

Shipping supports Greek Economic Growth

Athens set to host largest international business visitor contingent for 2012

At a time when Greece is facing the serious challenge of implementing the structural reforms necessary to re-energise its economy, Posidonia will highlight the contribution that Greek shipping already makes to the national economy and underline its future potential.

Reports that the Greek owned fleet is transporting such a large percentage of EU and world trade, and that Greek shipowners are leading the world with their newbuilding orders, are the success stories that will be told during Posidonia Week projecting some much needed good news about the achievements of Greeks internationally.

The collective might of Greek shipowners, who last year alone invested US\$ 8.5 billion on newbuildings, will be one of the main reasons for the visit to Athens this summer of thousands of maritime, finance and trade sector professionals from around the world, who will participate and attend the Posidonia Exhibition and its many business and social programmes, to be held at the Metropolitan Expo from June 4 – 8.

"In the decade between 2000 and 2010, Greek shipping contributed to the Greek economy a total of Euro 140 billion, or half of the country's public debt as it stood in 2009. Posidonia has followed this trend and has grown from strength to strength ever since its inaugural event more than 40 years ago establishing itself as the world's most prestigious shipping forum eagerly anticipated every two years by the international maritime community", said Theodore Vokos, Project Director, Posidonia Exhibitions.

The state-of-the-art venue will host more than 17,000 people from nearly 90 countries from every corner of the world during a weeklong celebration of business activities ranging from networking, deal-making, product launches and conferences. Beyond the obvious benefits to Greek shipping and the image and reputation of the country as a destination for major international trade events, the local economy of Athens expects a windfall of some Euro 50 million to be generated throughout the Posidonia week by visitor spending on hotels, restaurants, hospitality events and transportation.

Additional revenue for SME businesses in the Athens region this year is expected through Posidonia's rich calendar of sporting side—events, such as the Lloyd's Register-sponsored sailing regatta known as Posidonia Cup, the Posidonia Shipsoccer Tournament, which attracts more than 250 players, and the introduction of the first Posidonia Golf Tournament, which is hoped to become a staple feature of the event. Furthermore, the impressive list of conferences and seminars to be held at Posidonia 2012 is expected to attract additional finance and sea trade professionals from the major maritime markets around the world, increasing demand for hotels and visitor services, providing an important boost to Greece's tourism industry.

Posidonia, the world's most prestigious shipping trade event held in Greece every two years contributes a significant slice of the country's Meetings Incentives Conferences Exhibitions (MICE) sector. "Apart from the obvious benefits to the Greek shipping industry in terms of business development, international exposure and networking, Posidonia is a major revenue stream for the tourism industry and related sectors. With an average stay of four nights per visitor and an average spend of Euro 500 per night, each of the expected 10,000 international business travelers who will join us at the event will spend roughly Euro 2,000 per stay. That's Euro 20 million going to SME businesses, taxis, retail outlets in Athens and the immediate vicinity excluding additional revenues generated by those visitors who extend their stay for a few days to enjoy short breaks on the Aegean islands", Vokos said.

Posidonia Launches Golf Tournament

Glyfada Golf course, Sunday 3 June 2012



Golf has joined sailing and football as the third sporting event Posidonia exhibitors and visitors can participate in during the build-up to Posidonia 2012, bringing the international shipping community together in the idyllic environment of the Glyfada Golf Course next to Athens' picturesque waterfront.

Sponsored by Thenamaris and Costamare, the Posidonia Golf Tournament is expected to become a major feature of Posidonia week, creating new networking opportunities at the world's most prestigious shipping exhibition. Powered by Costa Navarino, the new golf destination in Greece with two signature golf courses - The Dunes Course & The Bay Course, this new event promises to be a Golf tournament of the highest standards, attracting experienced golfers from the shipping industry to Greece.

The Stableford Gross and Net Stableford format tournament will be a shotgun start for 18 holes and will be contested between 72 players. It will take place on June 3 from 9am to 3pm. The event will conclude with a high profile award ceremony at the Athens Golf Club, where the coveted Posidonia Golf Tournament trophies will be presented for the first time.

"This is a great addition to our portfolio of sporting side events as we always try to reinvent Posidonia week through the addition of value-adding, networking activities that provide participants with the opportunity to establish new contacts or cement existing relationships", said Theodore Vokos, Project Director, Posidonia Exhibitions S.A.

To register for the Posidonia Golf Tournament, please visit:

www.posidonia-events.com

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Exhibitors' News

For Ever Present

Posidonia has been a very important trade show for **Technava** as it has served as a networking forum between shipping industry professionals and has laid the foundations for numerous business transactions providing direct contact with shipowners and the

maritime community in general. Technava strongly believes that Greek shipping and Posidonia, lead the way for future development and growth", said Managing Director Stella Tomazos, spokeswoman for the company. Technava, Piraeus-based with service facilities of 2800

sq. meters and sailing on a crew of 85 highly skilled individuals, specializes in the supply and contraction of shipbuilding equipment representing a big number of first class manufacturers covering a wide range of machinery, is gearing up for its 14th Posidonia participation".

