



**Asia Set To Drive The Global Container Market As Regional Economies Gain Ground Led
By China**

Sea Asia 2011 spotlights '*The Asian Voice in World Shipping*'

More than 12,000 maritime professionals and decision-makers expected to congregate in
Singapore

Tuesday March 1, 2011

Release: Immediate

Global container trades are stabilising and the expansion of Asian economies will be the key to trade growth in the future, a senior industry executive said today.

Eng Aik Meng, President of APL, said today that economic growth across the Asia region, led by China, will play a significant role in the health of the container shipping markets in the foreseeable future.

He noted: "Economic activity in China has rebounded to levels not seen since the Lehman Brothers collapse which led to the global recession. The strength of China's economy and the robust growth of the economies in south-east Asia will open up exciting new markets for container shipping operators."

Mr Eng was speaking at a press conference hosted by Seatrade and the Singapore Maritime Foundation (SMF) today, co-organisers of **Sea Asia** 2011 which will open for three days from 12-14 April at Marina Bay Sands® in Singapore. He will be one of the speakers at the opening day Container Shipping and Logistics session which will be chaired by Mr S.S. Teo, Managing Director of PIL and President of the Singapore Shipping Association.

Mr Eng said that while the Asian economies were robust, the container sector itself had issues which it had to tackle to ensure its long term health. These include rising costs and the challenge of meeting service delivery expectations in an era of lengthening supply chains.

There is a need to continue promoting the maritime sector across the region and boost human resources so there is the right level of expertise and experience to handle growth efficiently, he said.

He predicted growth in the intra-Asia trades and increased competition among container carriers.

The central theme of **Sea Asia, *The Asian Voice in World Shipping***, will be further projected in the event's other conference sessions led by top executives of leading international companies from Asian nations as well as Europe and other areas.

Other industry leaders lined up to speak at the **Sea Asia** 2011 conference include Yudhishtir Khatau, Vice Chairman and MD, Varun Shipping, also President Designate of the Baltic & International Maritime Council (BIMCO); Harald Serck-Hanssen, Global Head of Shipping, Offshore and Logistics, DnB NOR ASA; Philip Clausius, President & CEO, FSL Trust Management; Akira Akiyama, Division Vice President Engineering, Pacific Division, ABS; Remi Eriksen, COO & Head of Division Asia, Pacific & Middle East, DNV; Roger Roue, Principal Technical Advisor of the Society of International Gas Tanker and Terminal Operators' (SIGTTO); Andreas Sohmen-Pao, CEO, BW Group and CH Tong, CEO, Keppel Offshore & Marine.

As **Sea Asia** delivers an optimistic message to the international maritime community, now recovering from the global economic crisis, the organisers have reported satisfaction with the event's continued growth and reputation. "Sea Asia is recognised not only as a platform for the exchange of knowledge and opinion, but as a recovery tool for sales and marketing teams seeking to expand customer bases. Its value is underscored by the strong support we have from the international shipping industry," said Chris Hayman, Chairman of Seatrade.

More than 95% of the exhibition space has already been booked by maritime, shipping and offshore-related companies and the organisers confidently expect to surpass the numbers of the last **Sea Asia**, when over 10,000 executives from 62 countries came for the three-day event.

Seatrade and SMF are honoured to have Singapore's Deputy Prime Minister and Minister for Defence Mr Teo Chee Hean as the Guest of Honour to officially open **Sea Asia** 2011 and tour the exhibition on the morning of April 12.

“Through **Sea Asia**, we hope to be the focal point for the global maritime community to congregate in Singapore and most importantly, provide the platform for Asian maritime leaders to share their insightful perspectives on the various aspects of the maritime business with the world. We certainly hope to make **Sea Asia** the iconic maritime show of Singapore,” said Michael Chia, Chairman of SMF.

Sea Asia 2011 is principally sponsored by DnB NOR Bank ASA, Executive Ship Management, Lloyd’s Register, NOL Group and RightShip. Other sponsors include ABB Pte. Ltd., ABS, Admiralty, Nippon Kaiji Kyokai (ClassNK), DNV, DNV Petroleum Services, DVB Bank, GAC, General Organisation of Sea Ports, Bahrain, Germanischer Lloyd, Heidrick & Struggles, HMS Far East Pte Ltd, Ince & Co, International Shipcare, Jurong Port, Keppel Offshore & Marine, Lukoil Marine Lubricants Ltd, MTM Ship Management, Panama Maritime Authority, Pacific International Lines (PIL), PSA, Sembcorp Marine, ShipServ, Standard Chartered Bank, The Standard P&I Club, Tiger Oil Marine and V Ships.

