

Sea ASIA

25 - 27 April 2017
 6th Edition
 Marina Bay Sands®
 Singapore

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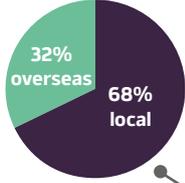


POST SHOW REVIEW

Sea Asia 2017 reinforces role as leading maritime forum in Southeast Asia with the participation of close to **15,000** international participants and **448** exhibitors occupying **8,428**sqm net exhibition space in **3** days.

Sea Asia 2017 Facts and Figures

Close to **15,000** participants



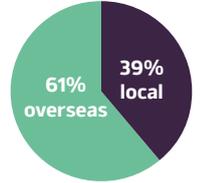
More than **2/3** of the exhibitors surveyed indicated that they are likely to/will exhibit at Sea Asia 2019

Close to **90%** of the visitors surveyed indicated their interest to visit in the next edition

More than **3/4** of the visitors surveyed rated the seminar theatre presentations as Good / Excellent

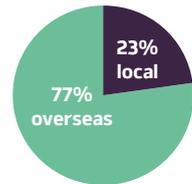


46 prominent speakers



Over **30%** of attendees hold decision making / authorising authority for purchasing

448 exhibiting companies



Over **90** local and international media



More than **20%** of attendees are key recommenders for purchasing

Attendees from top **5** business types

- Ship owners / operators / managers
- Shipbuilders / repairers
- Equipment & fittings
- Ports & terminals / port authority
- Maritime services

Top **10** visitors' main area of interest

- Ship equipment & suppliers
- Marine engineering
- Building & repair
- Ship management & operators
- Offshore
- Machinery, power & propulsion
- IT navigation & communications
- Logistics & transport services
- Education & training
- Water treatment & waste control

South East Asia - **73 %**

Asia - **15%**

Europe - **7%**

America - **2%**

Australia & Oceania - **1%**

Africa - **2%**

Participants by region



From left to right: **Mr Khaw Boon Wan**, Coordinating Minister for Infrastructure and Minister for Transport, Singapore; **Mr Chris Hayman**, Chairman, Seatrade; **Mr Andreas Sohlen-Pao**, Chairman, Singapore Maritime Foundation; **Mr Niam Chiang Meng**, Chairman, Maritime and Port Authority of Singapore; and **Mr Michael Duck**, Executive Vice President, UBM Asia Ltd.

Sea Asia 2017 reinforces role as leading maritime forum in Southeast Asia

The significant role that Asia continues to play in the global maritime and offshore industries, even in today's market environment, were firmly demonstrated at Sea Asia 2017 held in Singapore on 25-27 April.

Close to 15,000 participants from 85 countries attended the three-day event with 822 delegates participating in the conference. The exhibition saw 448 exhibitors spread across two floors of Sands Expo and Convention Centre.

Seatrade chairman, Chris Hayman, said the large number of participants and exhibitors, despite the current headwinds in the industry, is a reflection of Sea Asia's established reputation in the regional maritime calendar.

Key Statistics

- Close to **15,000** participants
- **85** participating countries
- **448** exhibiting companies
- **8,428** sqm net exhibition space
- **10** country pavilions
- **822** delegates
- **46** prominent speakers

"The industry is undoubtedly going through a difficult time in some sectors, and we are very pleased that in spite of this, Sea Asia 2017 was still able to gain the support of key partners, speakers and exhibitors throughout the three days.

"Their support has allowed Sea Asia to continue to be a platform for robust discussions on critical industry issues and potential solutions. This has helped to further reinforce Sea Asia's role as a leading forum for analysis and debate in the global maritime industry," said Hayman.

Executive vice president of UBM Asia, and director of Sea Asia 2017, Michael Duck noted that whilst the conference sessions at Sea Asia 2017 delved into some of the key challenges facing the industry today, there was a good deal of optimism for the future of maritime.

"With the challenges and new trends facing the industry today, it was no surprise that discussions over the three days were shaped around the potential solutions and opportunities for the industry in years to come. It was encouraging to see how positive industry leaders are towards the outlook for the maritime sector," said Duck.

This edition of Sea Asia featured five new national pavilions from Denmark, Greece, Japan, Korea and the United Kingdom in addition to those from Singapore, China, Holland, Norway and Panama.

Other features included an exhibition which showcased the works of maritime artist Chung Chee Kit, and the Sea Asia Youth Tour

which involved youths from the Institutes of Higher Learning (IHLs) along with education and career guidance counsellors (ECG) working with students and jobseekers.

Andreas Sohlen-Pao, chairman of the Singapore Maritime Foundation, said the success of Sea Asia 2017 also highlights Singapore's increasingly important role as an International Maritime Centre (IMC).

