



25 - 27 April 2023

Marina Bay Sands®

9th Edition

# Asia's Anchor Maritime & Offshore Event



Organisers



informa markets

Held in conjunction with



Part of



[www.sea-asia.com](http://www.sea-asia.com)

# Overview

Widely recognised as Asia's anchor maritime and offshore event, Sea Asia 2023 will return to Singapore for its 9th edition, from 25 to 27 April 2023 at the Marina Bay Sands Expo and Convention Centre.

Organised by Informa Markets and Singapore Maritime Foundation, Sea Asia is recognised globally as the leading platform for the maritime industry to interact, explore business opportunities, hear the latest insights, and source new products and services.

Since its inception in 2007, Sea Asia has grown exponentially to position itself as the leading maritime business event in Asia for industry players seeking to establish a footprint by penetrating the dynamic and growing port centered in Singapore.

The past editions of Sea Asia consistently welcomed in-person participation of close to 15,000 international participants from over 70 countries/ regions with more than 400 exhibitors.

With a spread of international participants, Sea Asia will host leaders and global decision makers who matter to your business. Be sure to anchor your presence at Sea Asia 2023!



*“A very successful and impactful event cementing Singapore as a leading international maritime centre”.*

Nick Potter,  
Head of Shipping & Maritime,  
Asia Pacific Middle East,  
Shell

# Why Asia?



## Singapore is the leading Maritime Capital in 2022

“Singapore holds the top slot for Attractiveness & Competitiveness while also scooping the Maritime Technology title, thanks to the city-state’s unrelenting focus on digital transformation.”

Asian Shipowners’ Association membership controls about **50%** of the world’s merchant fleet.

The world’s **top 10** container ports by volume in 2021 are in Asia.

China, Japan and South Korea account for over **95%** of the entire global shipbuilding market share in 2022.

Singapore is one of the world’s busiest transshipment hubs with links to more than 600 ports across 120 countries worldwide.

SINGAPORE has maintained its lead in the Xinhua-Baltic International Shipping Centre Development (ISCD) Index as the world’s top maritime centre for the eighth year running.

With more than 4,400 vessels that aggregate over 96 million gross tons (GT), the Singapore Registry of Ships (SRS) is amongst the world’s top ten registries.

### Source:

- <https://www.businesstimes.com.sg/transport/singapore-retains-spot-as-worlds-top-maritime-centre-for-eighth-consecutive-year>
- <https://www.dnv.com/news/leading-maritime-cities-report-2022-singapore-still-in-top-spot-followed-by-rotterdam-and-london-215099>
- <https://www.worldshipping.org/top-50-ports>
- <https://www.statista.com/statistics/264171/turnover-volume-of-the-largest-container-ports-worldwide/>

# Why Exhibit at Sea Asia?



## Reasons to Exhibit at Sea Asia

### Connect with Key Industry Buyers for 3 Days

- Gain direct access to Sea Asia's pool of high-quality buyers for all 3 days
- 60%\* of visitors made purchasing and recommending decisions

### Expand your Network & Establish New Business Contacts Face-to-Face

- Sea Asia attracts maritime professionals with strong buying power offering exhibitors the opportunity to re-connect with existing connections and establish new ones

### Achieve Maximum Brand Awareness

- Showcase your products and services to over 12,000 maritime professionals in-person and establish your company's presence in the region

### Secure New Sales Leads

- Reach your target audience with Sea Asia's large percentage of industry influencers, decision makers and purchasers to achieve your business objectives

## Proven Results for Past Exhibiting Companies

**85%**

of Sea Asia exhibitors surveyed indicated that they improved their sales prospects from their participation at Sea Asia.



### Exhibitor Profiles

- Communication and Navigation
- Ship Management and Operations
- Classification Societies
- Ship Registries
- Shipbuilding, Repair and Conversions
- Ship Fittings and Equipment
- Maritime Logistics
- Port Authorities
- Naval Architects and Designers
- Ship Supplies
- Education and Training
- Offshore Equipment and Services
- Propulsion Systems and Machinery
- Maritime Services
- Maritime Technology and Innovation
- Ship Operation Equipment
- Safety and Rescue
- Industry Innovators / Start-ups
- Marine Fuels / Decarbonisation Products
- Maritime Talent Recruitment
- Cyber Security



*\*Statistics is based on average of past editions*

*\*Virtual event entitlements may be subject to changes at the organiser's discretion.*

