

# Posidonia

# In your own words

**“Unique... strategic...  
sophisticated... fun...  
but above all  
good for business.”**



# Posidonia 2018

# 4-8 June 2018

## Metropolitan Expo, Athens, Greece

# The multi-billion market!



**G**reek owners are drivers of the world shipping industry. The Greek-controlled fleet, the largest independent commercial armada ever, powers ahead. Greek shipowners are major customers of shipyards around the globe; in 2016 some 365 ships of near 33m dwt were on

## A warm welcome to all exhibitors at Posidonia 2018

From the President of the Union of Greek Shipowners

*Greek Shipowners continue to be the most dynamic force in the maritime industry. With a fleet of 4,000 vessels representing about 20% of total world capacity in deadweight and 50% of the capacity of the European Union fleet, they are the prominent driver for growth and diversification in this important industry.*

*Furthermore, Greek Shipowners continue to open new perspectives on the formulation of policy and for responses to the challenges posed by safety and environmental issues and on new legislation coming into force but equally importantly on the implementation of new technology in realistic and practicable ways. Moreover, Greek Shipowners are amongst the first to grasp the opportunities presented by technological, environmental and commercial developments and partnerships.*

*The Union of Greek Shipowners which recently celebrated its centenary has been closely associated with Posidonia from its modest beginnings half century ago. In this time it has grown to hold its current leading position in the international events calendar.*

*Of course, Posidonia's success is driven by you, its exhibitors, the Maritime Nations and other important stakeholders actively involved in this industry. Posidonia is not only the halls of the Exhibition itself but the meetings and seminars, the receptions and the hospitality our country offers with its mild weather and beautiful landscape. Many of you have been participating from the beginning others more recently and some will be joining us for the first time in 2018. To all of you, a warm welcome!*

*The Union of Greek Shipowners and the Greek shipping community wish you a successful and enjoyable Posidonia 2018.*

**Theodore Veniamis**

President, Union of Greek Shipowners

Under the auspices of



Ministry of Maritime  
Affairs and Insular Policy



Union of Greek  
Shipowners



Hellenic Chamber  
of Shipping

With the support of



Municipality of Piraeus



Greek Shipping Co-operation Committee

**The Posidonia Coordinating Committee**

Chairman: John C. Lyras, Past President of the Union of Greek Shipowners and currently member of its Board

Members: George D. Pateras, President, Hellenic Chamber of Shipping  
Theodore E. Veniamis, President, Union of Greek Shipowners  
Haralambos J. Fafalios, Chairman, Greek Shipping Co-operation Committee  
Themistocles Th. Vokos, Chairman, Posidonia Exhibitions SA

order in China, Japan, South Korea, Finland, Philippines, Romania and Vietnam. Continuing the Greek fleet diversification, this included all ship types: VLCC, suezmax, aframax, LNG and LPG carriers, dry bulk carriers, multi-purpose vessels and container ships, drillships, offshore supply vessels and ro-pax units.

As they upgrade and expand their fleets, Greeks continue as leaders in the sale and purchase market and major customers of finance and insurance providers.

Keeping the Greek fleet of around 335m dwt trading also

makes Greek owners cherished customers of marine equipment manufacturers and suppliers. Complying with the avalanche of international regulations will see them investing billions of dollars in ballast water management (BWM) systems, air emission controls and Monitoring, Reporting and Verification (MRV), as well as in the information technology and services supporting their expansion. Posidonia exhibitors are positioned at the heart of this multi-billion market, face to face with buyers ready to do business.

At Posidonia 2016, the Greek newbuilding orderbook stood at about \$22bn, accounting for almost 10% of the total ships on order worldwide by vessel numbers. In the first three quarters of 2016, Greek interests had invested a confirmed \$2.4bn on nearly 200 secondhand ships.

Greek owners are among the biggest investors in new equipment, with BWM retrofits, running up to \$5m for a VLCC.

Monitoring, Reporting and Verification (MRV) aims to quantify and reduce CO<sub>2</sub> emissions from shipping, creating a new kind of benchmarking system in Europe. It presents a boost for shipyards, equipment manufacturers and classification societies.

