

Asia Pacific
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26 – 28 March 2008, Singapore
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Asia Pacific Maritime 2008 Opens on a Record High

Singapore, March 26, 2008 – Asia Pacific Maritime 2008 (APM) kicks off today with the biennial maritime show surpassing all previous records. With great anticipation from the international maritime, ports and shipping industry, APM 2008 will be staged at the Singapore Expo over the next three days and features a record ten national pavilions including China, France, Germany, Japan, Norway, Romania, Singapore, South Korea, The Netherlands, and the United Kingdom.

The tenth instalment of Asia Pacific Maritime was opened by Guest-of-Honour, Mrs Lim Hwee Hua, Minister of State for Finance and Transport. The event features 841 exhibiting companies from 52 countries, 650 of which are from international companies. The international presence at APM has shown an increase of 34% and overall the show has grown by forty-two percent over the previous 2006 show.

Particularly noteworthy is the country feature for this year – China. This is an event highlight which visitors can look forward to at subsequent APM. This year's massive China presence, featuring 100 key maritime players from China is led by China Chamber of Commerce for Import & Export of Machinery & Electronic Products (CCCME), Weichai Power, and supported by the China Association of the National Shipbuilding Industry (CANSI). The China pavilion will showcase the strength and capabilities of China's fast-growing shipbuilding industry.

As part of the focus on China, Nantong, dubbed "the second Shanghai in Yangtze Delta Region" will also present a seminar to introduce to the investment environment and shipping industry developments there, as well as to share the experience of international partners who have invested in Nantong.

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APM 2008 will also see the emerging presence of the Middle East, with key players such as Thuraya Satellite, Dubai Maritime City and Sharjah Ports announcing plans to launch aggressively into Asia. Thuraya Satellite Telecommunications Company announces the roll-out of a new regional satellite phone network. This marks the third satellite phone communications network unveiled by Thuraya, who now provide blanket coverage to more than 110 countries in Europe, most parts of Africa, the Middle East and Asia Pacific (including Australia). Dubai Maritime City, the world's first purpose-built maritime centre, also announced its intentions to expand its international network in Asia.

Also breaking new ground at APM 2008 is the participation of several Romanian maritime companies exhibiting as part of the Romanian national pavilion, signalling the marked growth in the East European shipping industry's presence in Asia Pacific.

Another first this year, is the conference partnership with Business Times, a national daily and a leading business and financial newspaper in Asia. Industry leaders such as Mr Jesper Praestengaard, Chief Executive of Maersk South-East Asia and Mr Ohyon Kwon, General Manager of the Korean Shipbuilders' Association, will be discussing Asia's role and its growing leadership in the global maritime industry. They will also explore industry trends and recent market developments in the maritime industry.

Other key highlights at APM 2008 include:

- *APM Fashion Marine 2008* – First introduced at APM 2006, the popular maritime fashion show is a creative platform to highlight exhibitors' products and services on the catwalk!
- *Asian Shipping Symposium* – Visitors will get to gain first hand information and insights on the current and anticipated shipbuilding trends and capabilities of featured Asian countries.

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- *PSA Ports Tour* – Visitors to APM 2008 will have an opportunity to tour the Port of Singapore Authority (PSA) Singapore Terminals. Voted “Best Container Terminal (Asia)” for the 18th time at the Asian Freight and Supply Chain Awards and “Container Terminal of the Year” at the Supply Chain Asia Logistics Awards, PSA Singapore Terminals handled around 24 million TEUs in 2006 and moved over 18 million tonnes of break-bulk and specialised cargo.
- *Networking Sessions* - Delegates and exhibitors will have numerous opportunities to mingle and network at APM 2008's many networking sessions, receptions and cocktail events.

“Asia Pacific Maritime has over the last 9 instalments established itself as one of the most credible international maritime events staged in the Asia region. Bigger, better and with all-new exhibitors and pavilions, Asia Pacific Maritime 2008 is the essential Maritime Event that integrates Marine Engineering, Maritime Services, and Port Technology targeted at the Asia Pacific market,” said Ms Michelle Lim, General Manager, Reed Exhibitions, Singapore.

The next edition of APM will be held from 24 – 26 March 2010 at the Singapore Expo. For more information, visit www.apmaritime.com

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Reed Exhibitions is the world's leading events organiser. In 2007 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 39 fully staffed offices.

Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 500 events serves 47 industry sectors, including:

Aerospace & aviation, automobiles, building & construction, electronics, energy, engineering, entertainment, environment, food & hospitality, gifts, healthcare, IT, jewellery, life sciences & pharmaceuticals, property, manufacturing, medical education, packaging & converting, printing & visual communication, security, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

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