

## Greek shipowners lead global shipping industry recovery as Posidonia sails to record heights in 2014

**On the back of a positive sentiment for the future, 2013 saw Greek shipowners placing a record number of orders estimated at 25% of the global orderbook, with shipbuilders remaining upbeat as to future newbuilding investments funded by Greek interests.**



PHOTO FROM POSIDONIA 2012

**Last year Greek shipowners committed upwards of \$13bn to newbuilding orders for 275 vessels of more than 24.5m dw and increasing the dwt total on order for Greeks by 364%.**

The organisers of Posidonia have confirmed that this June exhibition will play host to the most extensive participation of shipyards, marine equipment manufacturers and exhibitors covering all aspects of the maritime industry, in the event's 48 year-long history.

*"As the Greek-owned, ocean-going fleet continues to ride the wave of a dramatic expansion spearheaded by a strategic diversification drive, designed to cement its leadership position globally, the world's top shipbuilding nations are vying for a prominent position under the spotlight at this year's Posidonia Exhibition,"* said Theodore Vokos, Project Director, Posidonia Exhibitions S.A.

**Greek investment dominated the global orderbook across most vessel categories in 2013 investing \$4.5bn on bulkers which topped the shopping list with 134 orders with a further \$4bn destined for niche LPG and LNG builders for a combined 51 Greek-ordered vessels. The list also included 65 tankers worth \$3bn and 25 container ships at \$1.6bn.**

*"This robust Greek newbuilding orderbook underlines the shipowners' forward looking spirit that makes them willing to spread their asset portfolio between the safe bets of traditional shipping sectors and the more investment-intensive sophisticated tonnage such as LNG and LPG carriers,"* said Vokos.

*"These orders reinforced the strong ties between Greek owners and Asian yards as China received 72 percent of bulker orders from Greece, South Korea secured over a third of Greek gas carrier orders with Japan also doing well in most segments,"* said Vokos.

Yet, lobbying and networking with the owners of the world's largest independent fleet worth in excess of \$100bn and accounting for 15 per cent of the global total value of bulk carriers, container ships, gas carriers and tankers, is not the only reason why the world's shipping community converges en masse to Greece every two years for Posidonia.

*"Few events can match this scale of international buyers. In 2012 the stands of more than 1,870 exhibitors attracted over 18,500 buyers from 92 countries. Posidonia 2014 is the opportunity for all players in world shipping to meet and review challenges, opportunities, trends and innovations with the owners of more than 4,000 vessels approaching 260m tonnes carrying capacity, and their executives"* added Vokos.

This year's edition will welcome three new national pavilions, from Hong Kong - making a comeback after a ten year absence - Turkey, returning after 2006 and a total newcomer, Georgia, promoting its maritime services.

And beyond Posidonia's regular and traditional exhibiting sectors, the oil & gas industry is determined to make a major impact with an enhanced presence of oil majors, bunkering specialists and traders and lubricants suppliers such as Saudi Aramco, Emirates National oil Company (ENOC), Chevron Marine Products, Lukoil Marine Lubricants, Gulf Oil Marine, JX NIPPON Oil and Energy Europe, KPI Bridge Oil, ECO Lubricants, Baluco SA, joined by companies Aegean Marine Petroleum, Avin Oil, Elinoil, ETEKA SA, Cyclon SA, SEKA SA and many more.

And while the organisers of Posidonia are about to hang a 'sold out' sign for exhibition space which is estimated to exceed 1,870 exhibitors from some 85 countries across 35,000 square metres at the Athens Metropolitan Expo for the event's 24th edition, they are currently working hard to optimise the state-of-the-art venue's facilities to accommodate rapidly increasing demand for conferences and seminars planned by maritime associations, publishers and exhibitors for the entire period of the show, from 2-6 June. In this regard the organisers are building additional seminar rooms to meet demand for presentations and conference slots.

*"Ever since we introduced the Posidonia Conferences and Seminars Programme, we have seen appetite for such events grow exponentially and we are delighted with the strong demand for the 2014 edition. We are doing everything in our power to fit as many events as possible and the current schedule of our programme is already available on our website for registrations"* said Vokos.

