



*The Premier International Exhibition and Conference on
Maritime Industry in Vietnam*

**7- 9 November 2006
Halls 2 & 3
Ho Chi Minh City International
Exhibition & Convention Centre (HIECC)
Ho Chi Minh City, Vietnam**

ESSENTIAL INFORMATION

**Visitors Advertising
&
Promotion Programme**

FACT SHEET

- Date** : 7 - 9 November 2006 (Tuesday – Thursday)
- Venue** : Halls 2 & 3 HIECC, Ho Chi Minh City, Vietnam
- Organised by** : HQ Link Pte Ltd
- Vietnam Organiser** : VCCI Exhibition Service Co. Ltd.
- Supporting Associations Vietnam (confirmed)** : Ministry of Transport (MOT)
Ministry of Industry (MOI)
Vietnam Chambers of Commerce & Industry (VCCI)
- Supporting Associations International (confirmed)** : Asean Ports Association, Philippines
Hellenic Chamber of Shipping, Greece
Holland Marine Equipment, The Netherlands
Indian Ports Association, India
Indonesian National Shipowners' Association, Indonesia
Korea International Trade Association Busan Branch, Korea
Korean Register of Shipping, Korea
Norwegian Shipowners' Association
Philippine Shippers' Bureau, Philippines
Royal Institute of Navigation, UK
Society of Naval Architects & Marine Engineers Singapore
The Institute of Marine Engineering, Science and Technology, UK
- Supporting Associations Vietnam (proposed)** : Vietnam National Maritime Bureau (Vinmarine)
Vietnam Shipbuilding Industry Corporation (Vinashin)
Vietnam Sea Ports Association
Vietnam National Shipping Lines (Vinaline)
- Supporting Associations International (proposed)** : German Shipping and Ocean Industries Association
Amsterdam Port Authority
Asian Terminals Incorporated (Philippine)
Association of Australia Ports & Marine Authorities
Association of Dutch Maritime Industries
Bangkok Ship Owners & Agents Association
European Marine Equipment Council
European Sea Ports Organisation
International Association of Ports and Harbors
International Maritime Bureau
International Maritime Organisation
Singapore Logistics Association
Singapore Maritime Foundation
The Chartered Institute of Logistics & Transport, Singapore
VDMA -German Marine and Offshore Equipment Industries

Gross Exhibition Area	: 5,400 sqm
Opening Ceremony	: 09:00 am – 10:00 am (Opening Ceremony)
Opening Hours	: 10:00 am – 18:00 pm (First & Second Days)
	: 10:00 am – 17:00 pm (Third Day)
Admission	: Trade and Professionals Only
Expected No. of Participants	: More than 200 Companies
Expected No. of countries/ Areas Represented	: More than 20 Countries / Areas
Expected National/ Group Pavilions	: China, Germany, Holland, India, Korea, Norway, Poland Russia, Singapore, Vietnam
Feature Country	: Holland
Countries in which visitorship will be promoted to	: Asia Pacific Region, approximately 8,000 visitors

SHOW OBJECTIVE

1. The exhibition & conference are aimed at expanding the maritime horizon for Vietnam in view of the Government's thrust to develop the maritime industry.
2. Provide an international platform for buyers and sellers to meet to explore business collaborations, joint ventures and technology exchange.

EXHIBIT PROFILE

The exhibition will cover wide range of maritime products and services, such as:

- ❖ Cargo Handling / Logistics Handling
- ❖ Communication Equipment & Systems
- ❖ Communications
- ❖ Deck Machinery & Equipment
- ❖ Dock Services & Equipment
- ❖ Dredging Equipment
- ❖ Electrical Engineering
- ❖ Electronic Devices & Equipment
- ❖ Engine & Propulsion Systems
- ❖ Fire Maintenance & Safety Equipment
- ❖ Fuel & Lubricants
- ❖ IT Systems
- ❖ Lighting Equipment & Systems

- ❖ Maritime Services
- ❖ Naval Equipment
- ❖ Navigation Equipment & Systems
- ❖ Offshore Technology
- ❖ Others
- ❖ Paints & Coatings
- ❖ Ports / Port Technology & Equipment
- ❖ Prime Movers
- ❖ Security Equipment & Systems
- ❖ Ship & Vessels
- ❖ Ship Operation Equipment
- ❖ Shipbuilding / Shipyard Industry
- ❖ Shipyard Installations and Equipment
- ❖ Vision Equipment

VISITORS' PROFILES (BY INDUSTRIES)

- ❖ Cargo Handlers / Logistic Service Providers
- ❖ Charterers
- ❖ Chief Designers
- ❖ Crew Managers
- ❖ Draftsmen
- ❖ Dredging Service Providers
- ❖ Equipment Manufacturers / Distributors
- ❖ Finance Directors
- ❖ Fleet Superintendents
- ❖ Government Officials
- ❖ Health & Safety Managers
- ❖ Insurance Underwriters
- ❖ Marine Superintendents
- ❖ Maritime Consultants
- ❖ Master Mariners
- ❖ Naval Architects
- ❖ Newbuilding Supervisors
- ❖ Offshore Support Operators
- ❖ Offshore & Oil Riggers
- ❖ Operations Managers
- ❖ Port Authorities
- ❖ Port Masters
- ❖ Port Operators
- ❖ Safety & Quality Regulators
- ❖ Sales & Marketing Departments
- ❖ Security Officers
- ❖ Ship Brokers
- ❖ Ship Chandlers
- ❖ Ship Finance Managers
- ❖ Ship Maintenance Providers
- ❖ Ship Managers

