

# Posidonia 2016

6-10 June 2016

Metropolitan Expo, Athens, Greece



Largest gathering in the  
international shipping calendar

Enter the multi-billion dollar market

Greek fleet expands into new sectors

# Posidonia 2016

Posidonia is a firm fixture for the global shipping industry. Every two years it is the essential place for serious business at the largest gathering in the shipping calendar.

## Welcome to returning Posidonia participants And a special welcome to new exhibitors

From the President of the Union of Greek Shipowners



*"The Greek – owned fleet continues to be a leader of the global industry, driving the development of advanced technologies and sustainable shipping services. Combining innovation with traditional maritime knowhow and the legendary entrepreneurship of its owners, the fleet is diversifying as never before across all sectors.*

*Shipping is a highly interconnected industry, each player relying on trusted partners to play their part. Those partnerships are celebrated at every Posidonia, with the Greek owners engaging in lively discussions, productive businesses and fruitful gatherings with their international friends.*

*The Union of Greek Shipowners and the entire Greek shipping community look forward to welcoming you to Posidonia 2016."*

**Theodore Veniamis**

President, Union of Greek Shipowners

### Sponsored and supported by the Greek shipping community

Posidonia is where the Greek shipping community comes together under the auspices of the Greek shipping establishment:

- Ministry of Economy, Infrastructure, Shipping and Tourism
- Municipality of Piraeus
- Hellenic Chamber of Shipping

And the four major associations representing Greek shipowner interests:

- Union of Greek Shipowners
- Greek Shipping Co-operation Committee
- Hellenic Shortsea Shipowners Association
- Association of Passenger Shipping Companies

### The Posidonia Coordinating Committee

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

Members: George A. Gratsos, 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



# The multi-billion opportunity



The largest fleet under the control of any one national group continues its impressive growth. Over a twelve month period leading up to Posidonia 2014, over 25m dwt was added, the largest annual increase since 2008.

Of some 700 shipping companies based in the Athens area, about 70 run fleets of 1m dwt or above.

Greek owners rank first in terms of both new tonnage and newbuild fleet value, bringing vessel ages well below the international average. With this goes a determined move into new sectors. The Greek fleet is powering into sophisticated LNG and LPG carriers, offshore supply vessels, drilling rigs and container ships. Greek owners are pioneering new technologies to deliver and upgrade their fleet for efficient and environmentally friendly operations, all on a massive scale.

At end 2014, orders stood at \$29bn, some 550 ships totalling 50m dwt. Deliveries from 94 entities averaged two ships per

week, accounting for 11.5% of the world's orderbook. That included some 39 LNG carriers. Greek presence in the S&P markets also continued apace, accounting for near 40% of the global investment in secondhand ships and again placing Greek owners in the top position\*.

## Together with newbuildings, that represents a 12 billion dollar investment in the Greek fleet.

Behind that growth is a multi-billion dollar order book for shipbuilders, ships equipment suppliers, technology, services and management companies, shipbrokers, insurance and finance. Posidonia exhibitors go straight to the heart of this exciting market, face to face with buyers keen to talk, ready to do business.

\* Data provided by NEWSFRONT, Greek Shipping Intelligence

# Enter the multi-billion market!

129 tankers/15.9m dwt



98 gas carriers



(39 LNGs and 59 LPGs, approx. 24% and 43% of the respective order books)

8 offshore vessels



## Ships on order for the Greek fleet at January 2015

"Greek Shipowners Splash the Cash on Liquefied-Natural-Gas Carriers"

