



THE BIG BANG EVENT THE RETURN OF POSIDONIA HIGHLIGHTS RENEWED OPTIMISM FOR A MORE BUOYANT SHIPPING INDUSTRY

Posidonia, the Home of Shipping has reopened its doors to a great reception from the global maritime community who will be hoping for them to never be shut again. Could Posidonia 2024 be even bigger and more influential than what the global maritime community witnessed unfolding last week at the Metropolitan Exhibition Centre just a short drive from the Athens International Airport?

Well, barring another cataclysmic world event such as the Covid-19 pandemic, the answer should be a resounding, 'Yes of course!'

And why not? With over **1,964 exhibiting companies from 88 countries and some 29,000 visitors from 103 countries and territories** who flooded the exhibition and conference rooms to their rims, this year's event set new benchmarks and standards for volume, size and quality that makes Posidonia organisers confident that potential for further growth will always be there. The number of overall participants, including exhibitors, visitors and press **exceeded the 40,000** people mark.

With these fundamentals intact and even stronger compared to the 2018 event and with the absence of many Asian and mainly Chinese visitors who could not have attended this year's event due to Covid-19 related travel restrictions, the assumption of an even greater 2024 event is a credible one.

"Our challenge for this year was to resume the event and rediscover the momentum lost during the height of the pandemic. I think we did a pretty good job, to not only achieve both of our basic objectives for the event, but to also set the bar even higher for the future," said **Theodore Vokos, Managing Director, Posidonia Exhibitions S.A.**

"The response and feedback we received from exhibitors, visitors, government officials and maritime stakeholders was overwhelmingly buoyant. The four-year gap brought even more energy and a renewed optimism everywhere you'd look at and all

indications are that the industry will continue to support Posidonia for years to come."

The type of exhibitor feedback ranged from admiration to gratitude. In the words of **Richa Dutt Nandan, Marketing Manager, Varuna Marine Services**, Posidonia 2022 was "a series of conversations between shipowners and service providers, the class and the flag states, the associations and organizations, the design, and the innovation. A melting pot for traditions, ideas and innovations brought in by thousands of worldwide companies and professionals."

Others sounded even poetic in the way they shared their praises for the event: "Posidonia 2022 came as a much-needed rainfall to quench the thirst of the shipping industry and its people caused by the four-year pandemic-induced drought," said **shipping industry reporter Minas Tsamopoulos**. In the words of **Sam Chambers, editor, Splash** this year's Posidonia was "the coming out party of the international shipping community. The lights, the noise, the people – it was rammed at Posidonia wherever you went."

And some were astounded by the record numbers: "It was great to see Posidonia back, bigger and better than ever. Record numbers of visitors and exhibitors. It gave us a great opportunity to see our clients face to face after such a long time in lockdown. Gulf Oil Marine will continue to support the Greek shipping community and we will look forward to the next Posidonia", said **David Price, CEO Gulf Oil Marine**.

Vokos added: "Posidonia is the industry's bellwether, a totem of status, prestige and authentic maritime heritage, and as such it will always remain resolute in its commitment to carry on its mission to help everyone in shipping set their course, navigate and communicate effectively for years and years to come."





2700 SHIPPING EXECUTIVES PARTICIPATED AT POSIDONIA GAMES

The return of Posidonia also marked the resumption of its exciting sports agenda of signature events including the Posidonia Cup sailing race, the Posidonia Shipsoccer Tournament, the Posidonia Golf Tournament, the Posidonia Running Event and the new Posidonia 3x3 Basketball, where a total of some 2,700 industry professionals participated from June 3 to 5. The Games' coveted trophies travelled with the winners to all corners of the world, adding prestige to shipping offices around the world. Proceeds from these events will be donated to various charities and NGOs.



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THESSALONIKI PORT'S PLANS

At Posidonia 2022, the Port of Thessaloniki demonstrated its existing premises and infrastructure providing a sneak preview of its future plans and developments through a 3D presentation enriched with interactive content. **ThPA S.A.**, the operating company, has been on an expansion mode with the recent opening of its first dry port in Bulgaria and will soon be establishing another in Serbia as part of its regional strategy and vision to be established as the multi-gateway intermodal network and logistics solutions provider for the Balkans and the broader Southeast, Central and Eastern European region. "We very much enjoyed our second Posidonia participation where we had the opportunity to promote ThPA S.A. – Port of Thessaloniki. Exhibitions offer leads and assist in brand awareness," said **Athanasios Liagkos, Executive Chairman of the BoD.**



A ROYAL PRESENCE

NASDAQ listed **Calumet Specialty Products Partners, L.P. (NASDAQ: CLMT)** exhibited its range of specialty products at Posidonia 2022 where it unveiled its latest innovative solutions including the Royal Purple BIOMAX Environmentally Acceptable Lubricants (EAL), produced by its subsidiary Calumet Branded Products. "Our Royal Purple brand is devoted to developing synthetic lubricant solutions that advance the maritime industry," said **Rusty Waples, Director of Brand and Product Management** for Calumet's Performance Brands division. Biodegradable, biorenewable, environmentally acceptable lubricants that are non-toxic and eco-friendly often don't provide the same level of performance as traditional industrial lubricants. This leads to increased drydocking time, and a higher total cost of ownership. Royal Purple solved the performance gap challenge with the proprietary composition of synthetic molecules that are biodegradable, biorenewable, non-toxic or bioaccumulative. These superior technologies are sustainable, environmentally responsive and offer protection for a multitude of applications.

CHEMISTRY IS KEY

Posidonia 2022 served as a great reunion platform for the entire shipping industry according to **Mrs Giannoutsou, CEO of Eurochem International**, a marine chemicals, gases and related equipment specialist, which participated at the exhibition for the second time. "The future of the marine industry depends on fuel technology that is still in a very premature phase. Our vision is to plan ahead on new products that are not yet needed, follow all new trends in LNG and hydrogen solutions and prepare new additives to serve the future of fuel technology. The ace up our sleeve is to produce sustainable chemicals that meet the standards of our valuable clients," she said. The company plans partnerships with some well-known companies that provide marine services worldwide as part of a strategy to diversify its sales channels through joint orders and expand its supply chain.



NEW MSC IN SUSTAINABILITY LAUNCHED

The UK's **MLA College** leveraged its second participation at Posidonia to demonstrate and promote its Total Learning Package (TLP) which allows students to undertake their degrees from anywhere in the world at their own schedule. The educator will also unveil details of its new MSc Sustainability in Practice, due to start in September, alongside a BSc and MSc in Global Sustainable Development to start in January 2023 to support the industry. The Plymouth-based institution recently launched the latest United Nations CIFAL Centre in London as a vehicle for driving the UN Sustainable Development Goals forward through multi-disciplinary training. "As a global provider of distance learning Higher Education, predominantly for the maritime sector, we believe that investing in education and life-long learning will help prepare individuals, teams and businesses for an evolving global economy," said Professor **Basak Akdemir, Chief Executive.**