- ❖ Ship Outfitters
- ❖ Ship Owners
- ❖ Ship Repairers
- ❖ Shipping Company Owners / Managers
- ❖ Shipbuilders and Designers
- ❖ Sound and Vibration Control Providers
- ❖ Technical Managers
- ❖ Training and Education Providers
- ❖ Turnkey Contractors

VALUE-ADDED EVENTS

❖ **Network Session with invited buyers from Vietnam and the South East Asia Port Authorities**

A dedicated networking area will be specially allocated to an elite group of regional buyers located within the show to optimize networking opportunities for exhibitors to move one step closer to their customers.

Exhibitors are able to get the opportune time to network and meet key decision makers from related ministries, maritime agencies, state-owned maritime organisations in shipping and shipbuilding as well as the maritime community.

❖ **Buyers Fly-In Programme**

The Buyers Fly In Programme provides exhibitors with opportunities to foster greater interaction with key VIP buyers and specifiers from Vietnam, Laos, Cambodia, Myanmar and Southeast Asia market.

❖ **Maritime Industry Conference**

A high-powered conference is in the pipeline to provide a platform for local and international players to

- Discuss regional maritime issues
- Analyze and explore trends and development that are making waves in the maritime industry in the Southeast Asia region
- Look at clustering for global competition
- Gather information for future projects and other emerging issues concerning the maritime industry

On the whole, the conference will be a perfect complement to the exhibition to gain new sights and information, as well as interact with industry peers.

❖ **Products Parade**

Combining models catwalk with exhibitors' products and services, this products parade will inject a refreshing trend to how exhibiting products can be brought out of the traditional booth space.

❖ **Exhibitors Business Presentation**

Showcasing a panel of highly effective industry experts whom presentations will focus on the latest trends and developments in marine & offshore industry for potential business opportunities.

❖ **Ports / Shipyards visits**

Specially guided tours will be conducted to view the important ports and shipyards in Vietnam

❖ **Pre-qualified Business Meetings**

A special platform of meeting rooms will be constructed for the convenience of one-to-one business meeting. This service is free to all confirmed exhibitors, pre-registered visitors and conference delegates. Our aim for this one-to-one business meeting is to make contact with trade visitors as well as delegates from the conference. This scheduling facility allows all to plan ahead and cultivate potential business relationships.

VISITOR ADVERTISING & PROMOTIONAL PROGRAM

I. ADVERTISING PROGRAMME

1. Regional Advertising Program

- 1.1 Press Advertising
- 1.2 International Trade Magazine Advertising

2. Local Advertising Program

- 2.1 Press Advertising
- 2.2 Radio Advertising

SHORTLISTED & CONFIRMED PUBLICATIONS FOR ADVERTISEMENTS & PROMOTIONAL PROGRAM

- 1. China Shipbuilding Information Network Centre
- 2. Fairplay
- 3. Infotrade Media
- 4. International Maritime Organisation (IMO) News
- 5. Lloyd's List International Ship Tech
- 6. Marine & Industrial Directory

7. Marine & Industrial Report
8. Marine & Offshore Supplies Directory
9. Marine Link
10. Marine Talk
11. Maritime Journal
12. Maritime Reporter & Engineering News
13. Offshore Marine Technology
14. Pacific Maritime Magazine
15. Shiprepair & Conversion Technology
16. SNAME'S Annual Journal
17. Shipping Times – Vietnam Investment Review
18. Thailand Manufacturers Brand
19. The Green Book
20. The Maritime Executive
21. The Naval Architect
22. Tradewinds
23. Visaba Times

II. VISITORS DIRECT MAILING PROGRAMME

Targeted at leading buyers in the Asia Pacific Region, a comprehensive direct mailing campaign would be conducted 3 months prior to the shows opening to invite targeted buyers to the shows. Invitations will be sent out through the organiser, supporting publications and associations.

In addition, we have also customised visitor's invitation program, in which exhibitors can outline their target industries, markets and visitors. These submissions will then be studied and compiled into our mailing plan. Through this, exhibitors can be assured of a highly targeted visitorship for their shows.

III. EMAIL BROADCAST

An email broadcast will be sent to all the key players in the industry, both locally and internationally, to generate greater awareness on the show. This email broadcast can be used to attract both potential exhibitors as well as to encourage visitorship to the show.

IV. EXHIBITORS' PUBLICITY PROGRAMME

The following comprehensive publicity programme has been planned for exhibitors and we would like to urge exhibitors to make full use of the free publicity that we have specially designed so as to gain full mileage of your participation in our shows:

1. Free Publicity

Regular press releases based on materials supplied by the exhibitors will form part of a far-reaching press campaign calculated to achieve the widest possible editorial and news coverage.