# Posidonia 2014 Exhibitors' News

## Saudis set sail to Greece

The **National Shipping Company of Saudi Arabia (Bahri)** will be making its Posidonia debut this June to promote its diverse offering of marine services which include logistics, shipping and transportation for VLCCs, Chemicals, General Cargo and Dry-bulk vessels, as well as Ship Management, Freight Forwarding and Container Service Yard. Better known in the Kingdom as Bahri (Arabic for 'sea'), the company intends to leverage its Posidonia 2014 participation as a platform to promote its services and achievements, present the developments in the region, interact with other key players from the industry, increase its customers' base and gain more visibility in front of a global audience of potential clients. "Posidonia is the world's most prestigious trade shipping event and Bahri is making its debut in the hope that our presence will boost our brand and help us achieve higher level of excellence in the global logistics services sector," said Eng. Saleh N. Al-Jasser, Chief Executive Officer.

## KMD plans product launches

Canada's **Key Marine Direct (KMD)**, a sales and marketing technical expert that links North American manufacturers directly to the marine industry, is no stranger to Posidonia where it has used its previous seven participations to bolster its brand awareness and launch new products and services. This time around is no different as KMD plans to launch at Posidonia 2014 DEWAL Anti-Splashing Tapes and TREO INSULATION to a captive audience of specialist marine clients from around the world: "Posidonia has always been one of the platforms that has given our company the opportunity to promote our products as well as to establish new agents worldwide. We find that the size of the exhibition is just good enough and does not create too many distractions to attendees so they can have quality visiting time with exhibitors," said Mario Galindo, the company's president.

## Downunder firm upbeat on Posidonia

Australian general ship supplier **Southern Cross Marine Supplies** will be making the long distance journey between Adelaide and Athens for the 10th consecutive time since its 1996 Posidonia debut because the event is too big to miss out, even though it can take you for up to a day to get there, according to General Manager Jim Costalos. He said: "Posidonia brings Hellenic shipping to the world, a shipping event like no other, the most important of its kind globally. Any major ship supplier worldwide benchmarks its business against their trade levels with Greek shipowners. The exhibition is becoming better and bigger each time and we look forward to the most successful of all, this summer."



PHOTOS FROM POSIDONIA 2012

## Dubai promotes maritime trade offering

**Dubai Maritime City Authority (DMCA)** is planning to participate at the upcoming 2014 Posidonia Exhibition to position the emirate among the world's top maritime centres. H.E. Ahmed Butti Ahmed, Executive Chairman of DMCA, said: "Posidonia Exhibition 2014 is of particular importance as a leading interactive platform aimed at encouraging communication among decision makers from across the world's maritime industries. It will discuss the latest developments and best practices to overcome emerging challenges and create a bright outlook for the future. DMCA's participation will focus on Dubai's experience as one of the world's major hubs for maritime trade in view of its strategic location as a gateway between East and West, in addition to its highly competitive logistics, services, investment environment, advanced infrastructure and other benefits."

## Posidonia a must for registries says BVI

Posidonia is known as the greatest shipping exhibition and participation is a must in order to meet the needs of a growing industry and a perfect place for developing new business relations according to C. Maritza Mercer, COO and spokesperson of the **British Virgin Islands' shipping registry**. The tropical island's government entity is returning to Posidonia for the second time as it is intensifying its international marketing strategy. "The VISR is a Category 1 member of the Red Ensign Group of British Registries, dedicated to a high standard registration services for merchant ships, commercial and pleasure yachts and through our participation at Posidonia we hope to meet representatives of our core target audiences," said Mercer.

## Marine travel major makes 8th Posidonia trip

Posidonia is the shipping event that congregates exhibitors from every possible maritime sector or niche and this is evident by the 8th consecutive participation of **Griffin Travel**, a specialist travel management company for the marine, energy and offshore industries, transporting some 750,000 people around the world every year. "Our commitment to Posidonia is due to the benefits we receive as an exhibitor which include strengthening of our brand awareness, opportunities to meet with potential clients and chances to reinvigorate and renew past and current business leads," said Marie-Claire Boyes, a Griffin spokeswoman.



