

SINGAPORE PAVILION AT ASIA PACIFIC MARITIME 2012

ASMI organised its largest Singapore Pavilion to date at the 12th edition of Asia Pacific Maritime (APM) 2012. Singapore's collective participation was supported and funded with a grant by International Enterprise Singapore under its International Marketing Assistance Programme (iMAP).

Held from 14 to 16 March at the Sands Expo & Convention Center in Singapore, the biennial exhibition was organised by Reed Exhibitions and supported by the Maritime and Port Authority of Singapore (MPA).

This year's exhibition saw a growth of 25% over the 2010's edition. It also featured 900 participating companies, 14 official national pavilions and a series of keynotes and conferences.

A total of 36 Singapore-based companies participated collectively in the 720-sqm national pavilion. The pavilion consisted mainly of marine supporting industry companies. They ranged from suppliers of marine valves, engines, navigational and communication equipment to turbochargers, pumps and heat exchangers. There were also providers of safety equipment, environmental solutions, power generation solutions, filtration systems and logistics services. Other exhibitors included those offering ERP software packages for marine applications, electrical products, machinery and automation services.



Singapore Pavilion at Asia Pacific Maritime 2012.

MALAYSIA-SINGAPORE MARITIME INDUSTRY NETWORKING AT APM 2012

The first Malaysia-Singapore Maritime Industry Networking session was held on 14 March in conjunction with the Asia Pacific Maritime (APM) trade show. 15 Malaysian companies, along with nine Singapore-based companies, participated in the event organised by the Malaysia External Trade Development Corporation (MATRADE) and Association of Marine Industries of Malaysia (AMIM), in collaboration with ASMI.

MATRADE, the national trade promotion agency of Malaysia, led the delegation of Malaysian companies in a Maritime Marketing Mission to Singapore. The mission's objectives were to explore business opportunities, promote Malaysia's maritime capabilities and strengthen relationship among maritime business communities of both countries.

The networking session kicked off with an opening address by His Excellency Dato' Mohd Hussin Nayan, High Commissioner of Malaysia to Singapore. The programme included presentations by AMIM and ASMI on their respective industries. A question-and-answer session ensued followed by a reception.

After the reception, participants from both countries proceeded onto the one-to-one business meetings. During the meetings, companies were able to introduce their corporate profile, products range and service offerings to one another and explore the potential of working together in the near future. On the whole, companies had a fruitful afternoon of networking and interaction.



MATRADE, AMIM and ASMI jointly organised the Malaysia-Singapore Maritime Industry Networking session at Asia Pacific Maritime 2012.



One-to-one business meetings in progress at the Maritime Industry Networking session.