WALL STREET JOURNAL LONDON, November 2014



260 bulkers/25m dwt



49 container ships/3.27m dwt



6 drilling rigs



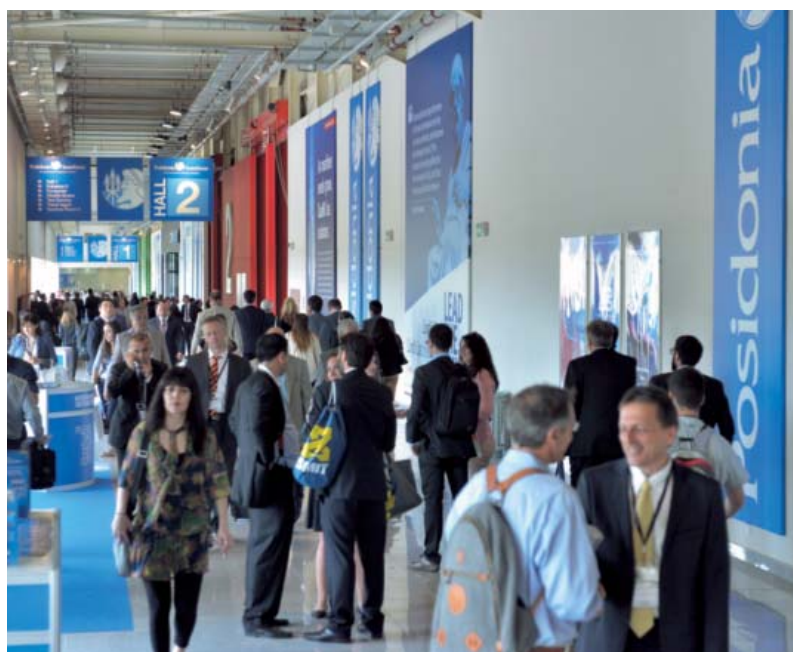
# Give your business the double boost of exhibiting in 2016:

## In the home of Greek shipping...

With the owners of the largest fleet under the control of any one national group, dominating the newbuilding orderbook and S&P market. Engage with technical and operations executives responsible for the industry's most demanding fleet expansion programme, now widening into new sectors and creating a multi-billion dollar opportunity for suppliers of ships' equipment and services. Only at Posidonia do the Greek owners gather to do face to face business on this scale.

## ...at the centre of the largest gathering of international shipping professionals

Rooted in Greek shipping, Posidonia continues its strong international growth. 2014 saw a record 1,843 exhibitors and 20,000 buyers from 96 countries, a massive additional audience for your products or services. This is the largest gathering in the international shipping calendar.



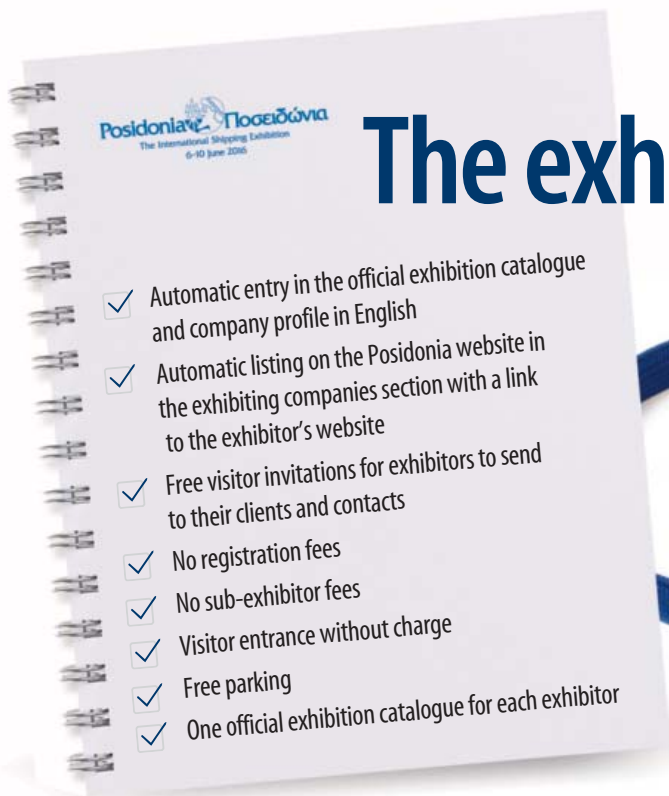
*“ Posidonia's strong links with the Greek shipping community and its proven track record as the place where deals get done are the two most important assets that distinguish this event in the minds of the global shipping community. ”*



## Join the multi-billion dollar market!

The solid case for exhibiting is the direct returns in business done during and follow-up deals after the exhibition. Posidonia is renowned for contracts signed and productive contacts made in the bustling exhibition halls.





# The exhibitor value package

The Posidonia Exhibitor value package ensures successful participation in the exhibition without the extra costs commonly incurred at many other events.

*“As always, the exhibition will be strongly attended by the Greek owners and their technical and operations management, refurbishing and expanding their fleets and the event is a great way to get visibility and contacts with key ship owners”*

**Heli Malkavaara**

Communications Director, MacGregor

## Sponsorship opportunities and cost-effective advertising

Raise your company profile at Posidonia 2016 and communicate your message to its international audience. Opportunities include:

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

And many more...

