.

Sea Asia has evolved into an event in which the shipping community unites to debate the future direction of an industry which is increasingly dominated by Asia's rising economies. The theme for Sea Asia 2013 is "**The Asian Voice in World Shipping - Here To Stay**" and is scheduled to take place during SMW next year. Sea Asia 2013 will take place from 9 to 11 April 2013 at a newly revamped Suntec Singapore International Convention & Exhibition Centre.

The show has grown rapidly since its inauguration in 2007; exhibition space has more than doubled and the number of attendees has increased by 74%. In fact, Sea Asia is recognised as one of the fastest-growing maritime events around the globe. One of its key differentiators is the presence of high level decision-making senior shipping executives it attracts from all over the world. The show is also supported by a distinguished International Advisory Panel (Please refer to Page 7 in the Sea Asia

Newsletter for details) and the Singapore maritime community, many of whom actively contribute their expertise and knowledge to the various Sea Asia sub-committees.

Singapore's biggest maritime show is co-organised by the Singapore Maritime Foundation and Seatrade, and is supported by the Maritime and Port Authority of Singapore (MPA).

Spanning three days, each day of the conference is dedicated to different stakeholders in the shipping industry.

Day One caters to shipowners and will focus on the outlook for the industry and how it is coping with current market challenges.

Day Two and Three bring into focus the green agenda, ship financing, shipyard technology, offshore and project cargo.

As the programme takes shape, the detailed agenda will be available on the website: www.sea-asia.com.

With an exceptionally strong interest already evident for 2013, the amount of exhibition space projected for next year's show is 8,000 square metres, up from 6,670 square metres in 2011. The gross space forecast is 16,710 square metres in 2013, compared to 13,600 square metres last year. The total number of participants in 2013 is expected to be 14,000, up from 12,167 in 2011, with an increasing share of international visitors.

Sea Asia 2013 also provides extensive networking opportunities for participants wishing to forge new business relationships or re-establish old ones.

Chairman of the Singapore Maritime Foundation, Michael Chia said: "One of the flagship initiatives of SMF is Sea Asia, an iconic maritime show staged by SMF and its co-organiser, Seatrade. Through this large-scale exhibition, conferences, workshops and networking events, the mega-maritime show seeks to draw local

maritime community and international maritime leaders together to discuss pertinent maritime issues and project the voice of Asia in a powerful way.

Mr Chia added: “Despite the presence of other maritime shows in the region, Sea Asia will remain the cornerstone event in the Asia maritime calendar.”

Also present at today’s Sea Asia 2013 launch was Ms Tan Beng Tee, Assistant Chief Executive (Development) of MPA. She added: “MPA welcome events like Sea Asia as they play a role in promoting Singapore as an international maritime centre. We are happy to note that the event has grown significantly since it started five years ago and we look forward to another successful show at next year’s Singapore Maritime Week.”

Mr Chris Hayman, Chairman of Seatrade, said: “Sea Asia 2013 will provide a massive opportunity to highlight the scale and nature of Asia's engagement with the marine sector, and its role in driving the industry out of recession.

“We are encouraged by the positive uptake in the show at the moment, one year away from the opening, and we are certain that Sea Asia 2013 will be another record-breaking event in terms of deals done, increased exhibition space and attendance numbers.”

World renowned organisations such as DNB Bank ASA, Keppel Offshore and Marine, Lloyd’s Register, Executive Ship Management, (all principal sponsors), ABS, Marshall Islands Registry, PSA, and the Standard Steamship Owners Protection and Indemnity have already signed up for Sea Asia 2013 as sponsors.

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About 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

The Singapore Maritime Foundation (SMF) was established in 2004 as a private sector-led organisation to develop and promote Singapore as an International Maritime Centre (IMC). As the representative voice for the commercial players of the maritime industry, the Foundation 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 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.

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