"Singapore was recognised as the top maritime capital in the latest Menon Report, a position which was well deserved and will spur further efforts in the years to come.

"This Sea Asia platform was once again a great opportunity for maritime players to interact, hear the latest insights and find new opportunities. The next event in 2019 will be the place to be," said Sohlen-Pao.

Duck concluded that following the success of Sea Asia 2017, the team is already looking ahead to the next conference and exhibition in 2019, which will be held on 9 - 11 April 2019.

"We're hopeful that the overall maritime industry will improve by 2019 and are looking forward to further building Sea Asia's role as the established platform for industry leaders to discuss on industry issues and trends as well as solutions to navigate through challenges," said Duck.

The above report from Marcus Hand was first published on 08 May 2017 on www.seatrade-maritime.com

What our participants say...



Sea Asia is a very important show for us in Central Asia. The show is efficiently operated and that all our participants are very happy with the quality of the visitors and the sales made as a result of participating at the show. As one of our members says it: We can meet more clients during the three days at Sea Asia than we could traveling around three weeks in the region...

Erlend Prytz, CEO, Norwegian Maritime Exporters

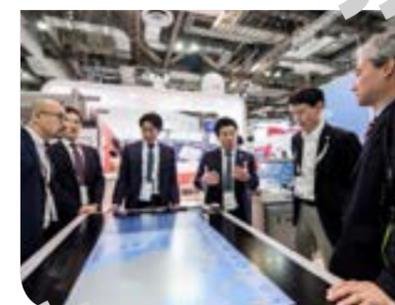
An excellent experience for a new market vertical to my company. The organisation, communication and presentation of the event was first class and I will definitely be exhibiting again!

Mark Rees, Business Development Director, 360 Vision Technology Ltd



Efficient, thoughtful, gainful experience! Certainly looking forward to the next Sea Asia event!

Baskaran Kaneson, Manager, Logistics, Jaldhi Overseas Pte Ltd



An exceptional congregation of service providers to the MARITIME INDUSTRY. This platform provides us deep insights into the present & future of the industry and how to best prepare for the same.

Kingshok Ghosh, Vessel Manager, NYK Shipmanagement Pte Ltd



The Conference was well organised, exhibited a good line up of speakers and with the exhibition showcasing diverse range of products and services. The organisation was good with excellent facilities. Staff were helpful, warm and friendly.

Capt Savio Coutinho, Senior Manager, Singapore Polytechnic



Sea Asia Conference

Robust discussions and debates took place at the highly acclaimed Sea Asia conference over three days. Nik Gowing, International Journalist and Broadcaster moderated the preeminent Sea Asia Global Forum and the Fourth Industrial Revolution panel discussing the importance of technical changes and innovation. A total of 46 prominent speakers from the industries took part in the conference sharing their views and expertise with 822 delegates.



The introduction of the Parliamentary Debate on Day 2 was one of the key conference highlights. Transforming the conference hall into a parliamentary debating chamber, six speakers – three for the motion and three against debated as to whether “the best days of the private independent shipowner are over”. Andreas Sohlen-Pao, Chairman, Singapore Maritime Foundation presided as Speaker of the House. The debate concluded with a vote from the member of the audience with some 73% voting against the motion.

Activities at the Event...



Welcome Reception

The Sea Asia Welcome Reception which took place on first day of the event, offered participants the perfect opportunity and environment to network and establish new contacts over drinks and great conversations.



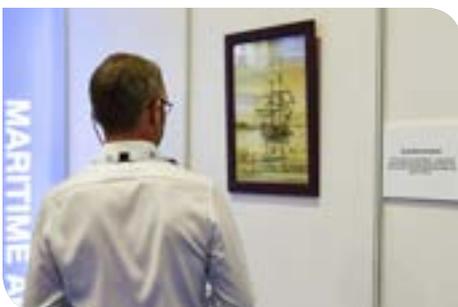
Seminar Theatre Session

The Seminar Theatre proudly sponsored by ADMIRALTY Maritime Products & Services offered all participants the opportunity to gain new knowledge presented by the exhibitors.



Free Local Delights

Local ice-cream, coffee and tea were served for all participants on the show floor.



Maritime Art Gallery

The Sea Asia Maritime Art Gallery explored works which Chee Kit painted during his career in the maritime industry. Every artwork showcased the transformation of maritime and shipping landscape in Singapore.



Complimentary Massage

In support of the Singapore Association of the Visually Handicapped (SAVH), Sea Asia participants got to enjoy a complimentary 15 minutes neck and shoulder massage.



Youth Lego Competition

Some tertiary institute students took part in the Youth Lego Competition and recreated part of the Panama Canal. Competing teams were judged based on their speed, accuracy and functionality.

Special Thanks to all 2017 Sponsors & Partners

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