

POSIDONIA 2016 ON COURSE TO BE THE BIGGEST EVER

AGAINST ALL ODDS, WORLD'S LEADING
SHIPPING EXHIBITION
SHOWS STRONG RESILIENCE

Posidonia 2016 is on course to be the biggest ever despite unfavourable market conditions such as plummeting oil prices and slowing economic growth in key economies and especially China.

With floor space demand at unprecedented levels, the organisers of the world's most prestigious shipping trade event **expect to break the previous records** set during Posidonia 2014 which was attended by more than 1.840 exhibitors and 19.000 visitors.

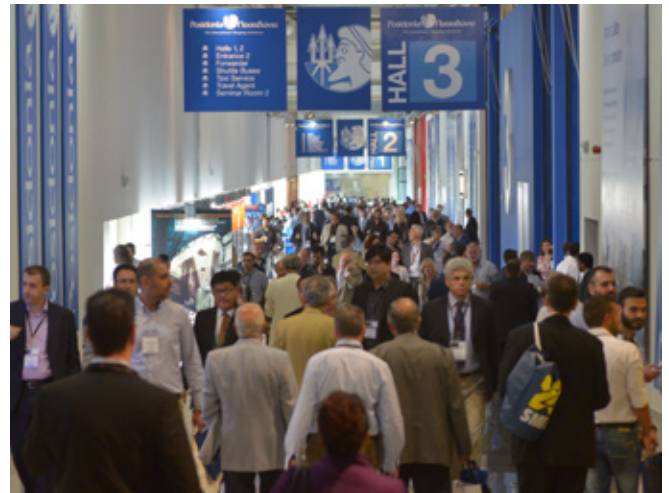
"Despite a negative global shipping sector outlook for 2016, Posidonia constantly enhances its appeal as the must-attend international shipping event due to its unique legacy and long heritage as the event which creates new business opportunities in tough markets." said Theodore Vokos, Executive Director, Posidonia Exhibitions S.A. the event's organisers. "The Greek Shipping community is famous for its business acumen and excellent sense of timing when it comes to investing in difficult times, and we are currently seeing many shipowners investing in both newbuildings and the S&P market."

Increased demand is driven by the major shipbuilding nations and other traditional Posidonia participants from all over the world who have already confirmed their presence at this June's event in addition to many first-time exhibitors representing some new-to-Posidonia sectors.

Leading the way in terms of floor space demand is China which will once again feature the strongest participation at the maritime industry's trademark biennial event with its shipyards, equipment manufacturers, shipping services and financial centre providers. The strong Chinese participation at Posidonia together with the recently announced acquisition of the Piraeus Port by COSCO underline the strong friendship and maritime business relations between the two nations.

Far Eastern presence is traditionally a major highlight at Posidonia and this year could be no different with **Korea** and **Japan** again fielding impressive national stands featuring their powerful shipbuilding and equipment manufacturing industries as competition with China intensifies against a backdrop of sinking demand for new orders.

An important new feature of this year's Posidonia will be the strong participation of **old and new maritime centers**, as global competition in this sector has also intensified. Traditional maritime centers **Singapore, Hong Kong, Cyprus, Panama** and **Malta** will again participate with national pavilions with a highly diverse display of shipping products and services. But Posidonia will also welcome niche newcomer Luxembourg who is making its Posidonia debut with a national pavilion featuring **Cluster Maritime Luxembourg**ois.



PHOTOS FROM POSIDONIA 2014

Other maritime services centers at this year's event include **Dubai Maritime City** from the UAE, Canada's **Vancouver International Maritime Centre** and **Shanghai Maritime and Finance Excellence Centre**.

Banking is back with a big bang this year with the **National Bank of Greece, Saxo Bank** and **Deltec Bank** amongst the financial institutions returning to Posidonia following the sector's lengthy absence.

The **travel industry** is also very well represented with more than 12 travel agents and **Lufthansa, Turkish Airlines, China Southern Airways, Aegean Airlines** together with a strong contingent of Gulf carriers all presenting their services at the show in their effort to capture a bigger slice of the industry's growing travel budgets. The growing importance of seamen's tickets revenues for airlines is also reflected in **Lufthansa's** decision to become the **Official Airline for Posidonia 2016**.