Safety & Underwater Services and Marine Equipment Dept. launch

Concurrently with the upcoming show, **T.J.GIAVRIDIS MARINE SERVICES CO. LTD.**, will be launching a dedicated desk providing underwater and safety services as well as department for the representation of marine equipment based on the exclusive sales representation agreements for Greece & Cyprus of the **Blue Ocean Shield (BOS) Ballast Water Management System of COSCO (WEIHAI) MARINE TECHNOLOGY CO. LTD.** and **YUANTONG (COSCO) MARINE TRADE CO. LTD.** for the supply of marine equipment & spare parts in the Far East. The company representing Shipyards and Shiprepairers, Shipping Agents, Specialist Technical Maintenance companies through an extensive worldwide network as well as New Building contracting and S.&P. contracting will be participating for a record 18th consecutive time at Posidonia. We are confident that Posidonia 2012 will be successful and productive for all exhibitors", said company's director Mr. Tim Giavridis.

Posidonia Perfect Platform says BSM

Greece is Europe's largest shipping nation and Posidonia is a perfect platform for shipowners and shipmanagers, shipbuilders, suppliers of ships, equipment and shipping-related services according to Adonis Violaris, Group Director Marketing & Corporate Communications of **Bernhard Schulte Shipmanagement (BSM)**, a highly integrated maritime services company and a market leader in quality, versatility and a fleet size of more than 650 ships. "Posidonia is a very important forum for the promotion of BSM and its services and a good opportunity to meet with our existing clients, with other shipping related companies as well as new and prospective clients", said Violaris.

Chinese Promote Mid East and Asia Pac Ops

At Posidonia 2012, China's **Golden Harvest Shipping Service** will highlight its Middle East and Asia Pacific operations by promoting its Dubai subsidiary company and introducing its new Melbourne subsidiary.

"While our Dubai office was established in 2009, our new Melbourne office will be fully operational in the middle of this year and at Posidonia we want to showcase the two offices' offering and capabilities", said the company's owner, Tom Chen. "We are currently working with our agents to help us establish a presence in the Greek market as well".

Oiling the Wheels of Shipping

On its second Posidonia presence, petroleum products marketing firm **AVIN Oil S.A.** aims at improving market awareness, customer contacts and international networking for its marine lubricants product range. "We expect to maintain our position and expand our business prospects, as a result of our participation at the show", said Miltiades N. Babilis, General Manager. "We recognise Posidonia as one of the most important international shipping exhibitions. For us, Posidonia constitutes a pivotal platform through which we aspire to enhance our presence in the Marine Lubricants sector and further evolve the business relationships to which we are committed".

Greek Rep Office On The Cards

Constanta Shipyard (**Santierul Naval Constanta S.A.**) Shipbuilding, a specialist of ship-repairs and conversions, steel structures and offshore projects is considering to open a representative office in Greece during this year, according to Radu Rusen, Managing Director. This move would help the company get even closer to its Greek client base with whom it will have the opportunity to interact during Posidonia 2012. "Posidonia is the event that has the perfect blend between commercial and technical meetings, organized in one of the most important shipping hubs globally. This is the reason that we look very much forward to our sixth consecutive participation at Posidonia", said Rusen.



Stop Press!

TradeWinds Shipowners Forum presents an impressive line-up of speakers

Among those taking part are **George Economou**, President & CEO of Dryships, **Evangelos Marinakis**, Director and Chairman, Capital Product Partners LP, **Angeliki Frangou**, CEO & President Navios Maritime Holdings, **Morten Arntzen**, President & CEO of Overseas Shipholding Group, **Peter Weernink**, Managing Director SwissMarine, **Yudhishtir Khatau**, Chairman and President of the Board, BIMCO, **George Elliot**, CEO Maistra, **Harald Serck-Hansen**, Global Head of Shipping & Offshore DNB, **Robin Das**, Managing Director Navigos Capital Management, **Brian Ladin**, Founder Delos Shipping and **Dr Martin Stopford**, Managing Director Clarksons Research. The Forum comprises two sessions hosted by **Sylvia Klimaki** of Skai TV.

Cruise Update at Posidonia gains momentum

The **European Cruise Council** placed the Cruise Update at Posidonia 2012 under its auspices, and the ECC Chairman **Mr. Manfredi Lefebvre d'Ovidio** confirmed his participation. He will be joined on the panel by the President of the Association of Greek Tourism Enterprises (SETE), **Mr. Andreas Andreadis** and the President of MedCruise, **Mr Stavros Hatzakos**.

