

**Speech by Chairman, Seatrade, Mr Christopher Hayman
for Sea Asia 2013 Launch Party on
24 April 2012, 12:30pm at Rooms 208 & 209, Level 2 at
Suntec Singapore International Convention & Exhibition Centre**

Ms Tan Beng Tee, Assistant Chief Executive (Development), Maritime and Port Authority of Singapore

Mr Michael Chia, Chairman, Singapore Maritime Foundation

Distinguished Guests

Ladies and Gentlemen

On behalf of Seatrade, I would like to extend a very warm welcome to all of you to Sea Asia 2013 Launch Party. We are delighted that this occasion takes place during Singapore Maritime Week 2013.

In its fourth edition, Sea Asia 2013 will provide a massive opportunity to highlight before a global audience the scale and nature of Asia's engagement with the marine sector and its role in driving the industry worldwide out of recession. The Asian Voice in Shipping continues to make itself heard – clearer and louder.

Seatrade is delighted to be working once again with the Singapore Maritime Foundation as co-organisers of an event which since its first edition in 2007, has established itself as the pre-eminent platform for projection of Asia's voice in world shipping and as one of a very small group of truly world class maritime events in Asia.

We welcome the support for Sea Asia provided by the Singapore Government and the Maritime and Port Authority of Singapore (MPA), which have been significant to the success of the series. The level of support and recognition of the importance of this industry's contributions to the overall economy has been underscored by the level of attendance. We were honored to welcome Mr Teo Chee Hean, Deputy Prime Minister and Minister for Defence as Guest-of-Honour for the 2011 edition. And I am most pleased to say that Sea Asia 2013 will once again be aligned with Singapore Maritime Week.

In 2013, Sea Asia will be returning to its original home in the newly refurbished and expanded Suntec Singapore International Convention & Exhibition Centre. There, it will occupy two levels, with conference rooms conveniently positioned alongside the exhibition halls.

With 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 meters in 2011. The gross space forecast is for 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.

As in previous years, a unique feature of Sea Asia 2013 will be the Sea Asia Conference. Next year's event will include, not one, but two major opening day sessions, bringing together some of the leading figures in Asian and international shipping, both established industry names and representatives of the younger generation of decision makers, who will give their views both on the general outlook for the industry and its structure as well as the prognosis for the major markets, both container in the morning session and bulk in the afternoon.

The offshore and marine sector will be featured strongly on Day Two. Other conference sessions will focus on ship finance, gas transportation, both LNG and LPG, the rapidly expanding offshore marine sector, with a new session on project cargoes and heavy lift.

As in previous years, the Technical Day at Sea Asia will feature some of the technical and regulatory challenges confronting the industry, as Asia continues to raise its profile in the international debate on these matters.

A high level International Advisory Board for Sea Asia is in place, which includes industry leaders from across Asia and the rest of the world. A full list of the Advisory Board members is provided in the Sea Asia newsletter.

The irreversible trend of bringing more international business ties to Asia will be reflected at Sea Asia 2013, with more international pavilions on the exhibition floor than ever before, more foreign companies represented and more overseas speakers, delegates and visitors.

This same trend is also reflected by the great support from major organisations like DNB Bank ASA, Executive Ship Management, Keppel Offshore & Marine, and Lloyd's Register who are the principal sponsors, as well as ABS, The Marshall Islands Registry, PSA and the Standard Steamship Owners Protection and Indemnity. We are grateful to all of them for their support.

I come now to an important sector for any event – the media – that lends reach and volume to getting the Asian Voice across. The international media are, and will always be, welcome to Sea Asia 2013 and the organisers will continue the practice of previous years in organising 'meet the press' opportunities for key speaker panels from the conference sessions. We are pleased to announce that The Business Times is the Official Media Partner for Sea Asia 2013.

Everyone, once again, my thanks to all of you for your support for Sea Asia and for joining us on this happy occasion.

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