And while the floor plan of the Athens Metropolitan Expo is filling up with exhibitors, Posidonia organisers are also finalizing the **most comprehensive conference and seminar programme** in the exhibition's history with over 30 confirmed presentations covering most aspects of the industry's diverse spectrum. To meet demand for seminar rooms, the organisers had to set-up an additional seminar room, with the sponsorship of UKHO.

The conference programme is spearheaded by the pivotal **Tradewinds Shipowners Forum** which will tackle a wide range of topics including the major issues of oil prices and the Middle East, the 'China effect' and ship supply.

The **Japan Ship Exporters' Association** will again present cutting edge technological solutions, in a seminar where all major Japanese shipyards will try to woo Greek shipping companies for new orders, as they benefit from the currently weak YEN which makes Japanese shipyards affordable.

The hottest issue in the maritime industry is currently **Ballast Water Treatment**. With the Ballast Water Management Convention expected to come into force in 2016 and system manufacturers applying for US Coast Guard type approval, more than 15 BWTS manufacturers have already confirmed their participation at the exhibition. Posidonia will also host the **Ballast Water Management Summit**, organised by Newsfront/Naftiliaki under the auspices of Greece's Marine Technical Managers Association (MARTECMA), followed by an Argo Navis workshop on the retrofit engineering studies and installation planning of BWTS. The path to US Coast Guard Type Approval will be presented in a seminar organised by Ecochlor Inc.

TWO FISH WITH ONE ROD

"Posidonia is one of the most essential maritime industry trade fairs in the world and we must realise that Greece is the most important country in the maritime industry," said Peđa Bris, Secretary General of the International Ship Electrical and Engineering Service Association. According to Bris, it is vital for the Association to promote its activities at Posidonia because it offers its many members a cost-effective marketing platform and at the same time helps the association attract new members. At its seventh consecutive Posidonia participation this June, ISES will make some noise about a memorandum of understanding with IMPA (International Maritime Purchasing Association) and also introduce the new secretary general to existing and prospective members.

NORWEGIANS KNOW NAVIGATION

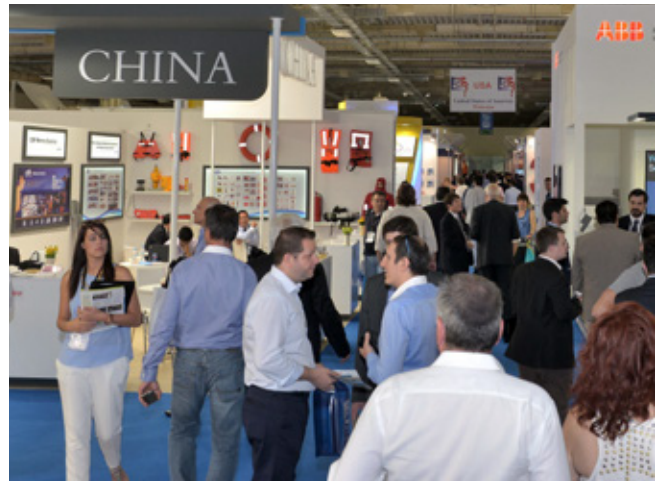
NavStation, the world's first digital chart table will make Posidonia visitors tick this summer as its maker, NAVTOR, a maritime sector leader in the provision of innovative e-navigation solutions, services and technology will be displaying it at its stand. In its third Posidonia putting, the Norwegian company will showcase NavStation's software designed to integrate all digital navigational data for optimal on screen presentation to plan and organise a safe, secure and economical voyage. "NavStation is a giant leap in the evolution of e-Navigation," said Marketing Manager, Willy Zeiler.



ENERGY EFFICIENT TECHNOLOGIES IN FOCUS

Ship Electric Marine Automation (SELMA) will use its inaugural Posidonia participation to demonstrate energy saving technologies such as the Ship Energy Efficiency System based on VFD (Variable Frequency Drives) Control Switchboards for Auxiliary Machinery which reduces the power of the vessel by 100-150kW resulting in annual fuel savings of 150-200 tons. Zacharias Klados, Managing Director of the Athens-based manufacturer of marine electrical and automation/control systems said: "SELMA is very proud to participate for the first time at Posidonia where we can present our innovative applications related to Modern Marine Control Technologies. We will primarily focus on SEES (Ship Energy Efficiency System) which is already installed on more than 60 ships with real recorded data of energy saving in the last two years."

