

POSIDONIA 2024: NAVIGATING UNCHARTED WATERS IN THE FACE OF GLOBAL CHALLENGES

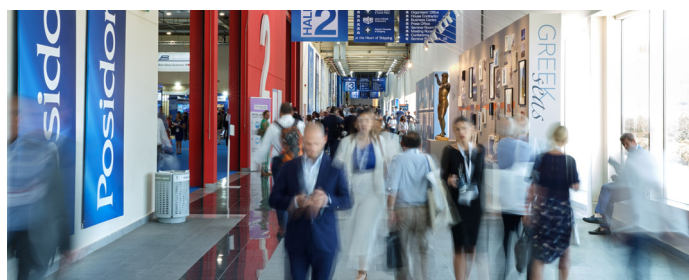
Greek shipping takes centre stage at Posidonia 2024 amidst industry transformation

Posidonia 2024 is already on track to be the biggest ever in the long history of the world's most prestigious shipping exhibition, as the safety and resilience of the international maritime community take centre stage during a crucial year underpinned by a complex volatile backdrop of widespread ongoing geopolitical conflicts and the enforcement of environmental regulations.

For an industry that is responsible for over 80% of the volume of global trade, the issues are hot, the stakes are high, but the mood is optimistic, as decision-makers ponder about the impact of prolonged international conflicts on the freedom of navigation, and their companies race to comply with sustainability directives that are causing concerns amongst stakeholders within the shipping community.

Over 2,000 exhibitors and 40,000 visitors are expected to converge in Athens' Metropolitan Expo Centre from 3 to 7 June for Posidonia 2024 which is set to emerge as the epicenter of global shipping for navigating these challenges and fostering crucial dialogue to shape the future of maritime trade. And the industry's constant diversification is reflected by some 45 newcomers to Posidonia, who represent both software and hardware products as well as government agencies from around the globe.

Theodore Vokos, Managing Director, Posidonia Exhibitions S.A. said: "This year's Posidonia timing is perfect, as it will be held at a time when many parameters affecting shipping will have to be discussed and new initiatives will be launched. The last couple of years have been geopolitically challenging, with new crises erupting around the globe and



shipping having to adapt to new challenges every six months. The wars in the Ukraine and Gaza, the temporary closure of the Red Sea passage, limitations to the Panama Canal, and other challenges have affected planning and operations of the entire shipping industry.

"In addition to the above, new regulations and the industry's drive to meet sustainability demands have been the catalyst for the latest industry developments. New technologies will be showcased and fuel options will be once again discussed at Posidonia 2024, as the industry rushes to meet the 2030 and 2050 environmental goals. This interaction between policy makers and industry on the exhibition floor and the conference halls creates fruitful dialogue and creates the conditions which will allow shipping to become a sustainable industry."

Decarbonisation of shipping will be on the radar more intensely than ever before, as the industry will debate ways of achieving sustainability targets set by new environmental regulations. **Route optimisation and weather prediction software services, sail rotors harnessing the power of wind, advanced hull coating systems and air**

lubrication reducing resistance and therefore fuel consumption, solar panels on ships, engines running on alternative fuels or optimised to slow steam, and many more developments will all gain in prominence in 2024 at the Posidonia exhibition floor.

As the Union of Greek Shipowners (UGS) took a leading role in the "Shaping the Future of Shipping: Delivering a Net Zero World" Summit, organised in the sidelines of COP 28 by the International Chamber of Shipping (ICS), it becomes evident that this summer Greek shipping will lead the way in tackling the issues and challenges global shipping and the global economy face towards a net zero world.

UGS President Melina Travlos stressed shipping's core message about the sector's decarbonisation: the imperative need for cooperation and coordination of all parties



involved in the transport chain, for the achievement of the goals of the International Maritime Organization (IMO).

She underlined the importance of a unified approach among governments, regulators, and stakeholders, inviting all states to support the IMO in its ambitious work.