*Above list is non-exhaustive*

# Sea Asia Visitor Profile

## Sea Asia Visitor Profile

- Ship Owners / Ship Managers / Crew Management / Classification Societies
- Shipyards / Ship Design / Naval Architects
- Bunkering / Logistics / Ship Agencies / Brokers
- Banking / Finance / Legal / HR / Insurance
- Equipment Manufacturers / Supplier / Distributor
- Maritime IT / Communications / Startups
- Training / Education
- Port Authorities & Terminals / Regulatory Bodies / Associations



## Top 5 Visitors' Objective



Meet new suppliers and establish new business partnership



Recommend and source for new products, services, innovations, and industry solutions



Gather market intelligence on innovation and technology updates



Establish new distribution channels and agents



Network with key industry stakeholders



## Knowledge Sharing Theatre

The Knowledge Sharing Theatre is an information exchange platform for exhibitors who want to go the extra mile by conducting a presentation to share their latest innovations to a targeted audience. All Knowledge Sharing Theatre sessions are free to attend and will be listed on the event website in the run up to the event. Exhibitors are encouraged to secure their slot early to avoid disappointment.

# Be A Sponsor

## Be A Sponsor and Stand Out as A Key Industry Leader

Sponsorship on the Sea Asia platform is an effective marketing strategy to strengthen your competitive edge by enhancing your company brand, message, products, and services to our base of dedicated and high-profile industry professionals.

Available sponsorship opportunities include sponsorship of pre-event activities and sponsorship of on-site items and networking activities. Talk to us today for a bespoke sponsorship solution that will meet your marketing objectives and budget.

*\* Extent of pre-event marketing exposure is dependent on when the sponsorship agreement is signed.*



Lanyard



Mobile Charging Stations

Welcome Reception



Event Map



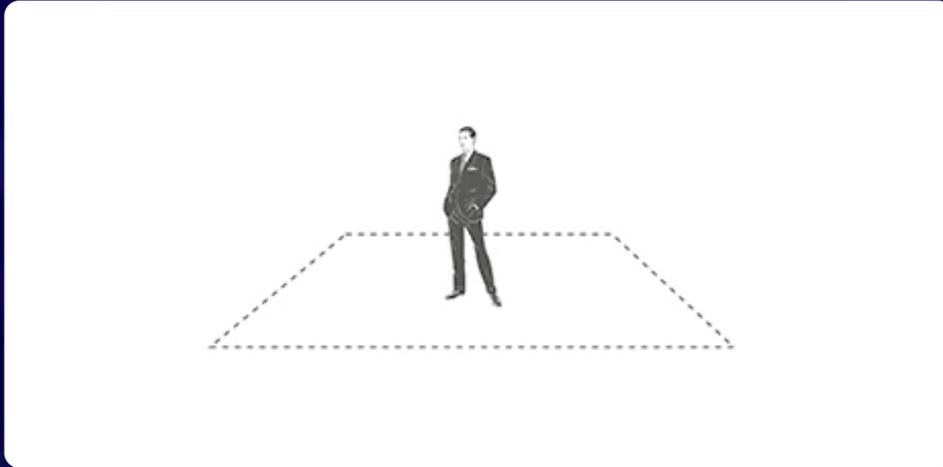
Visitor Carrier Bags



Registration Counters



# Exhibit at Sea Asia



**Space only**



**Standard Shell Scheme**



**Deluxe Shell Scheme**



**Thematic Zones**

Contact [sales-seatrade@informa.com](mailto:sales-seatrade@informa.com) for sales opportunities.

# Maximise Marketing Outreach with Sea Asia Integrated Campaigns

Sea Asia's highly targeted marketing and PR campaigns will extend across all print and online platforms, effectively reaching out to key maritime industry buyers. A range of marketing resources such as personalised e-invite and step by step exhibitor marketing guide are also available for our exhibitors to help them prepare for their participation, pre, during and after the event.

- Association support
- Print and digital advertising
- Telemarketing
- Exhibitor listing on event website
- Email broadcasts
- Press editorials
- Social media broadcast
- Media partnership
- Promotion at international trade exhibitions and local events
- Exhibitor briefing
- Outdoor advertising

## Get In Touch

Sea Asia 2023 is where you need to be present to generate new sales leads, reinforce existing connections, and create top-of-mind awareness. Contact us today to secure your preferred stand location.

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