Transparency breeds clarity. Clarity breeds confidence. Confidence breeds success!



PHOTOS FROM POSIDONIA 2014

POSIDONIA PROSPECTS DELIGHT TURKISH SHIPYARD

Turkey's proximity to the heart of Greek shipowners' fleet headquarters makes Posidonia a highly attractive marketing target for Turkish shipyards and Hat-San Shipyard is no exception. The company is returning to Posidonia for a second time to promote its enhanced capabilities acquired recently as a result of a recently purchased floating dock measuring 225x36,6 metres with a lifting capacity of 20.000 ton. The investment has increased the shipyard's overall production area to 100,000 square metres making the signing of new contracts a strategic priority for the Turkish ship building, conversion and ship repair specialist.

GREEN IS THE NEW COLOUR FOR SHIP REPAIR SECTOR

Ship repairing services and specialized manpower provider GKC Repairs & Maintenance is making its Posidonia debut this year, having already participated in three international shipping exhibitions during the last two years, as the company's marketing strategy is heavily shifting on trade shows to promote its green shipping capabilities. "Posidonia brings the Greek Maritime industry back to its origins, where business is done face-to-face and people shake hands to close a deal. In response to our customers' needs and as members of ECOMASYN, we will be participating in Posidonia 2016 with a focus on the Green Shipping segment," said George Chalaris, General Manager.

POSIDONIA PUTS PALAU ON THE MAP

As a relatively new White Flag trying to expand its global footprint, Palau International Ship Registry is preparing for its Posidonia debut where it wants to showcase its quality and safety attributes. According to Leslie Mezzich – Maritime Registrar of Palau International Ship Registry, the focus of its participation is to expose and expand the continued development and success of the Registry by demonstrating the connection between quality, safety, loyalty and flexibility through the clear, simple and swift Registration procedures and regulations. "The promotion of our services at the largest maritime gathering is of great importance because Posidonia gives a chance to get closer to the maritime stakeholders and to understand better their needs, wants and perception," she said.