"Time flies and yet large challenges remain, and new ones are emerging. However, if we can work together to achieve our shared goals, the prize will be greater than the greening of our industry, it will be the greening of all industries. We cannot even discuss, let alone succeed, with a global energy transition without shipping and its role as a catalyst in every aspect of socioeconomic change and progress. Shipping has always guided global change through motivation, determination, and vision, and now it has to inspire and lead, once more. Shipping has always built bridges for growth and prosperity. This is our purpose, our duty, and our commitment to the world."

As technology becomes mission critical, shipping companies are becoming early adopters and direct investors in new technologies. In the recent years the shipping industry has taken huge steps towards the digitalisation of its operations and adoption of new technologies in all segments of the business. At Posidonia all new technologies will be presented, enabling the shipping industry to familiarise itself with products and services that will revolutionise its modus operandi in the years to come.

The extended **Posidonia Conference and Seminars programme**, including forums like the **Tradewinds Shipowners Forum** and the **HELMEPA Conference**, which attract the most senior shipowners from around the globe, will address the most critical issues in the industry.

The addition of the **Greener Shipping Summit**, organised by **Naftiliaki/Newsfront** under the auspices of **MARTECMA**, the Marine Technical Managers Association, which comprises the technical directors of the biggest shipping companies of Greece, brings a focus on evaluating new technologies and their potential use by shipping companies. But as Posidonia grows, one week to debate all issues is not enough. For this reason, the conference programme starts the week before, with the **Marine Insurance Greece Conference**. This one-day event will be focused on bringing brokers, insurers and third parties together with the Greek shipowner community to discuss all aspects of marine insurance, which has to adapt to a constantly changing geopolitical environment.

Posidonia remains steadily committed to attracting the younger generation to the shipping industry, evident in the launch of the **Posidonia Masterclass in Shipping** online course. Collaboration with the **YES Forum (Young Executives in Shipping)** platform and **Isalos.net** aims to introduce the next generation to the industry, showcase career opportunities, and nurture their interest in this dynamic sector.



ADRIA DOCKS SET FOR DEBUT

Croatian refit facility and ship repair yard **Adria Docks d.o.o.** is making its Posidonia debut this summer to showcase the diverse array of repair and maintenance services it provides to owners of mega and super yachts. The facility has floating docks with lifting capacities of 8,500t and 800t, and a 300-meter of service wharf. It can carry out maintenance work at the quayside or in the docks, and service, repair and modify all types of boats, yachts and mega yachts up to 150m. It also offers a testing station for marine and industrial engines up to 3.4 MW. It provides detailed testing of engines before installation or after reconstruction, with the test results under actual engine load. Adria Docks is located in the middle of Croatian Adriatic, in ancient city of Trogir, 2,5 km away from Split International Airport. "Our focus is on all types of ships, but in the near future we want to become an exclusively yachts and superyachts refit facility," said **Stjepan Lucin, CEO**, Adria Docks. "Our company always strives to attract new clients, open new markets, develop business relationships with new contractors and suppliers, present our capacities and know-how, therefore we recognised Posidonia 2024 as an excellent opportunity for these business activities."



GOLDEN CARGO IN FOURTH POSIDONIA OUTING

As **Golden Cargo S.A.** carries out its plans for Posidonia 2024, the company looks forward to engaging with industry peers, showcasing its innovative solutions, and charting new horizons in the world of maritime logistics. Specialising in high-quality, tailor-made marine logistics, handling, warehousing services, and providing forwarding, 3PL-4PL services, aviation solutions and agency services, Golden Cargo has participated in Posidonia three times since 2000. For Posidonia 2024, Golden Cargo's goal is to promote recent company developments such as the launch of Golden Aviation, an exclusive air charter provider based in London and its appointment as the General Sales and Service Agent (GSSA) in Greece and Cyprus by Dronamics, the world's first cargo drone airline with a license to operate in Europe. **Konstantinos N. Achladitis, CEO**, Golden Cargo, said: "Posidonia 2024 is a crucial platform for us to showcase our commitment to innovation and excellence in marine logistics. We are excited about the opportunities it presents to connect with industry stakeholders and explore the latest trends shaping the shipping landscape."



