



PHOTO FROM POSIDONIA 2016

## SMART SHIPPING ON POSIDONIA 2016 RADAR

### OVER 80 ICT EXHIBITORS LINE UP FOR A SLICE IN THE TECH PIE

More than 80 global Information and Communications Technology (ICT) companies will participate at Posidonia 2016 this summer vying for the attention of the Greek shipping industry who runs the world's largest merchant fleet comprising over 4,500 vessels with an estimated value of US\$ 92bn. As Greek shipping operates a very young fleet with an average age of 11 years, some 2 years less than the world average, it is evident that a great percentage of the US\$ 8,6bn invested by Greek interests in newbuildings will be spent on new technology.

Satellite communications, cargo tracking, navigation and crew management are some of the key areas ICT innovations can help improve for the global shipping industry as indeed is energy efficiency, which is mandated by the **International Maritime Organisation headed by Secretary General Kitack Lim, who will attend the opening ceremony of Posidonia 2016.**

Cutting carbon footprint generated by the seaborne transportation of over 10bn tonnes of cargo a year by 50% may be a tall order for the ICT sector to deliver single handedly but recent advancements in software technology can contribute to fuel efficiencies thus driving carbon levels down.

"Even a small percentage drop in fuel consumption can amount to hefty cost savings for the Greek-owned fleet, which ranks first globally with almost 20% of the world's total transport capacity," said Theodore Vokos, Executive Director, Posidonia Exhibitions S.A., the organisers of the world's most prestigious shipping exhibition, which will be held from June 6 to 10 at the Athens Metropolitan Expo.

"Information and communication technology is of prime importance for all shipping companies onboard and ashore due to the availability of more data that can and will be collected, analyzed, cheaply stored and integrated into decision making mechanisms at various levels," he added.

From communications to procurement and from safety to vessel reporting, financial accounting and navigation, ICT providers for every aspect of shipping operations will be exhibiting at this year's Posidonia to showcase their ability to create a more connected, integrated and efficient shipping industry.

They come from all four corners of the world, from India to Scandinavia and from Australia to North America to compete with each other and against a strong contingent of Greece-based antagonists for a slice of the ever increasing ICT budgets of shipping companies.

Denmark's cargo control equipment manufacturer and supplier **API Marine** will be displaying a robust portfolio of ballast and cargo tank monitoring and integrated automation systems. Their northern neighbour Finland is fielding marine technology specialist **Eniram** in search of new business leads and to increase brand awareness while meeting with existing customers on its fourth Posidonia participation.

And all the way from India, Bangalore-based **BSOL SYSTEMS** software products and services specialist will be making its Posidonia debut with a bang thanks to the international launch of two products, a vessel inspection app and a demurrage calculator targeting the bulk shipping sector.

Australia's **RightShip** will launch its new online risk management platform, RightShip Qi later this year and is using Posidonia as a pre-launch pad. "We expect Posidonia 2016 to provide yet another opportunity to meet Greek shipowners and senior personnel from the wider maritime industry. As we are on the cusp of launching our new online risk management platform, Posidonia 2016 presents a timely opportunity for us to socialise this with key stakeholders prior to the launch in Q3," said Warwick Norman, Chief Executive Officer, RightShip.

Thanks to home advantage, Greek ICT companies will participate at Posidonia 2016 in great numbers.

Athens-based **Mobile Technology**, a distributor of electronic equipment and network communications systems is planning to use its Posidonia debut for the launch of an innovative solution for Maintenance & Inspection in the maritime industry based on Voice commands, as well as a Global Tracking system which can locate, track and monitor commercial and leisure vessels, sending multiple daily position reports and an Inventory System for monitoring the vessel's spare parts.

Software solutions provider **DANAOS Management Consultants** is returning to Posidonia this year where it is planning to launch three new products. The Piraeus-based company will showcase its proprietary DanaosONE platform, a collaborative e-servicing tool in addition to its WAVES fleet performance management tool and a suite of maritime mobility native apps.

