



Asia Pacific Maritime 2010
24 - 26 March 2010
Singapore Expo

PRESS RELEASE

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ASIA PACIFIC MARITIME 2010 OPENS WITH RECORD 938 PARTICIPATING COMPANIES FROM 50 COUNTRIES

Singapore, 24 March 2010 - Riding on the waves of a steady recovery in the shipping market, Asia Pacific Maritime 2010 (APM) opens its doors this morning with great optimism as exhibitors, speakers and delegates from around the world stream in for three days of learning, sharing and business networking.

Reflecting renewed confidence in the market, APM has expanded in size by 25 percent over the last edition. The number of participating companies has also increased by 12 percent to a remarkable 938 participating companies from 50 countries, including 12 official country pavilions from China, Denmark, France, Germany, Japan, South Korea, Malaysia, the Netherlands, Norway, Romania, Singapore, and the United Kingdom. In addition, APM will host the highest foreign participation with 73 percent of its participating companies coming from outside of host country Singapore, thus reaffirming APM's position as an International maritime event.

The single biggest exhibitor is Shandong-based WeiChai Power, choosing APM as a key event for launching its expansion into the South East Asian market for its range of diesel engines and generators. The Hong Kong and Shenzhen listed manufacturer will also be announcing, at APM 2010, the opening of its multi-million dollar ASEAN headquarter and showroom in Tuas, which will also become its R&D, inventory, customer service and sales centre in South East Asia. WeiChai Power's ASEAN strategy comes timely with the newly launched Sino-ASEAN free trade zone where over 90 percent of products will benefit from the Zero Tariff policy, which opens a new chapter of commerce in the region.



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Officially opened by Mr Lam Yi Young, Chief Executive, Maritime and Port Authority of Singapore, the 11th edition of APM is also presenting 10 high-powered conferences and seminars this year, making it one of the most comprehensive interactive learning platforms for maritime professionals.

The series conferences and seminars will kick off with a keynote session featuring Mr Hennie van Schoor, Maersk Line's Director of Business Performance for Asia Pacific. APM is honored to have Maersk Line – the world's biggest container shipping line to open the three day learning platform. Mr van Schoor will be presenting his views on the crisis and provide valuable insights on where the shipping industry might be heading, followed by a discussion with a panel of distinguished representatives from the shipping industry.

Also attracting enthusiastic interest is the inaugural "Green Ship of the Future" seminar at APM, which is being presented jointly with the Danish Marine Group to share and educate the vision for green shipping going forward. It includes discussions on business and technological issues and case studies that will share critical knowledge for those seeking environmentally-sustainable solutions for their shipping operations.

Various other key concerns and issues facing the maritime industry will be discussed at various conferences and seminars covering ship financing (including Islamic financing), maritime law, marine propulsion & auxiliary machinery, marine electronics & communications, tanker shipping & trade, and the business outlook in the respective Asian markets.

The 'Spotlight on Asia' series featuring China, India and Japan will provide key insights into the development of the shipping and shipbuilding sector in these three leading Asian maritime nations. China will also be reinforcing its presence at APM with a series of seminars and networking sessions for the visiting Chinese delegation to highlight its strong presence in the global maritime industry.

Those looking for the latest technologies, products and services will find an extensive range of new-to-market showcase from emerging cutting-edge companies that gives APM 2010 an impactful new dimension to an already comprehensive marketplace for across segment technologies, equipments and systems for shipbuilding, shipping services and port operations.



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The support and endorsement by 29 key maritime agencies, associations and media lend further credence to an international maritime event that has successfully proven itself over the past two decades.

"We are very happy with the industry's response to this year's event. With the rising Asian economies accounting for a very sizeable share of the world's maritime activities, Asia will definitely make a bigger impact on the world stage in the years to come. As an established event of 11th editions, Asia Pacific Maritime remains one of the most effective platforms in Asia that connects businesses as the industry navigates cautiously but confidently against challenges," said Ms Michelle Lim, Managing Director, Reed Exhibitions, Singapore.

For more information, visit APM's website at <http://www.apmaritime.com>

About Reed Exhibitions

Reed Exhibitions is the world's leading organiser of trade and consumer events. Reed Exhibitions excels in creating high profile, highly targeted business and consumer exhibitions and events to establish and maintain business relations, and generate new business.

Every year it runs over 470 events in 37 countries, bringing together over 7 million active event participants worldwide. With over 2,700 employees in 38 offices around the globe it serves 44 industries worldwide, 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.

Its network of offices and promoters extends to 65 countries. With more market-leading events than any other organiser, nobody delivers more business contacts than Reed Exhibitions.

For media inquiries, please contact:

Richard Koong, Rockette Communications

Tel: +65 6223 1011

Email: rockettecomm@gmail.com

Melanie Mostafa, Reed Exhibitions

Tel: +65 6780 4587

Email: melanie.mostafa@reedexpo.com.sg