Making the industry cleaner and more efficient has also massively increased the information gathering and management required both ashore and on board. It is hardly surprising that digitalisation, green propulsion and eco-fuel efficient shipping are now the industry's watchwords.

newbuilding \$22 bn

secondhand \$2.4 bn

\$5 m for VLCC

reducing CO<sub>2</sub> emissions

eco-fuel efficient

# A shared success

*“As the leading international shipping exhibition, the organisation of Posidonia was on a very high and professional level. Everything, from the venue, the staff, the stands to the programme of conferences and seminars and the Posidonia Games was a great experience. We were impressed by the high attendance. We were delighted to welcome many visitors to our stand, professionals from our industry, Greek and international shipowners, decision makers and pioneers of the maritime sector.”*

**Nawfal Al Jourani**  
Director of Communications,  
Dubai Maritime City Authority

The participation of enthusiastic exhibitors has powered Posidonia to the top position in the shipping calendar. Many have grown along with Posidonia, others more recently welcomed. All acknowledge the unique atmosphere and opportunity for doing great business from their stands in the bustling halls and around the conferences and seminars. And participating in the Posidonia Games has become a challenge that many are happy to take up!

‘A pleasure doing business’ has become a Posidonia byword. And the business is impressive. This is where deals are closed, productive new contacts made and old friendships renewed. All on a scale unmatched by any other gathering in the shipping calendar. Posidonia 2016 set new records; 1,825 exhibiting companies from 90 countries and territories and 19 national pavilions welcomed 22,366 visitors from 101 countries to their stands. Nowhere else are you welcomed to the home of Greek shipping by the owners of the largest fleet controlled by one national group. Joined by top decision makers and buyers from all sectors of the international shipping industry.



*“Posidonia is one of the ‘must attend’ events in our maritime calendar and having Greece as a DNV GL home country means that Posidonia becomes one of the main arenas to showcase our offering.”*

**George Teriakidis**  
Regional Business Development Manager,  
DNV GL

## Your opportunity

Be ready to do business with Greek owners keen to evaluate new technologies, source equipment and to develop partnerships for their demanding fleet expansion and renewal programmes. Nowhere else do they gather to do business on this scale, joined by Posidonia’s strong international participation.



## Smooth participation

From first website enquiry, through space reservation, logistics and stand construction, the Posidonia exhibitor experience is positive. The exhibitor support team is there to make your participation smooth and productive. So you can focus on your business objectives.

*“This was our first Posidonia as exhibitors and we were impressed with how easy it was for us to book our participation online with an excellent result on the spot. Our collaboration with the organisers was perfect.”*

**Jorge Terrazas**  
Deputy Corporate Manager Marketing and  
Contracts, ASMAR Shipyards



## Stand tall!

Make the most of your participation and drive buyers to your stand by planning show advertising, product launches, press announcements and sponsorships that will raise your profile. Talk to the organisers about the opportunities that will help you stand out from the crowd!

*“We saw a significant increase in the number of visitors this year and we had the opportunity to meet many potential clients, not only from the Greek market, which is of high interest to us, but also from other countries. This shows how well this event connects the people of this industry.”*

**Engin Aybar**  
Marketing Department, HAT-SAN Shipyard



# Your exhibitor package

At Posidonia all your basic participation costs are included in your exhibition space price. All the tools for a successful event, your exhibitor toolbox!

■ Automatic entry in the official exhibition catalogue and company profile

FREE



■ No registration fees

FREE



■ Free parking

FREE



■ Automatic listing on the Posidonia website with a link to the exhibitor's website

FREE



■ No sub-exhibitor fees

FREE



■ One official exhibition catalogue for each exhibitor

FREE



■ Visitor invitations for exhibitors to send to their clients and contacts

FREE



■ Visitor entrance without charge

FREE



■ Free listing in the Posidonia Mobile App

FREE



## Sponsor your own success

Raise your brand visibility and communicate your message to Posidonia's international audience. Talk to the organisers about:

- Posidonia Games sponsorships
- Exhibitor bags
- Shuttle buses
- Press office

And round it off with cost-effective, focused advertising in:

- Posidonia catalogue
- Posidonia website
- Exhibitors' News
- Large scale wall spaces
- Exhibition halls floor stickers

## Get pole position!

The organisers' expert team will be pleased to advise on the best package to meet your sales objectives. Demand is high from returning and new exhibitors, so early booking is the key to the best stand positions and sponsorship opportunities.

# Putting it all together

## The Posidonia conference, seminar and technical presentation programme

From modest gatherings the Posidonia conference and seminar programme has grown to an international event in its own right. In 2016, over 60 sessions addressed key financial, regulatory, environmental and technological issues. Audiences participate in vigorous debate with industry leaders, innovators and experts. Forecasts, opinions and valuable insights are shared by all. Always in the media spotlight, conference proceedings make headlines around the world.