**Fortune Technologies**, a provider of shipping software solutions and professional services to the maritime industry, has announced its intention to launch the new Microsoft Dynamics NAV 16 Web & Mobile Based functionality at Posidonia 2016 where it will be making its sixth appearance.

**SRH Marine**, a Piraeus-based company offering full services on sales and technical support for Navigation, Radio Communication, Safety and other marine equipment will launch its COBHAM Network Solution and its SRH BRITEM Service Agreement.

And **SetelHellas** plans to present the innovative SetelHellas MRV Solution, which has been developed as a "natural extension" of SeeMBox-V in respect to the new MRV Regulation (EU) 2015/757 that requires shipowners and operators to monitor and report their carbon emissions (CO2) on all voyages to, from and between European Union ports.

The list also includes heavyweight multinationals such as **Microsoft** and **Vodafone**.

**Vodafone** plans to present a secure, scalable and user-friendly business cloud solution that allows business customers to effectively organise and cover their needs in computing power storage space, and back-up solutions.

And while the countless software and digital products and solutions will be luring visitors at their displays, ICT industry experts and thought leaders will be doing some tech talking at the most comprehensive conference and seminar programme in the exhibition's history. The conference programme includes ICT-related topics such as Smart Ship Solutions by **HEMEXPO**, Maritime VSAT by **Gottlieb International Group and Speedcast Ltd.**, Shipping Telemedicine & Assistance by **Allianz Global Assistance** and a presentation on supply chain security for ports from **Singular Logic**.

*Transparency breeds clarity. Clarity breeds confidence.  
Confidence breeds success!*

## DUBAI LUBES LEADER LOOKS AT GREECE

Dubai's business lubricants and technical support services supplier ENOC Marine hopes to establish its credentials in the marine lubricants market through their latest product offering at its second Posidonia outing by showcasing its new high quality cylinder oils and technical services capabilities. ENOC has an extensive portfolio of application-based lubricants, each designed to address the specific challenge of achieving optimum performance and offers a comprehensive product portfolio to over 80 ports across 16 countries. "We expect to engage more with technical and operations executives who are responsible for the industry's most demanding fleet expansion programme. We also hope to strengthen and expand our network to cover new sectors which will help create the opportunity for us to showcase our new products to the market," said Zaid Alqufaidi, Managing Director, ENOC Marketing. It is worth noting that ENOC is currently exploring the potential to blend its marine products in Greece through one of the biggest marine lubricants blending plants.

## PASSION FOR POLYMERS

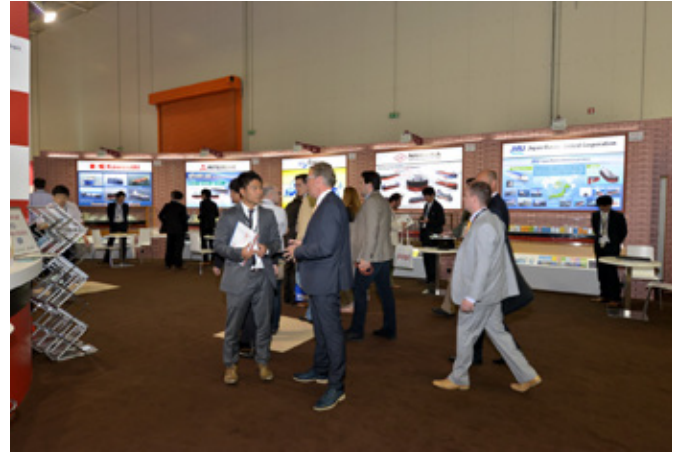
Protective and marine coatings industry leader Chemco will leverage its third Posidonia presence to showcase its groundbreaking solvent-free, wet and rust tolerant coating system which can be used in almost all vessel areas for complete refurbishment, newbuilds or patch repair work. "At Posidonia 2016 we will be looking to expand our customer base by showcasing our revolutionary products which have been created with a view to the existing and future legislation regarding the environment and the Health & Safety of products," said Ian Gold, Marketing Coordinator of the Scotland based company which specialises in the design and manufacturing of the most advanced polymers for leading edge anti-corrosion coatings utilised worldwide.

