



Press Release

FOR IMMEDIATE RELEASE

Sea Asia's significance to the maritime industry keeps growing; Bookings to-date sets new record

Singapore, 3 August 2010 - *Sea Asia*, the region's leading conference and exhibition event for the international maritime industry, has set a new record ahead of its 3rd edition, scheduled for 12-14 April 2011 at Marina Bay Sands, Singapore.

Exhibition bookings at 9 months from the opening of *Sea Asia 2011*, have topped 2,800 square metres, a 20% increase on the net exhibition space booked for the corresponding period in the run up to the last edition in 2009.

"We are delighted that our exhibition bookings are significantly higher compared to the 2009 event. This shows that the global and Asian maritime players perceive *Sea Asia* as a value-added event and that Asia is pivotal to the continued growth of the world's maritime economy," said Andrew Callaghan, Global Sales Director of Seatrade, the event organiser.

"As we recover from the global financial crisis, and companies look with fresh eyes at marketing opportunities in Asia, we not only see faster re-bookings but also more first-time exhibitors drawn to the show," Mr Callaghan added.

The biennial show, which Seatrade organises together with the Singapore Maritime Foundation, was launched in 2007. It continues to gather momentum as it approaches the third edition.

Sea Asia 2011 is set to be the largest *Sea Asia* ever. It will feature the region's pivotal business voices and will be themed the Asian Voice in World Shipping, to unite maritime leaders. It is guided by an advisory panel of prominent figures in the international shipping industry, including Mr Andreas Sohlen-Pao, CEO of BW Group, Capt Wei Jia Fu, Group President and CEO of COSCO and Mr Rune Bjerke, CEO of DnB NOR ASA.

"With the strong response from the global maritime community, over 12,000 participants would be expected in Singapore during the three-day conference and exhibition. We are pleased that *Sea Asia* is growing from strength to strength. The *Sea Asia 2011* show would certainly anchor Singapore's position as a leading

international maritime centre in this region and project the voice of Asia in an impactful way,” said Mr Michael Chia, Chairman of the Singapore Maritime Foundation.

First time exhibitors at *Sea Asia 2011* will include Sinotrans, Zhoushan Municipal People’s Government, the Shipbuilding Industry Corporation of China Chang Jiang National Shipping Group, Tractors Singapore Limited, Henkel Singapore Pte Ltd, Telaurus Communication Pte Ltd, IMMARBE, Kawasaki Heavy Industries, Cyprus Department of Merchant Shipping and Kluber Lubrication SEA Pte Ltd.

Sea Asia is also strongly supported by many exhibitors who have been with the show since it first started in 2007. Commenting on the strategic value of the event, Mr Joseph Foo, Director of Jason Electronics (Pte) Ltd said, “*Sea Asia* is an event we have not missed since its inception. It is an occasion for us to network with shipyard and ship owners throughout Asia, showcase our products and services, and keep abreast with new offerings in the market place. We are returning to *Sea Asia 2011* to expand our network further and showcase with our partners an enhanced range of products and services that we have been developing, notably on DP and Electronic Chart Display Information System (EDCIS) mandated by IMO.”

Sea Asia continues to enjoy the re-booking support of international players like ABB Pte. Ltd., GAC, Keppel, PSA, Rolls Royce, Sembcorp Marine, SingTel and the major classification societies among many others. The event is sponsored by principal sponsors DnB NOR Bank ASA, Lloyd’s Register and RightShip and other sponsors including ABB Pte. Ltd., ABS, GAC, Ince & Co, Jurong Port, Keppel Offshore & Marine, MTM Ship Management, PSA, Shipserv and The Standard P&I Club.

Sea Asia 2011 is held in conjunction with the Singapore Maritime Week 2011 (SMW). Organised by the Maritime and Port Authority of Singapore, SMW is Singapore’s iconic maritime show and is testament to the republic’s growing role as a host for major maritime events and development as a leading international maritime centre.

For more information, visit www.sea-asia.com.

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About the Organisers

Seatrade, founded in 1970, is among the world’s most respected brands for publications, events, training and awards for the maritime industry. Seatrade’s principal strength is in bringing key people together, encouraging innovation and facilitating communication. Seatrade currently organises, manages or represents many of the world’s leading maritime events.

For more information about Seatrade's constantly evolving business portfolio, visit www.seatrade-global.com.

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. 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.