Programme of Conferences & Seminars at Posidonia 2012

	Event	Venue	Date	Time	Contact Organiser
Det Norske Veritas	Press Conference	Posidonia Seminar Room	Tuesday 5/6/2012	10:00-12:00	george.teriakidis@dnv.com
Tradewinds	Tradewinds Shipowners Forum	Posidonia Conference Hall	Tuesday 5/6/2012	11:00-16:00	jon.chaplin@nhstevents.com
Germanischer Lloyd	Press Conference	Posidonia Seminar Room	Tuesday 5/6/2012	12:30-14:30	melanie.dimonye@gl-group.com
U.S. Embassy	Conference: Maritime Anti-Piracy Solutions and Technology	Posidonia Seminar Room	Tuesday 5/6/2012	14:45-16:45	irene.ralli@trade.gov
Hellenic Shipping News Worldwide	Conference: Bunker Fuels in the era of Clean Shipping	Posidonia Seminar Room	Tuesday 5/6/2012	17:00-19:00	info@hellenicshippingnews.com
HELMEPA	HELMEPA Conference on State of the Art in Environmental Ship Design and Operation	Posidonia Seminar Room	Wednesday 6/6/2012	10:00-13:30	helmepea@helmepea.gr
National Technical University of Athens	Press Conference "Establishing in NTUA a Centre of Excellence in the All Electric Ship Scientific Domain"	Posidonia Meeting Room	Wednesday 6/6/2012	10:30-14:30	jprousal@naval.ntua.gr
Posidonia Exhibitions	Cruise Update at Posidonia 2012 Seminar	Posidonia Conference Hall	Wednesday 6/6/2012	11:00-15:00	posidonia@posidonia-events.com
RINA Hellas	Seminar	Posidonia Seminar Room	Wednesday 6/6/2012	14:30-16:30	greece@rina.org
VAF Instruments/ CROSS Technical Services	Optical Torque Measuring Systems - Continuous power and consumption management including specific fuel oil consumption applications	Posidonia Seminar Room	Wednesday 6/6/2012	17:00-19:00	info@cross.com.gr
NAMEPA	Seminar: Environmental Issues and Compliance in the United States	Posidonia Seminar Room	Thursday 7/6/2012	10:30-12:30	executivedirector@namepa.net
Newsfront/Naftiliaki & Greece's Marine Technical Managers Association (MARTECMA)	The 2012 Shipbuilding Conference: Building for the Future	Posidonia Conference Hall	Thursday 7/6/2012	10:30-16:30	natvas@otenet.gr
MINOAS Project	MINOAS Project Final Seminar	Posidonia Seminar Room	Thursday 7/6/2012	13:00-16:45	kim.tanneberger@lr.org leodrikos@glafcos-marine.com alessandro.grasso@rina.org
UK Ship Register	Seminar: The advantages of a quality Flag	Posidonia Seminar Room	Thursday 7/6/2012	17:00-19:00	daniel.tong@mcga.gov.uk
KVH Industries A/S	KVH mini-VSAT Broadband – a Better Alternative for Satellite Communications at Sea	Posidonia Conference Hall	Thursday 7/6/2012	17:30-19:00	jandreasen@kvh.com
Admiralty	Are you ready for the new ECDIS regulations? An Admiralty Digital Integral Workshop	Posidonia Meeting Room	Tuesday 5/6/2012 Wednesday 6/6/2012 Thursday 7/6/2012 Friday 8/6/2012	11:00-13:00 16:00-18:00 11:00-13:00 11:00-13:00	admiralty@ct-live.com
European Institute of Shipping & Transport, the Dept. of Maritime Studies of the University of Piraeus, the Greek Marketing Academy (ELAM) & OAKLAND Consulting (UK) & the co-operation of Lloyd's Register	Second International Forum on Shipping Management and Marketing (II IFOSMA)	Posidonia Conference Hall	Friday 8/6/2012	11:00-16:00	info@ifosma.com
Union of Greek Shipowners (U.G.S.)	Press Conference	Posidonia Seminar Room	Friday 8/6/2012	11:00-12:00	

Have you made your travel arrangements yet?

Travel Plan Official Travel Agent for Posidonia 2012

Whether you are exhibiting at Posidonia 2012 or visiting the world's renowned exhibition, you can save time and effort making your travel arrangements, hotel accommodation, ticketing etc. through Travel Plan Greece, the Official Travel Agent for Posidonia 2012. Its experienced team of professionals are responsible for services such as

hotel and ticket bookings, but also VIP service arrangements, visits to archaeological sites, tours & excursions, cruise arrangements, car rental services, air/boat tickets' bookings & accommodation all over Greece, transfers and anything else you may need for making the most of your experience in Greece this summer!

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Posidonia  **Ποσειδώνια**
The International Shipping Exhibition

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