

# POSIDONIA PROPELS AHEAD



PHOTOS FROM POSIDONIA 2016

Posidonia 2016 has received overwhelming praise from exhibitors and visitors who unanimously agree that this year's edition of the world's most prestigious maritime event has also been the most distinguished in the show's five-decade long history.

Having set new records in terms of exhibitor floor space, size of conference programme and number of visitors, Posidonia 2016 also managed to impress shipping industry executives, analysts and media for the look and feel of the exhibition's displays, the relevance of conference content and quality of visitors and delegates who converged to the Athens Metropolitan Expo from all over the world. In total, 1.825 exhibiting companies from 90 countries and territories and 19 national pavilions welcomed 22.366 visitors from over 95 countries to their stands.

"We always strive to make the best even better by constantly reinventing the overall offering of Posidonia seeking to further improve and if possible perfect the experience on and off the main venue of the exhibition," said Theodore Vokos, Executive Director, Posidonia Exhibitions S.A, the organisers of the event.

"Through the years we have made significant enhancements to the main event and the parallel social and sporting networking programme as we endeavor to keep Posidonia fresh, relevant, contemporary, responsive to exhibitors' and visitors' demands. But above all we strive to maintain its authoritative aura in line with its reputation as the most prestigious, agenda-setting maritime event that is always ahead of developments."

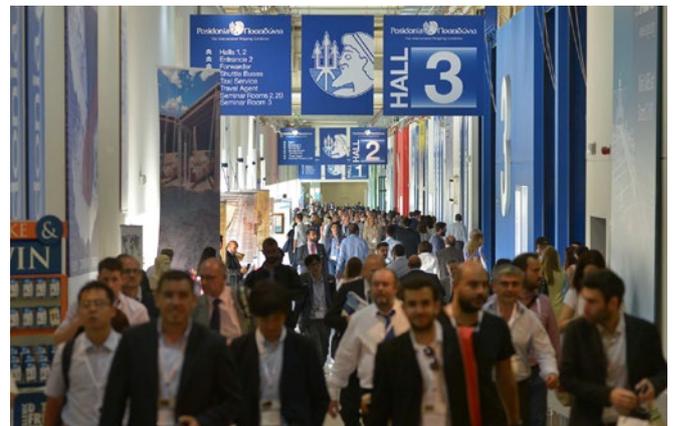
This growing reputation as the must-attend global maritime affair is likely to be augmented in two years from now as forward demand for floor space indicates that when the next Posidonia exhibition opens its doors on June 4th 2018, it will be deployed across the full 45,000 sqm of the Athens Metropolitan Expo, utilizing all of the venue's available space.

Posidonia's long standing relationship with the Greek shipping community is one of the reasons for the brand's resonance in every part of the world, wherever maritime and shipping professionals ply their trades while aspiring to conduct business with the owners of the most expansive and entrepreneurial ocean going merchant fleet, the largest in terms of tonnage.

According to Zhang Xinyu, Exhibition Office, China State Shipbuilding Corporation, Posidonia 2016 was very big and stands at the highest level compared to the biggest international maritime events. "Since we are the top corporation of our sector in China, our presence at Posidonia aimed at strengthening our influence in the global market and in Europe and Greece particularly, because the Greek market is important for us, as is the European market as a whole. Posidonia is always a good platform for new business opportunities."



The high quality of visitors was yet another positive highlight of this year's Posidonia according to most exhibitors. Thorstein Franche, Global Industry Director, Marine Division, Krohne Marine, had this to say: "The exhibition is splendid! Everything is very well organised, the venue is great and so are the stands. We are very satisfied. The attendance was very high this year. We were very happy to see more people visiting our stand, but also people more focused on our industry. We had the opportunity of quite a few good meetings and I am sure that the follow up will lead to some good deals." Dr. Vassilios Mamaloukas-Frangoulis, Director, Marine Environment Protection seems to agree: "The number of visitors was higher this year, but also the quality of the visitors seems to get better by the years and this is very important."



Posidonia has also developed a strong reputation as a forum where crucial discussions, debates and deliberations on issues and regulations affecting the global maritime industry take place between policy makers, government officials and captains of industry and this was reflected in this year's event with the high profile visits of IMO Secretary General Kitack Lim and European Transport Commissioner Violeta Bulc in addition to Greek and international heads of state.

This aspect of the event didn't go unnoticed from exhibitor Stefano Lavezzaro, Vice President Service Sales – Merchant, Marine Services – Europe & Africa for Rolls-Royce who said: "This year's organisation is even better, with more exhibitors, conferences and seminars. There is much more briefing for the industry. And you can also feel the optimism by walking through the exhibition."

