

**SPEECH BY MR MICHAEL CHIA, CHAIRMAN OF THE SINGAPORE MARITIME  
FOUNDATION AT SEA ASIA LAUNCH PARTY HELD AT REFLECTIONS@KEPPEL ON 27  
APRIL 2010, 6.30PM**

Mr Lam Yi Young, Chief Executive of Maritime & Port Authority of Singapore

Mr Chris Hayman, Chairman of Seatrade

Distinguished guests

Ladies and Gentlemen, good evening

1. Thank you for your presence at the launch reception of *Sea Asia* 2011. I am delighted by the strong presence of the Singapore maritime community here today.
2. The inaugural *Sea Asia* show was incepted in 2007. Through this mega-maritime show, we strive to elevate Singapore's status as an international maritime centre by showcasing the republic's growing status as a shipping business and knowledge hub. *Sea Asia* is more than just a conference and exhibition. It is a platform for business networking and discussions and at the same time, a place for new innovations and the latest equipment and services to be exhibited.
3. *Sea Asia 2011* will be the third show. This is an important maritime event where top maritime leaders will gather here in Singapore to discuss pertinent issues and future directions of the maritime industry, in particular of Asia. These discussions during *Sea Asia* will play an important role in the future of the maritime industry in this region and have significant impact on Asia and on the global scene.
4. The Singapore Maritime Foundation and Seatrade have enjoyed a strong partnership and this has translated to the *Sea Asia* show growing from strength to strength over the years. I would also like to take this opportunity to thank our long-term partner, MPA, Maritime and Port Authority of Singapore for their strong support to the show. MPA has

made the strategic move to coincide the Singapore Maritime Week with the *Sea Asia* show in April next year and will further fortify *Sea Asia* as the iconic maritime event of Singapore.

5. The success of the past two shows would not have been possible without the strong support from many maritime leaders in the private sector and the public sector. Many of these leaders were actively involved throughout the planning and execution of the shows. Some served as steering committee members and shared their invaluable expertise to steer the *Sea Asia* show and conferences in the right direction. Many were involved in the various sub-committees and provided their wealth of knowledge in their respective fields of specialisations while others shared their industry insights as speakers for the conferences and seminars. Despite the challenging economic conditions in 2009, we managed to stage a successful show and succeeded in projecting the Asian voice to the global players. The *Sea Asia 2009* show saw more than a 42% increase in participants and 37% increase in exhibition space.
6. The continued growth of the *Sea Asia* show is a reflection of the camaraderie of the Singapore maritime community and maturity of the Singapore maritime scene. We aim to raise the bar higher and grow the *Sea Asia 2011* show to an even larger scale, with more companies and countries representation.
7. In the next few months, we will be working hard with Seatrade to promote the *Sea Asia 2011* show and to solicit for more exhibitors and participants. We look forward to your continued support to make *Sea Asia 2011* an even more outstanding show. We are confident that this bi-annual maritime event would surpass the standard of the first two shows and be an even more successful show.
8. Once again, I would like to thank all the sponsors, participating companies and exhibitors for your support in making *Sea Asia 2011* possible. I wish all those involved every success and a prosperous year ahead.
9. Thank you

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