Reinforce your exhibition presence with cost-effective focused advertising:

- Posidonia Catalogue
- Posidonia Website
- Exhibitor's News Promo
- Large scale wall spaces
- Exhibition hall floor stickers



## Early booking for the best positions

Returning and new exhibitors are confirming their participation at Posidonia 2016, so early booking is the key to the best locations in the expo centre. The

organiser's expert team will be pleased to advise on the best package to meet your sales objectives including sponsorship and effective, focused advertising.

# Taking the pulse of shipping



## The Posidonia conference, seminar and technical presentation programme

Every two years Posidonia takes the pulse of the global shipping industry and focuses on key issues for Greek shipping. In conferences and seminars chaired by industry leaders, there will be lively discussion and debate on issues, challenges and opportunities facing the industry. Technical presentations give the industry's innovators the platform for their latest vessel designs, eco-ship technologies, communications, propulsion systems and other vital developments.

Posidonia 2016 will again host the Tradewinds Shipowners Forum.



## Get the industry's attention

The Posidonia press office gets the attention of the shipping media. Headlines around the world report Posidonia news, industry announcements and interviews with leading shipping personalities.



# Posidonia 2014 - the numbers!

TOTAL ATTENDANCE (exhibitors, visitors and media representatives): **30.638**

## EXHIBITING COMPANIES

Total number of exhibiting companies	1.843
Greek companies	322
International companies (from 93 countries):	1.521
National Participations	21



Countries and Territories represented at Posidonia 2014:

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

\* National Participations



## VISITORS

Total number of visitors	19.421
Greek	14.987
International	4.434
Number of countries represented	96



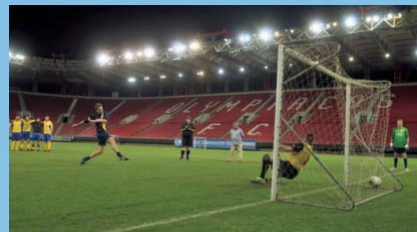
Countries and Territories represented at Posidonia 2014:

Algeria, Angola, Argentina, Australia, Austria, Azerbaijan, Bahamas, Bahrain, Bangladesh, Belgium, Bermuda, Brazil, British Virgin Islands, Bulgaria, Cameroon, Canada, Cayman Islands, Chile, China, Colombia, Cook Islands, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominican Republic, Egypt, Estonia, Finland, France, Georgia, Germany, Ghana, Gibraltar, Greece, Grenada, Hong Kong SAR, Iceland, India, Indonesia, Iran, Iraq, Isle of Man, Israel, Italy, Japan, Jordan, Republic of Korea, Kuwait, Latvia, Lebanon, Libya, Lithuania, Luxembourg, Malaysia, Malta, Marshall Islands, Mexico, Monaco, Morocco, Namibia, Netherlands Antilles, The Netherlands, New Zealand, Nigeria, Norway, Oman, Panama, Papua New Guinea, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Senegal, Serbia, Singapore, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Syria, Taiwan, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom, Uruguay, USA, Vatican, Venezuela.

# The Posidonia Games

A highly popular part of the Posidonia business social mix, the games appeal to the competitive nature of shipping professionals but in a spirit of friendly rivalry.

The 5th Posidonia Shipsoccer Tournament kicks off on Sunday 5 June 2016 evening with over 25 teams from Greek and international shipping companies competing for the prestigious trophy.



The 3rd Posidonia Golf Tournament on Sunday 5 June 2016 on the Glyfada waterfront, again sponsored by Thenamaris and Costamare, attracts senior shipping personalities for friendly but intense play in a perfect setting.



The first Posidonia Running Event turns Piraeus streets into athletic tracks on Saturday 4 June. Ample supplies of water bottles will be needed for the keen competitors!



## The Posidonia Cup Race

The 8th Posidonia Cup Yacht Race in Faliron Bay launches Posidonia week on Friday 3 June. More than 50 crews will compete in four exciting event categories.





# The Posidonia 2016 Programme

Posidonia Cup: 3 June 2016

Posidonia Running Event: 4 June 2016

Posidonia Golf Tournament: 5 June 2016

Posidonia Shipsoccer Tournament: 5 June 2016

Posidonia Opening Ceremony: 6 June 2016 (by invitation only)

Posidonia 2016 Exhibition: 6-10 June 2016



Organisers: **Posidonia Exhibitions SA**

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