

## Annex

### Asia Pacific Maritime 2018 closes on a high note with renewed optimism for maritime industry

#### Additional quotes from exhibitors

- Morten Lind-Olsen, Chief Executive Officer, **Dualog**:  
Comments on APM conference & exhibition  
Dualog attends exhibitions like APM to gain updates on the industry, and the event was a good platform for us to meet customers and friends in the industry.

Digitalisation is Dualog's core business, and we found the conference session on "Digital Disruptors – Outside The Maritime Box" interesting. There has been talk about digitalisation in Europe's maritime business for a while now, and it is good to see such discussions gaining traction in Asia too.

#### Comments on opportunities and challenges for the industry

In today's context, new technologies allow more bandwidth at sea over satellites. This increased availability to high bandwidth technologies allow the shipping industry to enjoy the benefits of the internet way of communication. It is now possible to focus more on the value of the onboard data, and we see a trend where machine data and Internet of Things (IoT) technologies are being used to integrate ships into shore networks.

Dualog's business purpose is to bring ship and shore closer, and we experience that new technologies are introduced because of more available bandwidth, and this enables the shipping companies to integrate their ships to the shore environment at a much larger extent. *(Dualog was an exhibitor at APM, and Mr Lind-Olsen was a panellist at the "Digital Disruptors" session of the APM Leaders' Forum and a speaker at one of the new thematic networking events for six maritime sectors.)*

- Alejandro Garcia, Industrial Equipment Sector Manager, **ICEX Spain Trade and Investment**: "This was the first time ICEX Spain Trade and Investment and the Economic and Commercial Office of the Embassy of Spain in Singapore, in collaboration with the Chamber of Commerce of Cadiz, have organised the Spain Pavilion at Asia Pacific Maritime (APM). Spain has had some presence at APM in the past, but through the showing of 12 companies this year, we had hoped to showcase the wide range of services that our maritime enterprises offer. These range from engineering services, ship repair, logistics and maritime services as well as ship supplies and operation equipment (marine cranes, ventilation systems, etc). APM is a platform to meet many companies from not just the region, but also around the world."
- Jessica Keen, Marketing & Strategy Director, **Moteurs Baudouin**: "Moteurs Baudouin has been participating in APM for the last 10 years, and it has provided us with a really great experience this year."

We are very pleased with the traffic. It has been a busy show for us, allowing us to meet all our partners in this region in one place, further cultivate relationships with our partners and customers, meet the right people, and understand what is going on in these markets.

As this year is the 100<sup>th</sup> anniversary of Baudouin, it was important that we promote this milestone with a new logo and a company history book. We put a lot more effort into building our presence at APM this year with a bigger and more dynamic booth next to our parent company, Weichai, leveraging our collective presence to expand our brand recognition at the show.

The organisers, Reed Exhibitions, was also very supportive in helping us to establish the footprint we wanted that would help drive traffic to our booth.

Asia is a very dynamic region so APM is a great platform to get everybody into one place, a one-stop shop for the industry in this region. That's the important aspect of this show and the reason why we continue to take part every edition. We absolutely recommend visiting or exhibiting APM, especially for owners and shipyards to meet with manufacturers.

We are looking forward to returning next time with two new products and a new suite of company assets to support our customers and expand our presence in this region."

- **Xue Hua, Managing Director, Weichai Singapore Pte Ltd:** "This is Weichai's sixth participation and second time as the Gold Sponsor. Since our first participation, we have come to see APM as the right platform that is aligned with our plans for globalisation. We have established ourselves as the top player in China, and we also set our goal to be the largest marine engines supplier in the Asia-Pacific region. Since our participation at APM, there is definitely a lot more awareness about our organisation and our propulsion package solution. Singapore is the right place to be, being the regional hub for shipbuilding and related services. We will be back in 2020 and already have plans to launch some new products then."

## Quotes from speakers

- **Divy Goel, Chief Investment Officer, Prudent Shipping Investments:**

### Comments on APM conference & exhibition

"APM is a vibrant and well-diversified event that is well-attended by visitors and exhibitors from different sectors in shipping and different regions, which helps integrate more meetings and business partnerships for all attendees. I see a lot of international presence here and a good representation from the major shipping countries like China, Denmark, Japan and Norway, which is useful for the industry to get to interact with big players at one event."

### Comments on opportunities and challenges for the industry

"Major changes are happening in the world and they are filtering down into shipping – from digital developments in the world to automation in shipping and the use of block chain technology that will change how payments will be made in the industry."

- **KD Adamson, Futurist and CEO, Futureautics:** "Digital transformation is painful and difficult. Most of the stuff people have spent 20 or 30 years learning is fast becoming irrelevant - it's probably the biggest change management project for any business, and the toughest challenge is to be agile and adaptive to remain relevant in the new digital economy whilst still delivering against today's business objectives."

There's a difference between digitalisation and digital transformation: digitalisation can cut cost and drive efficiency but digital transformation is a strategic reimagination of what your business does.

Whether digital disruption turns out to be a threat or an opportunity depends on mindset. With a powerful digital vision for the organisation comes the opportunity to attract new talent, embrace cognitive diversity and unleash potential.”

- **Captain Mohit Batra**, Regional Director of Commercial Shipping (Singapore), Eniram said, “New technologies are about improving efficiencies and profits while decreasing errors and costs. The pace of change has changed today and companies need to be more receptive to adopt new technologies.

With the digital transformation underway, we are moving into a degree of intelligence from information to insights, from a reactive attitude to a predictive approach. This is where the shipping industry is heading where digitalisation is the new buzzword.

The focus should be on digital transformation which is about technology, people and mindsets. Industry players will have to get into the correct mindset and devise a strategy of how and what they want to achieve in this digital revolution.”