For more information about **Sea Asia** 2011, visit www.sea-asia.com

ENDS

Appendix: Sea Asia 2011 factsheet, conference programme and speaker line-up

About the Organisers

Seatrade

Covering the globe - www.seatrade-global.com.

Established 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, 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 Sea Asia Online (www.seatradeasia-online.com).

Singapore Maritime Foundation

The **Singapore Maritime Foundation** is a private sector-led organisation established to develop and promote Singapore as an International Maritime Centre (IMC). Incepted in 2004, SMF 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

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

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SEA ASIA 2011 FACTSHEET



Organised by: Seatrade and Singapore Maritime Foundation
Held at: Marina Bay Sands, Sands Expo and Convention Centre
Dates: 12 – 14 April 2011, Tuesday to Thursday
Edition: 3rd (1st in 2007, 2nd in 2009)

Endorsements/Awards:

- Approved International Fair (AIF) awarded by Singapore Tourism Board
- Exhibition of the Year (Sea Asia 2009) awarded by Singapore Tourism Board
- Supported by Maritime and Port Authority of Singapore (MPA) and 15 other trade and industry associations

Exhibition size (gross):

2011 – 13,600 square metres, **70% growth** over inaugural event launched in 2007
2009 – 11,000 square metres
2007 – 8,000 square metres

Participants:

2011 – over 12,000 maritime executives and professionals expected, representing **more than 70% growth** in participation numbers over inaugural event launched in 2007
2009 – 10,186
2007 – 7,000+

No. of exhibiting companies:

2011 – over 350 expected, **at least 40% expansion** over inaugural event launched in 2007
2009 – 342
2007 – 250+

No. of countries represented:

2011 – close to 70 countries expected, **increase of at least 60%** in terms of countries represented over inaugural event
2009 – 62
2007 – 42

Conference:

2011 – Over 50 speakers being lined-up to tackle 5 focused streams on “Asian Voice in World Shipping”, “Ship Finance Day”, “Technical Day”, “LNG Activities in the Far East” and “Offshore & Energy Day”.
2009 – 68 speakers led debates in 10 conference sessions held over 3 days
2007 – 80 speakers from 16 countries

Sponsored by:

2011 – 32 sponsors as at 21.2.11. Principal Sponsors: DnB NOR Bank ASA, Executive Ship Management, Lloyd’s Register, NOL Group and RightShip. Other sponsors include ABB Pte. Ltd., ABS, Admiralty, Nippon Kaiji Kyokai (ClassNK), DNV, DNV Petroleum Services, DVB Bank, GAC, General Organisation of Sea Ports, Germanischer Lloyd, Heidrick & Struggles, HMS Far East Pte Ltd, Ince & Co, International Shipcare, Jurong Port, Keppel Offshore & Marine, Lukoil Marine Lubricants Ltd, MTM Ship Management, Panama Maritime Authority, Pacific International Lines (PIL), PSA, Sembcorp Marine, ShipServ, Standard Chartered Bank, The Standard P&I Club, Tiger Oil Marine and V.Ships.
2009 – 23 sponsors including principal sponsors DnB NOR Bank ASA, Lloyd’s Register, PSA and Thuraya
2007 – 22 sponsors including gold sponsors Jefferies and PSA

SEA ASIA 2011

Conference Programme & Speaker Line-up (as at end January 2011)

TUESDAY, 12 APRIL 2011

0930 – 1000 hrs

Delegate Coffee/Tea

Sponsored by [Standard Chartered](#)

1000 – 1230 hrs

THE ASIAN VOICE IN WORLD SHIPPING: CONTAINER SHIPPING & LOGISTICS

Sponsored by [Lloyd's Register](#)

Examine the pace and scale of economic recovery and its implications for container operators and cargo interests in both the intercontinental and intra-Asian trades.

Session Chairman

S.S. Teo, Managing Director, Pacific International Lines (Pte) Ltd and President, Singapore Shipping Association

Panelists

Randy Chen, Special Assistant to the President, Wan Hai Lines Ltd

Eng Aik Meng, President, APL

Thomas Riber Knudsen, Chief Executive, Maersk Line, Asia Pacific Region

Kenichi Kuroya, President & CEO, Kawasaki Kisen Kaisha, Ltd (“K” Line)

John Lines, Managing Director and CEO, ANL Container Line

Yang Shaopeng, Chairman & Executive Director, SITC International Holdings Company Ltd

1230 – 1400 hrs

Delegate Lunch in Sea Asia 2011 Exhibition Hall

1400 – 1430 hrs

Delegate Coffee/Tea

Sponsored by [Standard Chartered](#)

1430 – 1700 hrs

THE ASIAN VOICE IN WORLD SHIPPING: THE MAJOR BULK TRADES

Sponsored by [RightShip](#)

Explore the prospects for the major dry and liquid bulk trades, in the light of recovery-led growth and demand on the one hand and an expanding fleet on the other.

