

ASIA PACIFIC MARITIME 2006 POST SHOW REPORT

ASIA PACIFIC MARITIME (APM) 2006 is in many ways unequivocally a success. The diversity and buzz of this year's offering was generated by the numerous conferences, seminars, networking sessions and even an unprecedented maritime fashion show which collectively boosted the quality and quantity of trade attendees and visitors from Singapore and the region. APM 2006 saw a total of 5,630 quality attendee from 55 countries which is a staggering 64% increase from its last edition in the year 2004. Among the trade attendee, 21% are of senior management level and 32% are decision makers in the area of procurement.



APM 2006 was officially opened by Mrs Lim Hwee Hua, Minister of State for Finance and Transport

In addition, high yield attendee - VIPs and Hosted Buyers, comprising mainly of ship owners, ship managers, ship builders, superintendents, ports and terminal officials and logistic company representatives from 36 countries, made up 24% of the total attendees, which greatly increased the value-add factor and quality of visitor profile for the event.

APM 2006 witnessed record breaking growths in terms of exhibitors' participation:

- 36% increase in gross area with a jump from 7000sqm to 9500sqm;
- 61% increase in the number of exhibiting countries with a jump from 28 to 45;
- 154% increase in the number of exhibiting companies with a jump from 244 to 620.

A high of 92% of exhibitors surveyed expressed their high satisfaction level to the show and especially the quality of trade attendees.

The nine national groups of China, Germany, Indonesia, Korea, Malaysia, Norway, Singapore, The Netherlands and United Kingdom who supported APM 2006, which is itself a 50% increase from the previous edition, also expressed immense satisfaction. Such unprecedented levels of satisfaction are translated to firm bookings and reservation of close to 2000sqm floor space for APM 2008 with national groups like United Kingdom, Germany, and the Netherlands already been allocated with bigger blocks of space.



Opening hours were extended to accommodate the 5,630 international trade attendees who flocked to visit APM 2006

Dr. Jorg Mutschler, Managing Director of German Marine and Offshore Equipment Industries Association (VDMA) said, "Asia Pacific Maritime 2006 has developed very positively. Thanks to the exceptional professional organisation of the event, both quality and internationality of the visitors increased remarkably. For the German marine equipment and service industry, APM has strengthened its position as the leading maritime exhibition for the important Southeast Asia market. Based on the success of the German exhibitors at APM 2006, we are looking forward to presenting an even stronger national group at APM 2008".

Ms Tan Nai Fen, Division Chief and Senior Economist of the China Association of the National Shipbuilding Industry (CANSI) said, "The show was very good and well organised and was a good reflection of

Singapore's role as an international platform for the shipping, ports and maritime industry. Reed Exhibitions made everything very convenient for the exhibitors and in the year 2008, we plan to bring an even larger Chinese delegation to participate in the show".

Mr Henk Lacet, Export Consultant with Holland Marine Equipment said, "I've attended maritime trade shows since the 1970s and Reed's management of APM 2006 was very good. We're happy with the show, which places great emphasis on quality visitors. Very clean and well organised maritime trade event. Holland Marine Equipment will definitely return in 2008".



Solid business opportunities were garnered by the 620 exhibiting companies over the 3 days

APM 2006 also succeeded in generating both professional and public buzz with a whole host of enriching educational and networking events associated with the main event. The Asian Shipbuilding Symposium, which presented a helicopter view on China's shipbuilding industry and the ship building and repair business in Japan, was such a hit that there was an overflow of attendees in the 100-seat seminar room.



Back-to-back, quality conferences and seminars were a draw among trade attendees

8 exhibiting companies including 3M Technologies, Singapore Telecommunications, British Marine Equipment Association (BMEA) and North Port Malaysia, joined hands to present the APM Maritime

Forum where some of the latest maritime products, technologies, trends and challenges were introduced and widely discussed over the 3 days.

