



Press Release  
For Immediate Release

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## Record-breaking Year in 2011

### Marintec China confirms its leading position as the only gateway to the Asian Maritime Industry

#### 40% increase in size and attracted 19% more trade visitors

Marintec China 2011, organised by UBM and the Shanghai Society of Naval Architects and Marine Engineers, was a tremendous success over the four days of the show (29 November - 2 December 2011). The exhibition was 40% larger than in 2009, and took up six exhibition halls (W1 - W5 and N1) in Shanghai New International Expo Centre (SNIEC). With 18 national and regional pavilions, and more than 1,650 exhibiting companies from 31 countries and regions, the show covered more than 70,000. It was also a strong stimulus to the industry that a significant increase of 19% more trade visitors from 87 countries and regions were attracted from all parts of China and from the around the globe.

Green systems were prominent in the exhibition compared to the 2009 edition. Exhibitors showcased more green-related products with their rising importance in the maritime industry. The Senior Maritime Forum ran in conjunction with the exhibition and had the theme of "Green Agenda, Innovation and Development", with an in-depth discussion on the topics it had covered, including Shipping and Ports, Shipbuilding, Ocean Engineering and Marine Finance. The Forum attracted a lot of attendees who gained insightful information from renowned and high-level speakers from the Chinese government and China companies, as well as from well-established overseas associations, companies and organisations. It also served as an ideal platform for the industry participants to exchange market news and learn also from each other.

At the 2011 edition, the Italian pavilion exhibited for the first time and many other national pavilions expanded their space, which contributed to the success of the event. As the host country of the event, China had the distinction of presenting the largest pavilion with more than 500 exhibiting companies. Germany maintained the largest pavilion group from overseas with about 100 exhibitors, and it is encouraging that the Singapore and Finnish pavilions grew 102% and 61% respectively.

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The Danish Marine Group exhibit grew 29% in size covering 1,111 sqm with over 50 exhibiting companies, and the Danish pavilion was opened by the Danish ambassador to China, Mr Friis Arne Dahl; Consul General Ms Susanne Hyldelund; the Vice President of the Danish Export Association Mr Jens Hammer; and the Chairman of the Danish Marine Group Kim Koldskov. The opening event was one of the highlights on the first day of the show and attracted the attention of visitors and media.

With the great demand for exhibition space, Mr Kurt Feldtfos and Mr Mark Lerche from the Danish Marine Group commented that “There has been real pressure on the booking space at the exhibition this year, so we had to fight for more space at the fair in order to accommodate all the Danish businesses.”

The exhibiting companies also expressed their positive feelings about the show. “We have made some fantastic contacts and have received some very promising sales leads. Marintec 2011 has been a major part of our strategy this year to grow our export business and has allowed us to showcase our excellent products on a global stage,” said Mr Graeme Robson, Managing Director of Tyne Gangway. Mr Randolph Zhang, Senior Vice President of Hai Cheung Trading Co. (HK) Ltd said that they first exhibited at Marintec China starting in the 1990s, and it has become an important event for people in the maritime industry as it sets a new direction for the visitors. For the exhibiting companies it is important to participate at Marintec to showcase their latest designs and philosophy to the Chinese and international market.

As a unique and outstanding maritime trade show, Marintec China brought in high-level trade delegates domestically and internationally. We received high praise from our exhibitors, “We are happy with the volume and quality of visitors; it is certainly a successful show for us,” commented Ms Nicola Eyles, Marketing & Communications Manager of the Greater China Division, ABS.

Once again, Marintec China has proved to be the definitive maritime trade show in Asia. International exhibitors have seen that this is the most effective gateway for entering the Asian maritime industry, reflected by the high response rate of submitting their re-booking forms for the 2013 Marintec China, which will be held from 3 - 6 December 2013 at the Shanghai New International Expo Centre.

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## **Notes to Editors:**

### **About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

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### **About UBM plc ([www.ubm.com](http://www.ubm.com))**

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