# Programme of Conferences & Seminars at Posidonia 2014

	Event	Venue	Date	Time	Contact Organiser
<b>Tradewinds</b>	Tradewinds Shipowners Forum	Posidonia Conference Hall	Tuesday 3 June	11:00-16:00	jon.chaplin@tradewindsevents.com
<b>DNV GL</b>	DNV GL Press Conference	Posidonia Seminar Room	Tuesday 3 June	10:30-12:30	george.teriakidis@dnv.com
<b>GTT</b>	GTT Technology and Innovation seminar	Posidonia Seminar Room	Tuesday 3 June	12:45-19:00	ccolleu@gtt.fr
<b>Future Care and Yale University School of Medicine</b>	Injury and Illness at Sea - New Developments in Emergency Response and Telemedicine	Posidonia Seminar Room 2, Hall 2	Tuesday 3 June	11:00-13:00	info@futurecareinc.com
<b>Rightship</b>	Harnessing Big Data to improve maritime risk management	Posidonia Seminar Room 2, Hall 2	Tuesday 3 June	15:00-17:00	Warwick.norman@rightship.com
<b>United Kingdom Hydrographic Office</b>	Implementing your ECDIS procedures Workshop presented by ADMIRALTY Nautical Products & Services	Posidonia Meeting Room	Tuesday 3 June	10:30-19:00	admiralty@ct-live.com
<b>Helmepa</b>	Strategies for Energy Saving of existing ships	Posidonia Conference Hall	Wednesday 4 June	10:30-13:30	helmepa@helmepa.gr
<b>Japan Ship Exporters' Association</b>	Introducing Japanese new design Eco-ships & high technologies	Posidonia Seminar Room	Wednesday 4 June	10:30-14:30	takeyumi@jsea.or.jp
<b>RINA Hellas</b>	RINA Seminar	Posidonia Seminar Room	Wednesday 4 June	14:45-16:45	greece@rina.org
<b>Futureautics</b>	Futureautics: Shipping's Technology Enabled Future	Posidonia Seminar Room	Wednesday 4 June	17:00-19:00	roger.adamson@futureautics.com
<b>Future Care and Yale University School of Medicine</b>	Injury and Illness at Sea - New Developments in Emergency Response and Telemedicine	Posidonia Seminar Room 2, Hall 2	Wednesday 4 June	11:00-13:00	info@futurecareinc.com
<b>United Kingdom Hydrographic Office</b>	Implementing your ECDIS procedures - Workshop presented by ADMIRALTY Nautical Products & Services	Posidonia Meeting Room	Wednesday 4 June	10:30-19:00	admiralty@ct-live.com
<b>Namepa</b>	Marine Environment Intelligence-Compliance, cost and competency	Posidonia Seminar Room	Thursday 5 June	10:30-12:30	executivedirector@namepa.net
<b>Gottlieb International Group, Inc.</b>	VSAT communication for vessels	Posidonia Seminar Room	Thursday 5 June	12:45-14:45	agottlieb@gottliebinternationalgroup.com
<b>SKF Hellas</b>	1) How to get Condition Monitoring right, during new building phase 2) Blue Mon, an environmental monitoring system for ocean going vessels supporting a visualized environmental mapping of your ships emissions	Posidonia Seminar Room	Thursday 5 June	15:00-16:45	marketing.greece@skf.com
<b>ALBA Graduate Business School</b>	Seminar	Posidonia Seminar Room	Thursday 5 June	17:00-19:00	communications@alba.edu.gr
<b>Technomep</b>	Certification and Inspection are synonymous of quality and economy	Posidonia Seminar Room 2, Hall 2	Thursday 5 June	15:00-17:00	technomep@otenet.gr
<b>United Kingdom Hydrographic Office</b>	Implementing your ECDIS procedures - Workshop presented by ADMIRALTY Nautical Products & Services	Posidonia Meeting Room	Thursday 5 June	10:30-19:00	admiralty@ct-live.com
<b>Jean Monnet Centre of Excellence, Department of Maritime Studies University of Piraeus</b>	Piraeus and its Prospects as an International Centre of Maritime Services	Posidonia Seminar Room 2, Hall 2	Friday 6 June	11:00-14:00	a.artsidaki@gmail.com
<b>Department of Naval Architects - TEI of Athens and the Hellenic Register of Shipping</b>	LNGCOMSHIP WORKSHOP: Implementation of LNG Fuel in Commercial Ship Propulsion Plants	Posidonia Seminar Room	Friday 6 June	12:30-16:30	ekontouli@teiath.gr

**Posidonia**  **Ποσειδώνια**  
The International Shipping Exhibition

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