## EXPANDING GREEK CLIENTELE AT N-KOM

Nakilat-Keppel Offshore & Marine (N-KOM) will be showcasing its maritime expertise for the third time at this year's Posidonia. The Qatar-based shipyard has tripled its tanker repair business over the past year, mainly comprised of Greek clients, and signed an agreement with the Angelicoussis Group of Companies to be the preferred shipyard for the repairs of all vessels managed by Maran Gas, Maran Tankers and Anangel Maritime Services. Last year, the shipyard celebrated its 500th project for Dynacom Tankers, which was also the tenth vessel from the company to be drydocked at the shipyard in 2015 alone. Commenting on the strategic significance of the Greek market to the shipyard's business, N-KOM CEO Mr Chandru Rajwani said, "Posidonia is without a doubt one of the most important gatherings of decision makers in the maritime industry, which makes it an excellent platform for us to market our ship repair and conversion services. With a wealth of experience in handling marine and offshore projects complemented by a strategic location in the Arabian Gulf, we are well positioned to be the preferred shipyard delivering solutions."



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PHOTOS FROM POSIDONIA 2014

## THERE'S ALWAYS A FIRST TIME FOR EVERYONE

Surprisingly, the world's leading maritime and logistics service provider, Inchcape Shipping Services (ISS), is planning for its first ever presence at Posidonia as an exhibitor. "Trade shows are extremely important and something we are looking to do more of, hence the first time we have taken space at Posidonia which is important for customer engagement, brand placement and promotion of ISS products and solutions as well as those of our group companies," said Chris Whiteside, Chief Executive Officer of UK-headquartered ISS. "Posidonia represents a unique business platform for the global shipping industry and Inchcape Shipping Services is delighted to be exhibiting at the 2016 event. As well as promotion of ISS and its group companies' range of products and solutions, this major gathering of our customers, prospects and industry stakeholders is a prime opportunity to forge new relationships and build on existing partnerships."

## A GOLDEN DEBUT

Golden Cargo S.A., the Athens-based specialist marine and aviation solutions provider is making its Posidonia debut this June six months after it was appointed Lufthansa Cargo's Business Partner. Golden Cargo will be promoting this development to the global maritime industry at Posidonia. "We consider our participation at Posidonia 2016, the world's most esteemed exhibition in the maritime field, as a great opportunity to introduce, promote, market and advertise our products and services, whilst providing a most efficient way to establish and maintain relationships with our existing and potential customers and partners," said Mr Kostis Achladitis, Managing Director.