Posidonia 2018 will again welcome the Tradewinds Shipowners Forum as the opening event to an exciting conference week.



“Posidonia represents a unique business platform for the global shipping industry.”

**Chris Whiteside**  
CEO, Inchcape Shipping



# Posidonia 2016

## Facts & Figures

EXHIBITING COMPANIES 1,825

COUNTRIES AND TERRITORIES represented at Posidonia 2016:

90

Argentina, Aruba, Australia, Austria, \*Bahamas, Bahrain, Bangladesh, Belgium, Bermuda, \*Brazil, British Virgin Islands, Bulgaria, Cameroon, Canada, \*Cayman Islands, Chile, \*China, Colombia, Croatia, Curacao, \*Cyprus, Czech Republic, \*Denmark, Dominican Republic, Egypt, Estonia, Ethiopia, Faroe Islands, Finland, France, \*Georgia, Germany, Ghana, Gibraltar, Greece, \*Hong Kong SAR, Iceland, India, Indonesia, Ireland, Israel, Italy, Ivory Coast, \*Japan, \*Republic of Korea, Latvia, Lebanon, \*Liberia, Lithuania, \*Luxembourg, Malaysia, \*Malta, Marshall Islands, Mauritius, Mexico, Montenegro, \*The Netherlands, New Zealand, Nigeria, Norway, Oman, Palau, \*Panama, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Senegal, Sierra Leone, \*Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Togo, Trinidad and Tobago, Tunisia, \*Turkey, Ukraine, United Arab Emirates, \*United Kingdom, Uruguay, \*USA, Venezuela, Vietnam.

\* National Participations

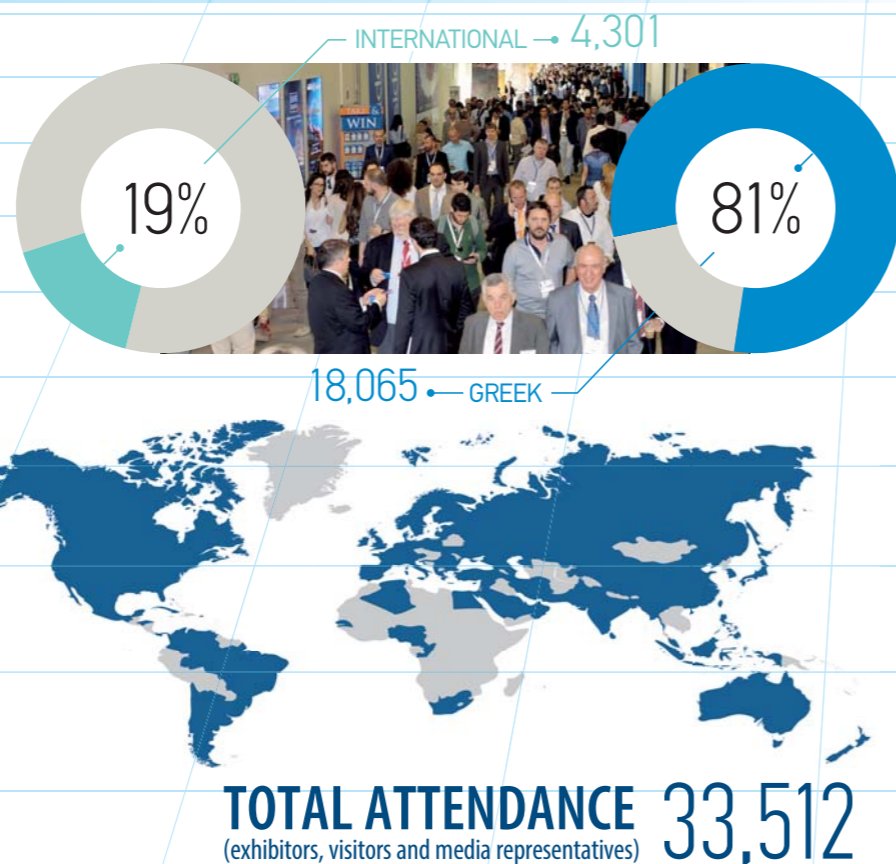
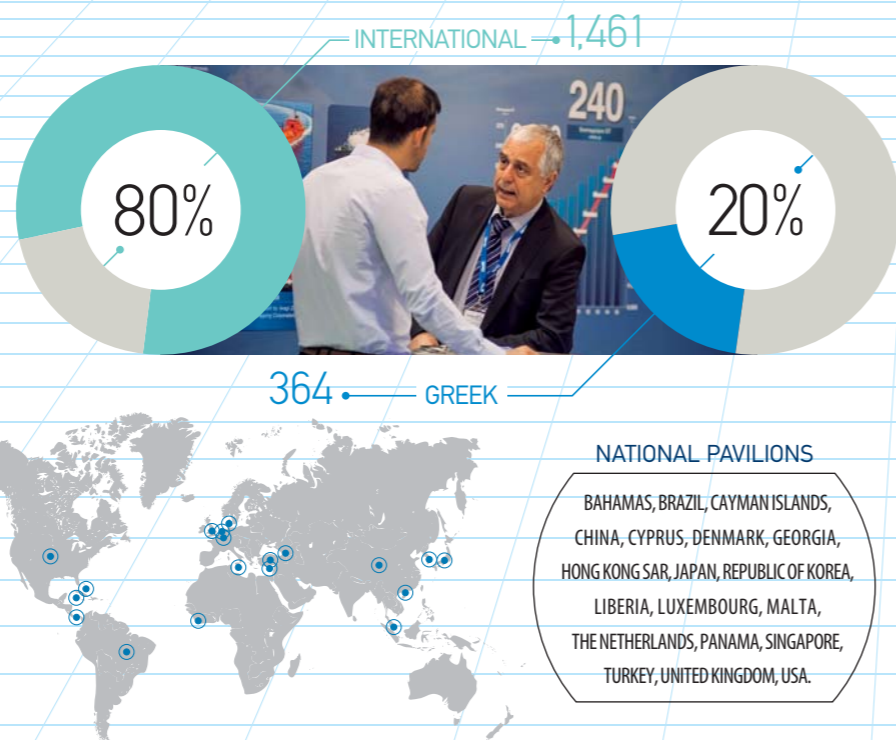
19

