

EUROPORT MARITIME

6 - 9
November
2007

Touching Technology



- More quality in less time!
- Excellent time frame
- One-to-one approach to customers
- Even more effective publicity campaign

www.europortmaritime.com

ahoy
rotterdam

Europort Maritime 6 - 9 November 2007



Make as many contacts and get in as many orders in 4 days as in 5. Can this be done? It sure can! The new Europort Maritime 2007 has just as much space reserved for concrete business as for maintaining relationships, on Tuesday, Wednesday, Thursday and Friday. These 4 days are full of commercial potential as they are four working days, which means that every customer can adjust their schedule. Four TOP business days in Ahoy': more results in less time.



Thursday. The day of Inland Navigation and Fishing
While the traditional Saturday is gone, the distinctive atmosphere is not – after all, this trade fair is on in the Ahoy! The irreplaceable value of Europort Maritime for everyone working in inland navigation and fishing is to remain. Even better: the Thursday is designated the day of Inland Navigation & Fishing. This is why the fair will be open until 10 pm, so that there's every opportunity to take it all in.



November 2007. Excellent time frame

2007 is so much more interesting for those following the turbulent developments in the maritime sector. International shipyards have experienced an economic boom and the future is looking very good indeed. 2006 indications are that orders for new ships will exceed 3 billion Euros. Suppliers of technical and nautical equipment are currently barely meeting the demand. International sea transport, particularly to and from China, is growing as never before. Dredgers are starting new projects very quickly. With around 9,000 vessels, the Dutch inland waterway fleet is in any case the largest in Europe and is developing positively. This is why it is good to lay out the state of affairs in 2007. To this end, Europort Maritime 2007 has created an authoritative platform with international capacity.

Other large maritime fairs with function and importance comparable to that of Europort Maritime are taking place in 2006 and 2008. Because developments are happening so quickly, it is very important that during November 2007, for four days Ahoy' Rotterdam will be the centre of the maritime world.



Ship owners

Who would you like to meet at Europort Maritime 2007? Shipping companies and ship owners will receive a personal invitation. Thanks to an up-to-date database, the correct maritime specialist will be selectively approached. One-to-one. This is the exact target group which you want to meet: people who can and will make decisions.



Even more effective publicity campaign!

Europort Maritime 2007 will be in the news soon. Special media schedules have been developed to guarantee a high reach in target groups, and which differ per international market. You too can benefit from this media wave by exploiting the media chosen. For this, the exhibitor will receive media lists. As well as this, you have every opportunity of approaching your associates with posters and free admission tickets. You can even avail of our e-mail NEWS service free of charge, through which you can mail your latest news under your own title to your associates.

Europort Maritime will be intensively promoted in trade media through advertising and editorial attention, which will focus completely on generating attendance so that your participation achieves optimum yield. In addition, (digital) newsletters and targeted invitations in print and digital format will keep visitors to the fair updated. As a Europort Maritime exhibitor, you can also avail of Ahoy' invitation cards.

The following media have been selected for the campaign:

Antwerp Lloyd
Binnenvaartkrant (Inland navigation publication)
DPC
Fairplay
Hansa
HSB
Lloyds List
Marine Propulsion
Maritiem Nederland
Maritime Journal
Maritime Reporter
Scheepvaartkrant (Shipping publication)
Schiff & Hafen
Schip & Werf de Zee
Seatrade
Shipping Gazette
Shipping World & Shipbuilder
The Motorship
Tradewinds
Vaart.nl
Visserijnieuws (Fishing news)
Weekblad (Weekly) Schuttevaer



Where did the 35,000 visitors come from?

Europort Maritime has national as well as international significance for those wishing to be successful in business. This trade fair attracts high quality visitors.



Visitor profile

Origin: 35.760 visitors in 2005
From 91 different countries

National: 30.952 visitors

International: 4.762 visitors

Function



Management	6,7 %
Director/owner	15,0 %
Ship owner	1,6 %
Fisherman	1,4 %
Executor	3,6 %
Bargee/owner	14,0 %
Sales	6,5 %
Preparator	2,2 %
Marketing/communication	2,0 %
Purchase	2,9 %
Consultant	6,1 %
Other	38,1 %

Sector



Coastal	2,0 %
Dredging industry	5,7 %
Fishing	4,3 %
Inland navigation	24,7 %
Merchant shipping	9,1 %
Shipbuilding and repairs	20,5 %
Other	33,7 %

Visit reason



Exhibition program	22,4 %
Purchase	13,2 %
Orientation	26,2 %
Site program	18,0 %
Participation and other	14,5 %

Interested in



Construction	18,7 %
Maintenance and repairs	18,1 %
Dredging material	5,4 %
Other	8,9 %
Propulsion	12,5 %
Communications and navigation	10,2 %
Electro technical	10,0 %
Services	9,0 %
Classification	4,6 %
Fishing requisites	2,6 %