Indeed, Posidonia is a global maritime industry bellwether that captures the mood of the moment while outlining the future trends that are likely to shape developments in the world's most vital industry which account for the transportation of 90 percent of world trade.

Posidonia 2018 will be held from 4 to 8 June 2018 at the Athens Metropolitan Expo.

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# 2.500 PARTICIPATED AT POSIDONIA GAMES

## FOUR-SPORTS EVENT WON PRAISE BY POSIDONIA EXHIBITORS

In what maritime circles refer to as shipping industry's biennial mini Olympics, the Posidonia Games lived up to their reputation as a popular sporting extravaganza with a total of 2.500 shipping professionals from all over the world showcasing their sailing skills, football finesse, golfing gusto and love for recreational running at four different events designed to promote camaraderie, collaboration and team spirit ahead of Posidonia Exhibition 2016.

Such has been the popularity of this year's Posidonia Games that hundreds ended in the waiting list of the different events including the Posidonia Shipsoccer Tournament which was contested by a total of 28 teams on Sunday evening at Panionios Stadium, a Greek Superleague venue.

From shipowners to logistics operations managers, everyone had a few nice words to say: "We are very happy to be here and play football with friends and colleagues and have some competitive spirit and enjoy the day. We will be participating again in two years time as we have done for the last six years. Shipsoccer exemplifies the values of team spirit and collaboration amongst team members and the opposition as well," said Leo Polemis of Remi Marine.

Alexandros Tsaviliris from Salvage Group, said: "It is a pleasure to be part of this tournament which we have been supporting with our participation since its inception. We would like to continue supporting the Ship Soccer Tournament and Posidonia as a whole as it gives us the opportunity not only to network but also to create new friendships."

Posidonia Shipsoccer's sponsor Swift Marine, was one of the participating teams. George Papagiannopoulos, Operations Manager said: "This is a very important event that promotes team spirit, collaboration, networking between shipping executives from around the world. The organisation of the event is just superb and we are already looking forward to the next Posidonia Shipsoccer in two years from now."

The Posidonia Games kicked off at Faliron Bay when some 53 crews plunged into the wavy Aegean waters for the 8th Posidonia Cup, an unforgettable yacht race described by some competitors as the biggest and most prestigious yachting event held in Greece.

George Xidaracos, Atlas Marine, said: "We are proud to participate at the Posidonia Cup and win our category. Sailing is a great sport which connects body and mind with the sea and every two years my team and I eagerly anticipate the advent of Posidonia Exhibitions in order to start preparing for the sailing event. The weather was amazing, the route was exceptional and we truly enjoyed a great day out."

Other participants praised Posidonia Cup as a great experience stating that the large participation of crews from all over the world was incredible exceeding that of any other sailing event ever held in Greek waters. "It is a really impressive achievement which should be repeated in two years' time," one of the skippers said. "The Posidonia Cup is an amazing world class sailing event which helps raise the profile of sailing as a sport to Greek audiences and promotes Greece as a sailing destination to international tourists," said another.

And from the azure waters of the Saronikos Bay to the green fairways of Glyfada Golf Course where 115 players teed off on Sunday morning for the 3rd Posidonia Golf Tournament, an 18-hole Shotgun contested by 29 teams.

On behalf of the event's sponsors, Nikolas Martinos, Thenamaris, said: "Thenamaris and Costamare cooperated together again this year to sponsor what is becoming an increasingly popular Posidonia event. The Posidonia Golf Tournament and evening reception provide a unique opportunity for business conversations to take place in a relaxed environment, and welcome our guests prior to the kick-off of what is a very busy week for all of us."



PHOTOS FROM POSIDONIA 2016

Costis Constantakopoulos, Costamare added: "This is the 3rd consecutive year that we sponsor the Posidonia Golf Tournament together with Thenamaris and the support of Costa Navarino. It's an excellent opportunity to meet old and make new friends within the shipping industry from around the world, welcome them in our country and celebrate the exciting Posidonia atmosphere."

For the first time this year, Posidonia Games launched a running event which was an instant hit from the word go as over 1,100 runners participated at the 5kms race which took place in the centre of Piraeus on Saturday morning in what was seen as a symbolic return of Posidonia to its cradle.

The Mayor of Piraeus, Giannis Moralis, said: "The importance of today's race is very significant for Piraeus because it is the deep desire of every citizen of this port city that Posidonia returns home one day. We hope that this desire will become a reality one day."



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