QATAR AIRWAYS OFFERS EXCLUSIVE 10% DISCOUNT ON FLIGHTS TO ATHENS FOR POSIDONIA 2024 ATTENDEES

Qatar Airways, the official airline partner of Posidonia 2024, offers a **10% discount** on Economy and Business class tickets for flights to Athens from its global network. The offer, valid until June 7th for travel from May 20th to June 17th, can be availed through qatarairways.com and the mobile app using the promo code **POSIDONIA24**. As the official airline partner for Posidonia 2024, Qatar Airways aims to enhance brand awareness and loyalty by showcasing its award-winning products and services. Recent innovations include a cabin crew application providing real-time insights on flight and customer information for a personalized passenger experience. Qatar Airways, a multiple-award-winning airline, has earned accolades such as 'World's Best Business Class' and 'Best Airline in the Middle East'. **Mate Hoffmann, Regional Manager Southern Europe** at Qatar Airways, said: "Qatar Airways is very excited to be the Official Airline Partner of Posidonia 2024. Our support to the shipping industry has been instrumental over the years. Since 2018, we have been the official airline partner of Posidonia International Shipping Exhibition, offering special fares to people traveling from our network to attend the exhibition in Greece. Through our expanding network, strategic partnerships within Oneworld, and other global strategic alliances, we are able to service the needs of the shipping industry globally." During the pandemic, Qatar Airways played a crucial role in repatriating over 500,000 mariners and operating 130 charter flights, with a commitment to the maritime industry evident through its exclusive Mariner Lounge at Hamad International Airport.

A TURKISH DELIGHT

Sefine Shipyard is ready to showcase its prowess in ship repair, maintenance, conversion, and shipbuilding at Posidonia this summer for the sixth consecutive time since its maiden participation in 2014. As Posidonia 2024 approaches, the Turkish company invites all attendees to embark on a journey of innovation, sustainability, and nautical excellence at their stand. Sefine Shipyard is at the forefront of technological innovation, as proven by the recent signing of a contract with Norwegian transport company Boreal for the construction of five hybrid double-ended ferries with 1017 kWh battery capacity. The company also places a strong emphasis on Environmental, Social, and Governance (ESG) policies. With certifications such as ISO 9001, ISO 10002, ISO 14001, ISO-IEC 27001, and ISO 45001, the shipyard ensures that ethical and sustainable practices govern its operations. **Süleyman Yilmaz, Regional Marketing Manager** said: "Posidonia 2024 provides us with the perfect platform to unveil our new floating dock, which will be operational by the end of 2024, and to re-connect with industry leaders and old friends."



APOLLONIAN GEARS UP FOR POSIDONIA 2024

Bulgarian-based ship repair services provider, **Apollonian**, is set to make a return to Posidonia, bringing with it a wealth of experience in main engine repairs, crankshaft replacement and overhauling auxiliary engines. Having participated once before two years ago, **Dimitris Georgiev, CEO** of Apollonian, reflects on the past event, stating that "Posidonia in 2022 was a great opportunity for Apollonian to establish new cross-border contacts and explore all kinds of cooperation possibilities." For Posidonia 2024, Apollonian aims to perform more face-to-face meetings and presenting its enhanced ship repair services. Apollonian remains committed to exploring fresh business opportunities and partnerships during the exhibition. In a notable expansion, Apollonian opened a new office in Piraeus last year. "This strategic move positions Apollonian to further serve the Mediterranean region, leveraging the prominence of the second-largest port in the Mediterranean," said Georgiev.