Authority to take decisions



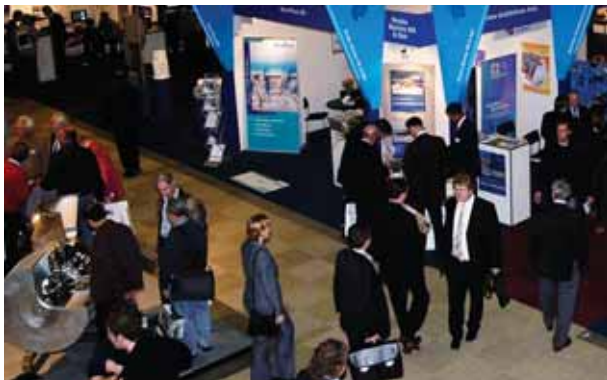
Those with final decision	20,0 %
Directly involved in decision	20,4 %
Directly advising	17,9 %
User	19,3 %
Other	22,5 %

Exhibitor profile

Europort Maritime encompasses the entire supply industry (products and services) for the maritime sector: shipbuilding and repairs, Rhine and inland navigation, merchant shipping, ocean shipping, professional fishing, dredging industry, harbour services, government and offshore.

Number of exhibitors in 2005: 580 national and 299 international, of which 805 were of specific importance to the maritime industry.

Foreign companies in 2005: 299: from Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Croatia, Cyprus, Denmark, Germany, Estonia, Finland, France, Greece, Ireland, Israel, Italy, India, Japan, Norway, Poland, Romania, Russia, Scotland, Spain, Turkey, UK, US, South Africa, South Korea, Sweden, Switzerland.



Country pavilions in 2005

Belgium, China, Denmark, England, The Netherlands, Austria, Poland, Romania, Scotland, South Korea.

The Netherlands and Maritime trade fairs: a concept

Europort Maritime 2005 was the first time the fairs Europort and Rotterdam Maritime were combined.

Europort: started in 1963, held 31 times, the last time in November 2003: 530 exhibitors (representing 730 companies) and 28,159 visitors.

Rotterdam Maritime: established in 1983, held 13 times, the last time in November 2004: 615 exhibitors and 31,330 visitors.

UFI certification

Trade fair organiser Ahoy' ECEM has recently received official UFI certification, a hallmark from The International Association of the Exhibition Industry, which establishes both the international character as well as the quality of the accommodation and organisation.

Tested by Ernst & Young

Europort Maritime 2005 figures have been tested by accountancy firm Ernst & Young. The first Europort Maritime fair had 580 national and 299 international exhibitors, with a net surface of 22,896 m², as stated on the official certificate from Ernst & Young. Ernst & Young also established the number of visitors to the fair: 30,952 national and 4,762 international visitors from 91 countries.

Sister fair Europort Eurasia

Europort Maritime also has a maritime trade fair in Turkey. The Europort Eurasia will take place from 25 through 28 April 2007 in the Turkish city of Istanbul. This new international maritime fair is a co-production of Ahoy' exhibition congress & event management, the Turkish Chamber of Shipping and the International Fair & Congress Organisations (NTSR). For more information: www.europortmaritime.com or www.europorteurasia.com.



CEDA Dredging Days 2007

On 8 and 9 November 2007 Ahoy' will host the CEDA Dredging Days, a conference for the dredging industry. The theme here will be 'The day after we stop dredging (dredging for infrastructure and public welfare)'. In addition to a strongly relevant programme with keynote speakers, a technical excursion on 7 November is expected to take place. For more information: www.dredging.org.



Rotterdam Hotel Service

During Europort Maritime, many exhibitors and visitors will travel to Rotterdam and many hotels will be fully booked in this period. As a result, Rotterdam Hotel Service has reserved more than 1000 rooms in various hotels in the area especially for exhibitors and visitors. Make your hotel reservation now via www.hotelservicerotterdam.nl/europortmaritime2007



Exhibit at Europort Maritime

Stand hire: €155.00 per metre square,
excluding stand construction.

Standard shell scheme: €75.00 per m² extra.

Luxury wooden stand: €150.00 per m² extra.

Admission €25.00 per person or free with
an invitation or by advance registration via
the website.

For complete information, see the website or the participation form.

Why exhibit at Europort Maritime?

The most important reason is this: Europort Maritime 2007 promises that the latest insights and technologies in the maritime field will gather together here. In November 2007. This is why the organisation expects around 30,000 visitors with authority to make high-level decisions.

Europort Maritime 2007 will again be the largest, international maritime trade fair in the Netherlands, and takes place at the right time, with more quality than ever before. *Better. More interesting. More business-like.*



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EUROPORT MARITIME 2007

6-7-8-9 November 2007 Ahoy' Rotterdam



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