



### Press Release

**Release: Noon, Tuesday April 27 2010, embargoed till 7pm on the same day**

#### **20% Growth Demonstrates Maritime Community's Focus on Sea Asia as Key Regional Show for New Business and Networking Opportunities.**

**Sea Asia**, the iconic event for the global maritime industry set in Singapore, will return with another record breaking edition in 2011.

Next year's event was launched at a glittering party featuring a giant champagne bottle popping confetti in Singapore today at Reflections at Keppel Bay, attended by over 200 maritime leaders and senior executives from the republic and across the region.

*Sea Asia 2011* will take place at the Marina Bay Sands in Singapore on April 12-14, 2011.

Organisers Seatrade and the Singapore Maritime Foundation (SMF), revealed that *Sea Asia 2011* would be the largest yet, with more exhibition space, more exhibitors and greater numbers of participants expected to attend than ever before.

*Sea Asia* was launched as the premier show for the global maritime industry in 2007. Since then, the show has grown significantly to become a 'must attend' event for maritime professionals from across Asia and beyond.

"*Sea Asia 2011* is a truly iconic maritime show that epitomises the camaraderie and strong tripartite partnership between the organisers, SMF and Seatrade, the key maritime players and the Maritime and Port Authority of Singapore. Through this show, we hope to elevate Singapore's status as a leading international maritime centre and make Singapore the focal point for maritime leaders to discuss pertinent issues and challenges faced by the maritime industry, in particular, that of Asia," said Michael Chia, Chairman of Singapore Maritime Foundation.

The organisers revealed today that *Sea Asia 2011* is expected to achieve a 20% increase in exhibition space since its last edition in 2009, rising from 11,000 square metres (sqm) of space to 13,600 sqm gross. The number of participants at the conference and exhibition exceeded 10,000 in 2009 and the organisers Seatrade and SMF are expecting to attract more than 12,000 participants for the 2011 event. To accommodate the increase in scale and size, the 2011 show will be held at the Marina Bay Sands which also officially opens today.

The three-day event boasts a host of attractions featuring a unique mix of conferences, social and sporting events, corporate announcements, press conferences and technical presentations. The conference days include on the spot surveys of participants, a cutting edge daily show newspaper, non-stop stand events and a full social programme. With more international participation expected than ever before and the extensive programmes, *Sea Asia 2011* is rapidly becoming a global leader among international maritime shows.

*Sea Asia 2011* will be held as part of the Singapore Maritime Week (SMW) organised by the Maritime and Port Authority of Singapore. SMW is now one of the most important weeks in the Asian shipping calendar. It is expected that several global companies will make significant corporate announcements during *Sea Asia*.

*Sea Asia 2011* seeks to be the region's pivotal business conference that unite maritime leaders and project the Asian Voice in a more impactful manner. The show is guided by an international advisory panel comprising some of the foremost Asian leaders. These include Captain Wei Jia Fu, Group President & CEO of COSCO, Mr Choo Chiau Beng, CEO of Keppel Corporation, Mr S.S. Teo, Managing Director of Pacific International Lines and Mr Koji Miyahara, Chairman Nippon Yusen Kaisha (NYK).

With just under 12 months to go before *Sea Asia 2011*, there are already a number of blue chip sponsors who have pledged their support to the show. They include Lloyd's Register, a leading classification society, and DnB NOR, one of the world's leading ship finance banks, which are both principal sponsors of *Sea Asia 2011*.

Other sponsors include ABB, ABS, GAC, Ince & Co and Keppel Offshore and Marine.

More than 1,500 sqm of net exhibition space has already been sold and contracted, which includes the Singapore Pavilion and a China Pavilion. The Chinese contingent will be significantly stronger. Commenting on Zhoushan's participation at *Sea Asia 2011*, Mr Wang Zhongzhi, Vice Mayor of the Zhoushan Municipal People's Government said "*Sea Asia* is a quality conference and exhibition which successfully gathers the international shipping community for business sourcing, networking and exchange of ideas. Zhoushan, as one of China's largest shipbuilding base, finds *Sea Asia* an important platform to showcase our shipyards and shipbuilding capabilities. We are confident that *Sea Asia 2011* is the right event to be at next year!"

Sinotrans Group, China's 3rd largest shipping group, as well as many other Chinese shipbuilding equipment companies will also be participating in *Sea Asia 2011*.

Chairman of Seatrade, Chris Hayman, today hailed the importance the maritime sectors in Asia are placing on *Sea Asia* as “a significant commitment from a highly diverse collection of companies and individuals.”

“One of the strengths of *Sea Asia* as the show has grown has been its ability to draw in a vast cross section of interests across the maritime sector, from the financiers, through to the offshore sector, charterers, ship repairers and builders. They come from across the Asia region and many are global companies,” he said.

He added that *Sea Asia 2011* would be a larger version of the previous events and its timing was good. “I hope and believe we shall be starting to see a sustained recovery in the global maritime markets by April 2011 and *Sea Asia* will reflect a new found confidence,” he said.

Ends

### **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](http://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](http://www.smf.com.sg).

**For more information, please contact Helix Media, public relations consultants for SEA ASIA 2011.**

Edward Ion: +65 6222 6375

Mobile: +65 9111 6871

Email: [edward.ion@helixmedia.asia](mailto:edward.ion@helixmedia.asia)

Toby Ingram: +65 6222 6375

Mobile: +65 9176 4273