BCA COLLEGE CHARTS A COURSE FOR POSIDONIA 2024

BCA College, a prominent name in maritime education based in Greece, is gearing up to make waves at Posidonia 2024. BCA College specialises in providing Bachelor's and Master's programmes in Shipping Studies and has been a consistent participant in Posidonia since 2000, always aiming at networking opportunities, gaining industry insights, and enhancing brand visibility. Through a recently announced collaboration with the University of West London (UWL), BCA College has established the Hellenic Institute of Maritime Studies (HIMS) which is set to commence operations this summer in London, to offer programmes in Maritime Business, Finance, Maritime Engineering, Logistics, Supply Chain Management, Maritime Cybersecurity, and Law. This initiative marks the first Greek-British educational partnership, wherein a Greek educational institution contributes expertise and actively participates in the establishment of an educational institution abroad with global reach, fostering international collaboration and knowledge exchange. **Harris Daskalakis, CEO** of BCA, said: "Participating in Posidonia 2024 aligns perfectly with our strategic vision for BCA College. As we navigate the ever-evolving maritime landscape, this exhibition provides a unique opportunity to share insights, explore cutting-edge technologies, and strengthen our position as a leading institution in maritime education."



THE GAMES ARE ON

The Posidonia Games will again be an essential part of the Posidonia experience and are already gaining traction. The **sailing regatta Posidonia Cup**, the **5x5 Posidonia Shipsoccer Tournament**, the **Posidonia Golf Tournament**, the **Posidonia Running Event** and the new **Posidonia 3on3 Basketball Tournament** are to attract a total of over 4,000 maritime professionals. Registrations for the running and sailing events are already open, and registrations for the golf, soccer and basketball events will open soon. To register visit <https://posidonia-events.com/landing/games/>



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List of Confirmed Conferences & Seminars at Posidonia 2024 as per 02.02.2024