APM 2006 also hosted the prestigious 28th ICHCA International Biennial Conference. Presented by a panel of 28 prominent international speakers and attended by 135 delegates from 21 countries, the conference was power-packed with topics revolving the theme "Cargo Handling in the Globalised Marketplace". Incorporated into the conference was an eye-opening site visit to the ports of PSA where delegates were introduced to some of PSA's highly guarded facilities and advance technologies. A Gala Dinner incorporating the first ever presentation of ICHCA International Ltd's Industry Award was held at Pan Pacific Hotel.

"Asia Pacific Maritime 2006 was chosen to be our partner because it is undoubtedly the number one international maritime exhibition held bi-annually in Singapore. APM 2006 provides the perfect link between a dynamic industry exhibition and a power-packed conference and Reed Exhibitions has maintained an unyielding standard of excellence and professionalism in providing top quality industry events. ICHCA International Ltd is both proud and privileged to combine its own legacy of excellence with that of Reed Exhibitions," said Mr. James H. Hartung, ICHCA International Chairman and President, Toledo Lucas County Port Authority, Toledo, Ohio, USA.



APM Fashion Marine provided prominent product and brand exposure to exhibitors and proved to be a hit for all

The networking programme for APM 2006 was also formidable with the highlight of the programme being the APM Fashion Marine. It is the first of its kind where maritime products were paraded via a specially choreographed industry fashion show. Highly anticipated and delightfully entertaining, APM Fashion Marine is an innovation in format, style and setting alike. Excellent feedback from participating exhibitors has been received with numerous requests coming in about possible product placement in the next show.

Positive feedback has also been garnered about the other social networking functions as listed:

- ICHCA Committee Welcome Dinner
- VIP Lunch Reception
- VIP Hi-Tea Reception
- Exhibitors' Night
- Foreign Delegation Breakfast Reception
- UK Embassy Reception
- Dutch Embassy Reception
- Japan Cocktail Reception
- ICHCA Gala Dinner



The numerous social functions sets the mood for relationship building and business networking

In a bid to further enhance the APM experience of attendees, which in turn benefited the exhibitors, improvements were made to several areas of the show. The show's official website was revamped with an attractive animated homepage and easy navigation. Latest developments of APM 2006 were periodically updated, useful links on the maritime industry were added, and information such as exhibitors' manual and exhibitors listing and profiles were uploaded for the first time, hence providing visitors with information at just a click away. In just 7 months, the website attracted 24,669 visitors.



Ice-cream, "Mua Chee", chocolate fondue offered by exhibitors adds to the fun element of APM experience for visitors

Besides offering the traditional means of pre-registration for visitors, automated online pre-registration with provision for visitors to recommend their associates to visit and personalised confirmation

letter was introduced. To further encourage pre-registration, 12 iPod Nanos were given away through a lucky draw during the show days, with FREE beer coupon specially distributed to industry professionals who pre-registered their presence before the show days. All these innovative drive has led to an increase of pre-registered visitors and the percentage of pre-registered visitors who actually showed up at APM2006 was very high.

A face-lift was given to the show directory with the aim of making information finding an ease for readers. Section dividers using a thicker paper material and a different colour scheme for each section made it easier for readers to locate information. The increase in "white spaces" and a clean layout has made reading of the directory more pleasant. As a result, 90% of the visitors found the directory refreshing, useful and informative.



Free hi-speed broadband internet access and beer were some of the many initiatives by the Organiser to enhance visitors' experience

Marketing of APM 2006 were significantly increased both in efforts and budget. Besides the use of traditional marketing channel such as advertising, direct marketing and public relations, non-traditional marketing channels such as regional road shows, e-marketing and viral marketing were creatively integrated in the total marketing approach of APM 2006. A total of 19 supporting international media partners were garnered and provided the show with an extensive international reach.

Amidst the challenges, Asia Pacific Maritime 2006 has definitely established its status as one of the leading international maritime fair and its success would not have been possible without the support and guidance of exhibitors, visitors, delegations and media partners.

Watch out for Asia Pacific Maritime 2008, which will be staged in Singapore from 26 to 28 March 2008. With more creative business platforms and innovative buzz to be injected into the next edition, the APM Project Team looks forward to the continuing support from the maritime community in Singapore and worldwide – *APM, 10 Apr 2006*