Exhibitors are requested to assist our Publicity Department by keeping the Organiser informed of any news concerning their products or activities relevant to their participation in the exhibition by supplying full details of the products and services that they will be displaying and providing.

2. Show Supplements

To reinforce pre-show coverage, special show supplements will be carried out by the supporting publications and various trade media. Exhibitors can utilise this opportunity to highlight their products or company profile by means of free editorials.

3. Free Listing in Show Directory

All exhibitors are entitled to a free listing of their organization and products/ services in the Show Directory. You may include your principals or other associates in the listing. The information provided is to be used in this show directory and other publicity materials for promotion of your organization

V. EXHIBITORS' PROMOTIONAL MATERIALS

The following promotional materials will be provided to the exhibitors to assist them in promoting and highlighting their presence in the exhibition, details are as follows:

1. Complimentary Visitors Flyers

Free Visitors Invitation Flyers cum product highlight will be given to exhibitors to invite their existing and potential buyers. The quantity of entitlement is based on 100 flyers per 12sqm booth / space.

2. Posters

2 posters each are available for exhibitors' use. To display the posters in your office reception areas is one effective ways of publicising the company's presence at the shows.

VI. ADVERTISING IN SHOW DIRECTORY

The Show Directory will serve as a comprehensive guide and a useful after-how reference to the visitors. This media is an excellent means of highlighting the exhibitors' participation. If you are interested to advertise in the Show Directory, please contact **Ms Audrey Leong (Deputy Exhibition Manager)** at the following numbers:

Tel: (65) 6534 3588

Fax: (65) 6534 2330

E-mail: audreyleong@hqlink.com

COST OF PARTICIPATION

1. Floor Space Cost:

US\$ 300 per sqm (minimum 30 sqm)

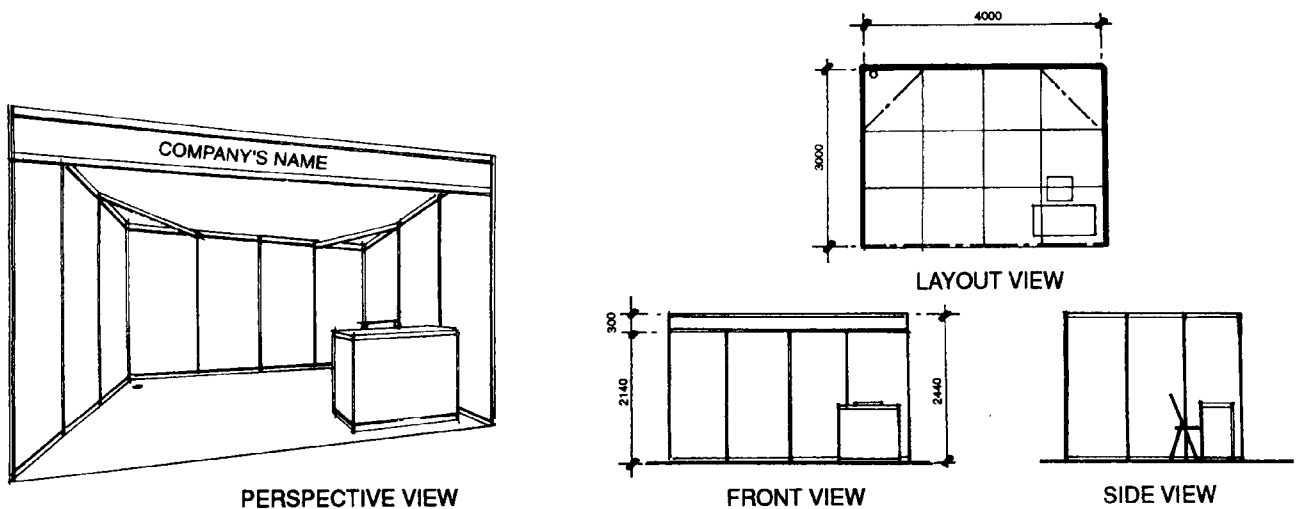
2. Standard Shell Scheme Cost:

US\$ 350 per sqm (minimum 12 sqm)

Standard Shell Scheme Package Includes:

- ◆ Floor space
- ◆ Wall partition
- ◆ Facial board with exhibitor's name / stand number
- ◆ Needle-punch carpet
- ◆ Two units of fluorescent tubes
- ◆ One unit of power point
- ◆ One information counter and two folding chairs
- ◆ One waste basket
- ◆ Installation and dismantling of rental display
- ◆ Regular stand cleaning

STANDARD SHELL SCHEME RENTAL DISPLAY



For space reservation and more information, please contact:

The Organiser:



Ms Audrey Leong
Deputy Exhibition Manager
HQ Link Pte Ltd
205 Henderson Road, #03-01
Henderson Industrial Park, Singapore 159549
Tel: (65) 6534-3588
Fax: (65) 6534-2330
Email: audreyleong@hqlink.com
Website: www.hqlink.com / www.maritime-vietnam.com