# Official Posidonia Conference Programme

Organiser	Event	Venue	Time	Contact Organiser
<b>Monday 6 June</b>				
Capital Link	5th Analyst & Investor Day - Capital Link Shipping Forum	Astir Palace	09:00 - 16:00	obornozi@capitalinkforum.com
<b>Tuesday 7 June</b>				
Tradewinds	Tradewinds Shipowners Forum	Posidonia Conference Hall	11:00 - 16:00	jon.chaplin@tradewindsevents.com
DNV GL	DNV GL Press Conference	Posidonia Seminar Room	10:30 - 12:30	angeliki.kalagia@dnvgl.com; piraeus@dnvgl.com
INTERTANKO	Gas Forum	Hilton Galaxy Room	10:00 - 16:00	Only for INTERTANKO members bill.box@intertanko.com
Veritas Petroleum Services	A Comprehensive Guide for Handling Fuel Quality Issues & Challenges	Posidonia Seminar Room 2	11:00 - 13:00	Piraeus@v-p-s.com
United Kingdom Hydrographic Office	Living with ECDIS	Posidonia Seminar Room 3 - Sponsored by UKHO	11:00 - 13:00 & 15:30 - 17:30	customerservices@ukho.gov.uk
Design companies and MNU of Korea	Seminar for Energy Efficient Mid Ships of Korea	Posidonia Seminar Room 2B	11:00 - 13:00	jongpark@mokpo.ac.kr; jhjeon@mokpo.ac.kr
Ship Efficiency Review Magazine	Seminar	Posidonia Seminar Room 2	13:00 - 15:00	
Isalos.net, with the support of Aikaterini Laskaridis Foundation	Presentation skills workshop: how to attract an HR manager's attention - Shipping HR Managers revisit Myths and Facts	Posidonia Seminar Room 2B	13:00 - 15:00	cp@gratia.gr
Japan	Japanese Shipbuilding and Ship Machinery Technology Seminar	Posidonia Seminar Room	13:30-17:30	wakabayashi@sea.or.jp
UK Trade & Investment, British Embassy Athens – London Stock Exchange	The future of shipping: London's Equity markets as a source for growth & access to capital	Posidonia Seminar Room 3 - Sponsored by UKHO	13:30-15:15	By invitation only/ For enquiries: klio.panourgia@fco.gov.uk
Singular Logic	Ports Supply Chain Security: The MEDUSA and MITIGATE approach	Posidonia Seminar Room 2	15:00 - 17:00	spantelopoulos@singularlogic.eu; mzacharias@singularlogic.eu
Poseidon Med II	Raising Awareness Poseidon Med II	Posidonia Seminar Room 2	17:00 - 19:00	m.theodoridou@depa.gr
Greek Economic Forum	Greek Shipping and Global Trade	Posidonia Seminar Room 2B	17:00 - 19:00	ap@greekeconomicforum.org
<b>Wednesday 8 June</b>				
HELMEPA	Where is Shipping heading after COP21?	Posidonia Conference Hall	10:00 -13:30	helvepa@helvepa.gr
INTERTANKO	Tanker Vetting Seminar for INTERTANKO Members	Posidonia Seminar Room	10:30 -14:30	bill.box@intertanko.com
University of Strathclyde	Inspection Capabilities for Enhanced Ship Safety (INCASS) Workshop	Posidonia Seminar Room 2	11:00 -13:00	ms@shipcon.eu.com
HEMEXPO – Hellenic Marine Equipment Manufacturers & Exporters	Smart Ship Solutions	Posidonia Seminar Room 2B	11:00 -13:00	info@hemexpo.gr
Ecochlor, Inc.	Ballast Water Management Systems: The Path to U.S. Coast Guard Type Approval	Posidonia Seminar Room 2	13:00 -15:00	kathie.clark@ecochlor.com; info@euploia.eu
United Kingdom Hydrographic Office	Living with ECDIS	Posidonia Seminar Room 3 - Sponsored by UKHO	11:00 - 13:00 & 15:30 - 17:30	customerservices@ukho.gov.uk
RINA Hellas	RINA Hellas Seminar	Posidonia Seminar Room	14:45 - 16:45	greece@rina.org
Rolls-Royce Marine	Energy Efficiency and Ship Intelligence	Posidonia Seminar Room 2	15:00 - 17:00	theo.lorentzos@rolls-royce.com
Wärtsilä	Solutions for new merchant shipping ERA & Gas ERA	Posidonia Conference Hall	17:00 - 19:00	Dionysios.Antonopoulos@wartsila.com
Gottlieb International Group and Speedcast Ltd.	Maritime VSAT: Buy Now or Wait for Tomorrow?	Posidonia Seminar Room	17:00 - 19:00	agottlieb@gottliebinternationalgroup.com
Security Association for the Maritime Industry (SAMI)	SAMI update and what's over the horizon?	Posidonia Seminar Room 2	17:00 - 19:00	jeg@seasecurity.org
VesselBot	VesselBot, the new era in chartering!	Posidonia Seminar Room 2B	17:00 - 19:00	athanasia.panagiotopoulou@vesselbot.com