Session Chairman

Yudhishthir Khatau, Vice Chairman and Managing Director, Varun Shipping Company Ltd and President Designate, BIMCO

Panelists

Morten Arntzen, President & Chief Executive Officer, Overseas Shipholding Group, Inc

John Brunton, Global Director of Market Analysis, Cargill Energy Transportation & Industrial, Cargill International S.A.

Kenneth Koo, Group Chairman & CEO, TCC Group

Klaus Nyborg, Chief Executive Officer & Executive Director, Pacific Basin Shipping Ltd

Dr Kyuho Whang, Chief Executive Officer, SK Shipping

WEDNESDAY, 13 APRIL 2011

0830 – 0900 hrs

Delegate Coffee/Tea

SHIP FINANCE DAY (parallel sessions)

The theme of the day will be a critical analysis of the mood of the market two years on from the worst of the credit crunch.

0900 – 1130 hrs

THE GLOBAL SHIP FINANCE MARKET AND THE STATE OF THE SHIPPING INDUSTRY

Sponsored by [DnB NOR Bank](#)

The morning session will focus on the supply/demand outlook for the major market sectors; making sense of the order book and the scale of cancellations and deferrals; changing trends in traditional relationships in shipping and the move by pure charterers into shipowning; the continued momentum of the offshore sector.

Session Chairman

Harald Serck-Hanssen, Global Head of Shipping, Offshore and Logistics, DnB NOR ASA

Keynote address

Spyros Polemis, Chairman, International Chamber of Shipping

Speakers

Nigel Anton, Managing Director and Head of Shipping Finance, Standard Chartered Bank Plc

Dagfinn Lunde, Member of the Board of Managing Directors and Head of the Shipping Division, DVB Bank SE

Henry C. Mytton-Mills, Managing Director, Aries Shipbroking (Asia) Pte Ltd

Ticy V. Thomas, Research Analyst, Centre for Maritime Studies, National University of Singapore

1200 – 1330 hrs

Delegate Lunch in Sea Asia 2011 Exhibition Hall

Sponsored by [DVB Bank](#)

1330 – 1400 hrs

Delegate Coffee/Tea

1400 – 1630 hrs

ALTERNATIVE INSTRUMENTS OF SHIP FINANCE

In the afternoon, the focus will shift to the availability and cost of finance for shipping in Asia; the expanding shipping portfolio of the Chinese banks; equity and the capital markets; alternative sources of capital including hedge funds, private equity and Asian family funds.

Session Chairman

Philip Clausius, President & CEO, FSL Trust Management Pte Ltd

Speakers

Andreas Beroutsos, Senior Managing Director and Partner, Eton Park Capital Management LP

Tobias König, Managing Partner, König & Cie GmbH & Co KG

Graham Porter, Chairman, Tiger Group and Director, Seaspan Corporation

Andreas B. Povlsen, President, Delphin Shipping

TECHNICAL DAY (parallel sessions)

Organised in association with Association of Singapore Marine Industries (ASMI), Society of Naval Architects and Marine Engineers Singapore (SNAMES), and the Joint Branch of the Royal Institution of Naval Architects and the Institute of Marine Engineering, Science & Technology (Singapore)

0900 – 1200 hrs

REGULATIONS, RULES AND LEGISLATION

Sponsored by [ABS](#)

Chairman

Akira Akiyama, Division Vice President Engineering, Pacific Division, ABS

Opening remarks

Noboru Ueda, Chairman and President, ClassNK and Chairman, IACS Council

Maritime Labour Convention

Koh Yong Ping, Marine Commercial Manager, Bureau Veritas Certification (Singapore) Pte Ltd

IMO Regulation Updates

Andrew Mak, Director of Engineering, ABS

Navigational Aids/ECDIS

Dr Parry Oei, Chief Hydrographer, Maritime and Port Authority of Singapore (MPA)

HazId/HazOp - Prescriptive vs Qualitative

Alastair Jones, Upstream Market Sector Manager – Energy Asia, Lloyd's Register Asia

Dr Anand Pillay, Managing Director, AP Safetec Sdn. Bhd.