VISITORS 22,366

COUNTRIES AND TERRITORIES represented at Posidonia 2016:

101

Albania, Algeria, Andorra, Argentina, Ashmore and Cartier Islands, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Belgium, Benin, Bermuda, Brazil, Bulgaria, Cameroon, Canada, Chile, China, Colombia, Democratic Republic of the Congo, Croatia, Cuba, Curacao, Cyprus, Denmark, Djibouti, East Timor, Egypt, Estonia, Finland, France, Georgia, Germany, Ghana, Gibraltar, Greece, Greenland, Grenada, Guadeloupe, Guernsey, Honduras, Hong Kong SAR, India, Indonesia, Iran, Ireland, Isle of Man, Israel, Italy, Ivory Coast, Japan, Jordan, Kazakhstan, Republic of Korea, Latvia, Lebanon, Lithuania, Luxembourg, Malaysia, Malta, Marshall Islands, Mauritius, Mexico, Monaco, Montenegro, Myanmar, The Netherlands, New Zealand, Nigeria, Norway, Oman, Pakistan, Panama, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Russia, Saudi Arabia, Senegal, Serbia, Seychelles, Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Syria, Taiwan, Turkey, Ukraine, United Arab Emirates, United Kingdom, Uruguay, USA, Venezuela.



# The Posidonia Games

Friendly but fierce rivalry drives all four Posidonia Games. Now a firmly established Posidonia ingredient, they are enjoyed by competitors and spectators alike.



## The Posidonia Shipsoccer Tournament

A highly popular event, the Posidonia Shipsoccer Tournament was contested by a total of 28 teams at the Nea Smyrni (Panionios) Stadium, a Greek Superleague venue.



## Posidonia Running Event

The most recent addition to the Posidonia programme, this 5km race sees the streets of Piraeus filled with enthusiasts from all over the world.



## The Posidonia Golf Tournament

An established favourite, this 18-hole event was contested by 29 teams on the Glyfada waterfront in 2016, the perfect setting for friendly but intense competition.

## The Posidonia Cup Yacht Race

The ninth Posidonia Cup sailing regatta will see more than 50 boats participating in Faliron Bay in one of the biggest and most exciting sailing events in Greek waters.



# The Posidonia 2018 Programme

Posidonia Cup: 1 June 2018

Posidonia Running Event: 2 June 2018

Posidonia Golf Tournament: 3 June 2018

Posidonia Shipsoccer Tournament: 3 June 2018

Posidonia Opening Ceremony: 4 June 2018 (by invitation only)

Posidonia 2018 Exhibition: 4-8 June 2018



The International Shipping Exhibition

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