

DRYDOCKS impresses at major exhibition

Written by Sim Kih
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MANY COMPANIES cite participation in trade fairs as an integral part of their marketing efforts, and I was at one of these last week.

Trade fairs are where exhibitors get to meet potential customers and business partners, bankers, trade associations, suppliers, the competition, the latest technology, as well as the governing officials.

At SEA Asia held at Suntec City last Tue-Thu, key executives of leading maritime companies spoke on specialist topics to CEOs, other key executives and professionals from 50 countries.

More than 350 companies from all over the world were showcased on 4,500 square meters of exhibition space. The organizer, Seatrade, estimated over 8,500 trade visitors.



Singapore government ministers at SEA Asia, from right: Raymond Lim, Jayakumar, Lim Hwee Hua. Photo by Sim Kih



Obtaining worldwide recognition for market leadership

South East Asia's largest AHTS builder, Drydocks World – Southeast Asia, for example, had its CEO Denise Welch speak in a closed-door conference on shipbuilding and ship conversion.

He shared insights into what affects a ship owner's decision on where to send his ships for repair.

Mr Welch was one of 5 panel speakers for the conference.

Besides impressing customers, it was also opportunity to come up close and personal with key industry figures.

Chairing the shipbuilding and repair session was Keppel FELS executive

director, Michael Chia, who is also the president of the Association of Singapore Marine Industries.

Ezra's managing director, Lionel Lee, spoke at a separate session on the development of Asia's offshore market. Numerous other key industry figures were also present.