<b>Thursday 9 June</b>				
Newsfront/ Naftiliaki under the auspices of MARTECMA	Ballast Water Management Summit followed by an Argo Navis workshop on the retrofit engineering studies and installation planning	Posidonia Conference Hall	10:00 - 19:00	natvas@otenet.gr
NAMEPA	Regulatory Compliance in the United States - Your Stay out of Jail Card	Posidonia Seminar Room	10:30 - 12:30	Contact: executivedirector@namepa.net Registration: cedwards@namepa.net
Hyundai Heavy Industries	Seminar	Posidonia Seminar Room 2	11:00 - 13:00	aftermarket@hhi.co.kr; mh.park@hhi.co.kr
International Association of Classification Societies (IACS)	IACS Quality System Certification Scheme (QSCS): What the Scheme delivers in practice - for the benefit of IACS Members and interested parties in the wider maritime community	Posidonia Seminar Room 2B	11:00 - 13:00	qscs.ops@iacs.org.uk
Med Solutions International – ShipMedical Ltd	The Medical Care Process Onboard	Posidonia Seminar Room 2B	13:00 - 15:00	ops@medsolutionsint.com
United Kingdom Hydrographic Office	Living with ECDIS	Posidonia Seminar Room 3 - Sponsored by UKHO	11:00 - 13:00 & 15:30 - 17:30	customerservices@ukho.gov.uk
US Embassy in Athens – American-Hellenic Chamber of Commerce	Trading in US waters	Posidonia Seminar Room	12:45 - 14:30	v.tseritzoglou@amcham.gr
Aephoria.net	Blue Growth	Posidonia Seminar Room 2	13:00 - 15:00	ezacharopoulou@elculture.gr
Atlas Marine Valves Co. Ltd.	Tips for Ordering Valves	Posidonia Seminar Room 3 - Sponsored by UKHO	13:30 - 15:15	sales@atlasmarinevalves.com
Jotun Hellas Ltd.	Hull Performance Solutions / ISO standard	Posidonia Seminar Room	14:45 - 16:45	Catherine.Skourti@jotun.com; Jotun.Hellas@jotun.com
Allianz Global Assistance (AGA)	Shipping Telemedicine & Assistance	Posidonia Seminar Room 2	15:00 - 17:00	communicationaga@allianz-assistance.gr
MarineTraffic	Seminar	Posidonia Seminar Room 2B	15:00-17:00	marketing@marinetraffic.com
ALBA Graduate Business School at The American College of Greece	Seminar	Posidonia Seminar Room	17:00 - 19:00	events@alba.edu.gr
Technomep	Certification of Persons and Companies	Posidonia Seminar Room 2	17:00 - 19:00	technomep@otenet.gr
I.M.E.Q. Innovative Maritime EQ Center	Psychology in Shipping: EQ Training, and Ship Manning & Safety	Posidonia Seminar Room 2B	17:00 - 19:00	services@ka-ims.com; info@ka-ims.com
<b>Friday 10 June</b>				
Union of Greek Shipowners	Press Conference	Posidonia Seminar Room	11:00 - 13:00	
Christodoulos G. Vassiliades & Co. LLC	Cyprus: sailing to the future... Solutions for the Shipping Industry	Posidonia Seminar Room 2	11:00 - 13:00	iro.s@vasslaw.gr; mariah@vasslaw.net
Green-Jakobsen	Workshop: Developing resilient safety cultures	Posidonia Seminar Room 3 - Sponsored by UKHO	11:00 - 13:00	j.haugland@green-jakobsen.com
THE CANVAS/OPEN MIND GROUP	Young Executives Shipping Forum	Posidonia Conference Hall	12:00 - 17:00	ddb@navigatoritd.gr; katerina.stathopoulou@gmail.com
Economia group	Greek shipping in the international competitive environment: opportunities and challenges	Posidonia Seminar Room	13:00 - 15:00	aikpourn@economia.gr
Hellenic Management Association (EEDE)	Master the Seas, the EFQM Marine Framework	Posidonia Seminar Room 2	13:00 - 15:00	certification@eede.gr
AML - ATLANTIS MANAGEMENT LTD	Introduction and Guide to the Registration of Ships under the Malta Flag & Related Legal Aspects	Posidonia Seminar Room 3 - Sponsored by UKHO	13:00 - 15:00	sotirios.sa@amlmalta.com
Department of Naval Architects of TEI-Athens	Lifelong Education, Research and Consulting Services in Naval Architecture and Marine Engineering	Posidonia Seminar Room 2B	15:00 - 17:00	glivanos@teiateh.gr

## Regional sales representatives



Posidonia 2016  
The International Shipping Exhibition  
6-10 June 2016

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