	Organiser	Event Title	Posidonia Venue	Time	Contact Organiser
THU 30/5	Cannon Events	Marine Insurance Greece	Athens Marriott Hotel	09:00-17:00	Grant@cannonevents.com
MON 3/6	Capital Link	9th Capital Link Maritime Leaders Summit	Four Seasons Astir Palace Hotel Athens	08:30-15:30	ebej@capitalink.com
TUE 4/6	TradeWinds	TradeWinds Shipowners Forum 2024	Conference Hall	11:00-16:00	info@tradewindsevents.com
	Embassy of the Republic of Poland in Athens	POLAND - Thinking out of the box about maritime industry	Seminar Room Central	10:30-12:30	agata.krupa@msz.gov.pl
	S&P Global Commodity Insights	S&P Global Commodity Insights Shipping Forum	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	10:45-18:30	liz.herbert@spglobal.com Anuj.Angirish@spglobal.com
	UES Marine	Presentation	Seminar Room 2B - Sponsored by UES Marine	10:45-12:30	bpetersen@uesint.com
	Schneider Electric & Msystems	Edge Solutions for Maritime installations	Seminar Room 1B	12:45-14:30	
	Japan Ship Exporters' Association (JSEA)	JSEA Seminar	Seminar Room Central	13:00-17:00	posidonia@jsea.or.jp
	Wärtsilä	Wärtsilä Technical Seminar - Future Fuel and Decarbonisation Solutions	Seminar Room 2B - Sponsored by UES Marine	14:45-16:30	posidoniaevent@wartsila.com
	Kyvernitis Travel Group	Crew Insights	Seminar Room 2B - Sponsored by UES Marine	16:45-18:30	imarinakis@kyvernitis.gr
	Isalos.net	The Isalos.net Posidonia Conference	Seminar Room Central	17:00-19:00	info@isalos.net
WED 5/6	Hellenic Marine Environment Protection Association	HELMEPA Conference	Conference Hall	10:30-14:30	helmeпа@helmeпа.gr
	BIMCO	BIMCO Presentation	Seminar Room Central	10:30-14:30	et@bimco.org
	Shanghai Qiyao Environmental Technology	Green fuel or CCUS? It's not a question	Seminar Room 1B	10:45-12:30	yaoping@ccpitmsc.org
	DNV	DNV Experts' Seminar	Seminar Room 2A	10:45-12:30	Joanna.Boulntoumi@dnv.com
	DANELEC	Presentation	Seminar Room 2B - Sponsored by UES Marine	10:45-14:30	as@danelec.com
	Inmarsat	Inmarsat Partner Update - by invitation only	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	12:45-14:30	Polina.Perry@inmarsat.com
	Telematic Medical Applications	Presentation	Seminar Room 1B	12:45-14:30	aserafeim@tma.gr
	Green-Jakobsen A/S	Using data to drive human performance	Seminar Room 2A	12:45-14:30	m.progoulaki@green-jakobsen.com
	RINA	Seminar	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	14:45-16:30	Angeliki.Xylaki@rina.org
	CMA D. Argoudelis	Technological Equipment on Board	Seminar Room 1B	14:45-16:30	k.georgiou@cmagreece.com
	WISTA Hellas	WISTA Hellas Presentation	Seminar Room 2A	14:45-16:30	wistahellas@wista.gr
	Danica Crewing Specialists	Beating the talent time-bomb: Strategies for Recruiting, and Retaining Top Maritime Talent	Seminar Room 2B - Sponsored by UES Marine	14:45-16:30	jensen@danica-crewing.com
	Embassy of the Republic of Korea to the Hellenic Republic, IOBE (Foundation for Economic & Industrial Research)	4th Korean-Hellenic Maritime Cooperation Forum	Seminar Room Central	15:00-19:00	vvasileiou@mofa.or.kr
	Hellenic Electricity Distribution Network Operator (HEDNO S.A.)	Initiatives of HEDNO to support the electrification of the maritime sector	Seminar Room 2A	16:45-18:30	jprousal@navaltntua.gr melinakalampoka@yahoo.gr
	SQ Learn	Presentation	Seminar Room 2B - Sponsored by UES Marine	16:45-18:30	
THU 6/6	Newsfront/ Naftiliaki under the auspices of MARTECMA (Marine Technical Managers Association)	Greener Shipping Summit 2024 - New Technology and Education	Conference Hall	10:30-16:00	natvas@otenet.gr
	American-Hellenic Chamber of Commerce (AmChamGR)/ North American Marine Environment Protection Association (NAMEPA)/ U.S. Embassy Athens	4th Trading in U.S. Waters Seminar & the Shark Tank Event - "Future Trends & Innovations in the Maritime Sector"	Seminar Room Central	10:30-16:30	v.tseritzoglou@amcham.gr executivedirector@namepa.net Maria.Georgousi@trade.gov
	90POE	Navigating Digital Adoption: Charting a Course Through Tech Transformation	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	10:45-12:30	posidonia@90poe.io
	Hellenic Institute of Marine Technology	Seminar	Seminar Room 1B	10:45-12:30	info@elint.org.gr
	RetroFIT55 Consortium	RetroFIT55 Forum 2024	Seminar Room 2A	10:45-12:30	alessandro.jafrazi@cnrit.vzagkas@simfwd.com
	Maritime Technologies Forum	Accelerating safe maritime decarbonisation	Seminar Room 2B - Sponsored by UES Marine	10:45-12:30	contact@maritimetechnologiesforum.com
	Hydrus Engineering	Hydrus Engineering Seminar	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	12:45-14:30	j.vlavianos@hydrus-eng.com
	University of Piraeus	Presentation	Seminar Room 1B	12:45-14:30	ilagoudis@unipi.gr
	EMICERT Ltd.	Presentation	Seminar Room 2A	12:45-14:30	e.koutsouki@emicert.com
	UES Marine	Presentation	Seminar Room 2B - Sponsored by UES Marine	12:45-14:30	bpetersen@uesint.com
	Maritime Research Institute Netherlands (MARIN)	Sustainable shipping is more than alternative fuels	Seminar Room 1B	16:45-18:30	PM.Hooijmans@marin.nl
FRI 7/6	Young Executives & Students (YES) Forum	YES to Shipping Forum 2024	Conference Hall	10:30-17:00	info@yes-forum.com
	UES Marine	Presentation	Seminar Room 2B - Sponsored by UES Marine	10:45-12:30	bpetersen@uesint.com
	Hellenic Logistics Association (EEL)	Presentation	Seminar Room 2A	12:45-14:30	mbougioukas@bca.edu.gr

Posidonia **Ποσειδώνια**
The International Shipping Exhibition
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