1200 – 1400 hrs

Delegate Lunch in Sea Asia 2011 Exhibition Hall

Sponsored by [DVB Bank](#)

1400 – 1430 hrs

Delegate Coffee/Tea

1430 – 1700 hrs

SUSTAINABLE APPROACHES TO TECHNOLOGY

Chairman

Remi Eriksen, COO & Head of Division Asia, Pacific & Middle East, DNV

Green ship technologies: Benefits and Paybacks

Fritz Gaede, Senior Sales Manager Marine Solutions, Siemens AG

A100 – The IMO2 Enabler

Rolf Schweizer, Senior General Manager New Business, ABB Turbo Systems Ltd

Ballast Water Treatment

Roger Strevens, Environmental Business Stream Manager, Wilhelmsen Technical Solutions

Technical Solutions to Comply with Emissions Regulations

Arnauld Filancia, Director, Communications & Branding, Area Middle East & Asia, Wärtsilä Corporation

Emissions

0900 – 1130 hrs

LNG ACTIVITIES IN THE FAR EAST (parallel session)

Organised in association with The Society of International Gas Tanker & Terminal Operators (SIGTTO)

Session Chairman

Roger Roue, Principal Technical Advisor, The Society of International Gas Tanker & Terminal Operators (SIGTTO)

Keynote address

Oh Kong-gyun, Chairman and CEO, Korean Register of Shipping and Chairman of the Association of Asian Classification Societies (ACS)

Speakers

Coal bed methane projects in Queensland

Stephen Ainscough, Development Manager, LNG Limited

Trends and what constitutes a good docking/refit of an LNG vessel

Alvin Gan, Marine Manager (LNG), Sembawang Shipyard Pte Ltd

LNG Shipping in China

Capt Shu Binglin, Fleet Manager and Deputy General Manager, China LNG Shipping (International) Company Ltd

Fibre optic ship-shore links for ESD systems

Ian Storrie, Owner, NFI Limited

1730 – 1830 hrs

OFFICIAL RECEPTION in Sea Asia 2011 Exhibition Hall

Sponsored by [Keppel Offshore & Marine](#)

THURSDAY, 14 APRIL 2011

OFFSHORE & ENERGY DAY

As offshore development across Asia expands at a rapid pace, Sea Asia devotes a full day to discussing its current status and future potential, the strategic role of offshore oil and gas in the Asian energy mix, and the scale of the ocean engineering challenge as the industry moves into deeper waters and a more demanding environment.

0830 – 0900 hrs

Delegate Coffee/Tea

Sponsored by [Standard Chartered](#)

0900 – 1130 hrs

DRIVERS OF THE OFFSHORE INDUSTRY IN ASIA

Sponsored by [Ince & Co](#)

The morning session will look at the drivers of offshore industry in Asia, including China's strategy on exploration and production and the extent of India's commitment to offshore to meet its growing energy needs. Offshore drilling, including rig ownership, installation, production including FPSO ownership, operations and maintenance, sub-sea ROVs, equipment, etc.

Session Chairman

Andreas Sohmen-Pao, CEO, BW Group

Speakers

Robert Dorey, Offshore Syndicate Director, Charles Taylor & Co Ltd

Denys Hickey, Head of the Energy and Offshore Group, Asia Pacific Region, Ince & Co

Iain Light, Group Energy Director, Lloyd's Register

1200 – 1400 hrs

Delegate Lunch in Sea Asia 2011 Exhibition Hall

1400 – 1430 hrs

Delegate Coffee/Tea

Sponsored by [Standard Chartered](#)

1430 – 1700 hrs

THE INTERFACE WITH THE ASIAN MARITIME SECTOR

Sponsored by [DNV](#)

The afternoon will look at the opportunities for the Asian maritime sector which offshore energy creates, how the shipbuilding industry continues to adjust to offshore engineering, the support fleets needed by the burgeoning offshore sector, including wind farms and the environmental and safety challenges of offshore operations.

Session Chairman

C H Tong, Chief Executive Officer, Keppel Offshore & Marine

Speakers

Arnstein Eknes, Segment Director, Special Ships, Det Norske Veritas

Martin Fruergaard, Chief Commercial Officer, Maersk Drilling, A.P. Moller-Maersk

Geir Sjurseth, Managing Director and Global Head, Offshore Support, DVB Bank SE

Rasmus Stute, Head of Department, Offshore Service Vessels, Germanischer Lloyd

This programme may be subject to alterations and additions

GAC SEA ASIA 2011 GOLF CLASSIC

Sponsored by [GAC](#)

Monday April 11

Raffles Country Club

Exclusive networking opportunity made possible by global shipping, logistics, marine and related services provider GAC. Open to conference delegates on a first-booked, first-confirmed basis. Only limited flights available.