

OFFICIAL LAUNCH OF SEA ASIA 2009

11 JUNE 2008

SPEECH BY MR. CHRISTOPHER HAYMAN, CHAIRMAN, SEATRADE

BG TAY LIM HENG, CHIEF EXECUTIVE OF MARITIME AND PORT
AUTHORITY OF SINGAPORE

MR S.S. TEO, CHAIRMAN, SINGAPORE MARITIME FOUNDATION

DISTINGUISHED GUESTS

LADIES AND GENTLEMEN

I WOULD FIRST LIKE TO WELCOME YOU TO THE LAUNCH RECEPTION
FOR SEA ASIA 2009.

SEA ASIA WAS CONCEIVED FOUR YEARS AGO AS A MAJOR EVENT IN
SINGAPORE TO REFLECT THE MASSIVE AND GROWING IMPORTANCE
OF ASIA IN WORLD SHIPPING AND TO PROVIDE A PLATFORM FOR THE
ARTICULATION OF THE ASIAN VOICE IN WORLD SHIPPING.

THE FIRST EVENT, AS MANY OF YOU WILL RECALL, COORGANISED BY
SEATRADE AND SINGAPORE MARITIME FOUNDATION, TOOK PLACE AT
SUNTEC CITY IN APRIL OF 2007, AND RECEIVED AN EXCEPTIONAL
RESPONSE FROM THE MARITIME COMMUNITY, NOT ONLY HERE IN ASIA
BUT AROUND THE WORLD.

THE EVENT RECEIVED STRONG SUPPORT FROM THE SINGAPORE
GOVERNMENT, THE MARITIME AND PORT AUTHORITY OF SINGAPORE
AS WELL AS SINGAPORE SHIPPING ASSOCIATION (SSA), ASSOCIATION
OF SINGAPORE MARITIME INDUSTRIES, AND THE SOCIETY OF NAVAL
ARCHITECTS AND MARINE ENGINEERS (SNAMES) AND MARITIME ONE.

OVER THREE DAYS, SEA ASIA 2007 ATTRACTED MORE THAN 7000
ATTENDEES, INCLUDING MORE THAN 1000 CONFERENCE DELEGATES
AND MORE THAN 250 EXHIBITORS FROM 42 COUNTRIES. THIS IS AN
IMPRESSIVE RESULT FOR A FIRST TIME EVENT, PROVIDING A STRONG
ENDORSEMENT OF SEA ASIA'S OBJECTIVES, AND ESTABLISHING IT AS A
MUST ATTEND EVENT FOR SHIPPING PROFESSIONALS WITH AN INTEREST
IN THE FUTURE OF ASIAN SHIPPING.

SEA ASIA 2009 WILL TAKE PLACE FROM 21 TO 23 APRIL 2009 AGAIN IN
SUNTEC CITY AND WILL BUILD ON THE SUCCESS OF LAST YEAR'S
EVENT.

AN IMPRESSIVE INTERNATIONAL ADVISORY BOARD HAS ALREADY
BEEN ESTABLISHED, AS WELL AS EXCITING PLANS FOR AN EXPANDED
CONFERENCE PROGRAMME.

A TOTAL OF MORE THAN 10 000 ATTENDEES ARE EXPECTED, INCLUDING SOME 1200 CONFERENCE DELEGATES. THE EXHIBITION OF AROUND 11 000 SQUARE METERS OF GROSS SPACE. WILL HOUSE MORE THAN 350 EXHIBITING COMPANIES AND AT LEAST 10 NATIONAL PAVILIONS, INCLUDING THOSE FROM SINGAPORE, CHINA, JAPAN, KOREA AND NORWAY. INTERNATIONAL BRAND NAMES LIKE PSA , KEPPEL, SEMBCORP MARINE, ABB, WARTSILA, AS WELL AS MAJOR CLASS SOCIETIES AND SHIPYARDS FROM CHINA, MALAYSIA AND THE MIDDLE EAST FEATURE AMONG THE LIST OF EXHIBITORS.,

THE INAUGURAL ASIAN VOICE CONFERENCE, WHICH WAS SUCH A FEATURE OF THE FIRST SEA ASIA WILL BE EXPANDED TO INCLUDE TWO SESSIONS, THE FIRST ON CONTAINER SHIPPING AND LOGISTICS UNDER THE CHAIRMANSHIP OF MR S.S. TEO, AND THE SECOND ON THE DRY AND LIQUID BULK MARKETS, UNDER THE CHAIRMANSHIP OF MR ANDREAS SOHMEN-PAO, MANAGING DIRECTOR OF BW SHIPPING.

A NUMBER OF SOCIAL EVENTS WILL BE HELD DURING THE 3 DAY GATHERING INCLUDING THE GAC SEA ASIA GOLF CLASSIC 2009 AT RAFFLES COUNTRY CLUB ON THE AFTERNOON OF APRIL 20, THE SPEAKERS DINNER SPONSORED BY PSA CORPORATION ON THE SAME DAY, AND ON WEDNESDAY APRIL 22 KEPPEL CORPORATION WILL HOST THE OFFICIAL SEA ASIA RECEPTION IN THE EXHIBITION HALL.

FOR THE FIRST TIME, THE SINGAPORE MARITIME WEEK, SPEARHEADED BY THE MARITIME AND PORT AUTHORITY OF SINGAPORE WILL COME TOGETHER WITH SEA ASIA. THERE WILL BE A SERIES OF HIGH PROFILE EVENTS ORGANISED BY THE LOCAL AND INTERNATIONAL MARITIME COMMUNITY, INCLUDING KEY EVENTS SUCH AS THE THIRD SINGAPORE MARITIME LECTURE AND THE SINGAPORE MARITIME AWARDS GALA DINNER ORGANISED BY MPA.

WE AT SEATRADE WILL BE TAKING AN ACTIVE PART IN SINGAPORE MARITIME WEEK IN OCTOBER THIS YEAR, WITH A ONE DAY SEMINAR ON CSR FOR THE MARITIME INDUSTRIES, HOSTED BY PSA CORPORATION, FOLLOWING THE INAUGURAL SEATRADE ASIA AWARDS PRESENTATION DINNER HELD LAST MONTH AT THE SHANGRI LA HOTEL.

LADIES AND GENTLEMEN, WE LOOK FORWARD TO SEEING YOU ALL AT SEA ASIA 2009 IN WHAT PROMISES TO BE A MILESTONE EVENT FOR THE MARITIME INDUSTRIES IN ASIA

IN CONCLUSION, I AM SURE YOU WILL AGREE WITH ME THAT REFLECTIONS AT KEPPEL BAY MAKES A FINE VENUE FOR THIS EVENT AND WE WOULD LIKE TO EXPRESS OUR THANKS TO KEPPEL GROUP, AND ESPECIALLY MR CHOO CHIAU BENG AND MS WANG LOOK FUNG FOR THEIR SPONSORING OF IT.

IT IS NOW MY PLEASURE TO WELCOME ON STAGE MR S.S. TEO,
CHAIRMAN OF SINGAPORE MARITIME FOUNDATION TO ADDRESS US.