Confirmed Conferences, Seminars and Technical workshops at Posidonia 2016

	Event	Venue	Date	Time	Contact Organiser
Tradewinds	Tradewinds Shipowners Forum	Posidonia Conference Hall	Tuesday 7 June	11:00 -16:00	jon.chaplin@tradewindsevents.com
DNV GL	DNV GL Press Conference	Posidonia Seminar Room	Tuesday 7 June	10:30 -12:30	angeliki.kalagia@dnvgl.com; piraeus@dnvgl.com
Veritas Petroleum Services	A Comprehensive Guide for Handling Fuel Quality Issues & Challenges	Posidonia Seminar Room 2	Tuesday 7 June	11:00 -13:00	Piraeus@v-p-s.com
United Kingdom Hydrographic Office	Living with ECDIS	Posidonia Seminar Room 3 - Sponsored by UKHO	Tuesday 7 June	11:00 - 13:00 & 15:30 - 17:30	customerservices@ukho.gov.uk
Japan Ship Exporters' Association	Seminar	Posidonia Seminar Room	Tuesday 7 June	13:30 -17:30	takeyumi@jsea.or.jp
Singular Logic	Ports Supply Chain Security: The Medusa approach	Posidonia Seminar Room 2	Tuesday 7 June	15:00 - 17:00	spantelopoulos@singularlogic.eu; mzacharias@singularlogic.eu
Poseidon Med II	Raising Awareness Poseidon Med II	Posidonia Seminar Room 2	Tuesday 7 June	17:00 -19:00	m.theodoridou@depa.gr
HELMPEPA	Where is Shipping heading after COP21?	Posidonia Conference Hall	Wednesday 8 June	10:00 -13:30	helmepa@helmepa.gr
INTERTANKO	Tanker Vetting Seminar for INTERTANKO Members	Posidonia Seminar Room	Wednesday 8 June	10:30 -14:30	bill.box@intertanko.com
University of Strathclyde	Inspection Capabilities for Enhanced Ship Safety (INCASS) Workshop	Posidonia Seminar Room 2	Wednesday 8 June	11:00 -13:00	ms@shipcon.eu.com
Ecochlor, Inc.	Ballast Water Management Systems: The Path to U.S. Coast Guard Type Approval	Posidonia Seminar Room 2	Wednesday 8 June	13:00 -15:00	kathie.clark@ecochlor.com
United Kingdom Hydrographic Office	Living with ECDIS	Posidonia Seminar Room 3 - Sponsored by UKHO	Wednesday 8 June	11:00 - 13:00 & 15:30 - 17:30	customerservices@ukho.gov.uk
DNV GL	Technology Outlook 2025	Posidonia Seminar Room 3 - Sponsored by UKHO	Wednesday 8 June	13:30 - 15:15	George.Teriakidis@dnvgl.com; Angeliki.kalagia@dnvgl.com
RINA Hellas	RINA Hellas Seminar	Posidonia Seminar Room	Wednesday 8 June	14:45 - 16:45	greece@rina.org
Rolls-Royce Marine	Energy Efficiency and Ship Intelligence	Posidonia Seminar Room 2	Wednesday 8 June	15:00 - 17:00	theo.lorentzos@rolls-royce.com
Wärtsilä	Solutions for new merchant shipping ERA & Gas ERA	Posidonia Conference Hall	Wednesday 8 June	17:00 - 19:00	Dionysios.Antonopoulos@wartsila.com
Gottlieb International Group, Inc.	Maritime VSAT: Buy Now or Wait for Tomorrow?	Posidonia Seminar Room	Wednesday 8 June	17:00 - 19:00	agottlieb@gottliebinternationalgroup.com
Security Association for the Maritime Industry (SAMI)	SAMI update and what's over the horizon?	Posidonia Seminar Room 2	Wednesday 8 June	17:00 - 19:00	nb@seasecurity.org
Newsfront/ Naftiliaki under the auspices of MARTECMA	Ballast Water Management Summit followed by an Argo Navis workshop on the retrofit engineering studies and installation planning	Posidonia Conference Hall	Thursday 9 June	10:00 - 19:00	natvas@otenet.gr
Hyundai Heavy Industries	Seminar	Posidonia Seminar Room 2	Thursday 9 June	11:00 - 13:00	
United Kingdom Hydrographic Office	Living with ECDIS	Posidonia Seminar Room 3 - Sponsored by UKHO	Thursday 9 June	11:00 - 13:00 & 15:30 - 17:30	customerservices@ukho.gov.uk
US Embassy in Athens - American-Hellenic Chamber of Commerce	Trading in US waters	Posidonia Seminar Room	Thursday 9 June	12:45 - 14:30	v.tserizoglou@amcham.gr
Atlas Marine Valves Co. Ltd.	Tips for Ordering Valves	Posidonia Seminar Room 3 - Sponsored by UKHO	Thursday 9 June	13:30 - 15:15	sales@atlasmarinevalves.com
Jotun Hellas Ltd.	Seminar	Posidonia Seminar Room	Thursday 9 June	14:45 - 16:45	Catherine.Skourti@jotun.com; Jotun.Hellas@jotun.com
Aeiphoria.net	Blue Growth	Posidonia Seminar Room 2	Thursday 9 June	13:00 - 15:00	ezacharopoulou@elculture.gr
Allianz Global Assistance (AGA)	Shipping Telemedicine & Assistance	Posidonia Seminar Room 2	Thursday 9 June	15:00 - 17:00	communication@mondial-assistance.gr
ALBA Graduate Business School at The American College of Greece	Seminar	Posidonia Seminar Room	Thursday 9 June	17:00 - 19:00	events@alba.edu.gr
Technomep	Certification of Persons and Companies	Posidonia Seminar Room 2	Thursday 9 June	17:00 - 19:00	technomep@otenet.gr
Union of Greek Shipowners	Press Conference	Posidonia Seminar Room	Friday 10 June	11:00 - 13:00	
Green-Jakobsen	Workshop: Developing resilient safety cultures	Posidonia Seminar Room 3 - Sponsored by UKHO	Friday 10 June	11:00 - 13:00	j.haugland@green-jakobsen.com
Economia group	Greek shipping in the international competitive environment: opportunities and challenges	Posidonia Seminar Room	Friday 10 June	13:00 - 15:00	aikpourn@economia.gr

Regional sales representatives



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