

POSIDONIA 2020 ON TRACK TO BE THE BIGGEST EVER

Environmental Policies and their impact in the spotlight

The 2020 Posidonia exhibition is on track to set new records in exhibitor numbers and floor space for its upcoming edition this summer, as the world's most prestigious exhibition in the biennial maritime calendar is entering its sixth consecutive decade of continuous service to the ocean-going Greek shipping community and the international maritime industry.

Between June 1 and 5, over 2,000 exhibitors from over 90 countries and tens of thousands of trade visitors from all over the world are expected to walk the 50,000sqm of the Athens Metropolitan Expo, as the exhibition floor and the adjacent conference halls will be brimming with decision-makers and officials of the global shipping community.

Greek shipping's continuous newbuilding appetite, currently set at some 200 newbuildings on order, continuous upgrade of fleet and exploration of new propulsion options, as well as an increased drive for digitalisation, spearhead the continuous growth of Posidonia.

But new environmental regulations and their implementation will be on everyone's mind. Hence, one of the key questions eagerly awaiting an answer at Posidonia 2020 is the impact the first six months of low sulphur regulations implementation will have had on the spirits of an otherwise high-flying sector, which transports 90% of global trade.

The Union of Greek Shipowners' (UGS) President, Theodore Veniamis, said: "This year's Posidonia Exhibition is taking place at a time that marks major changes in the global shipping industry. The implementation of the global sulphur cap in marine fuels, with whatever challenges this has raised, and the ongoing discussions at the United Nations International Maritime Organization (UN IMO) about the adoption of short and medium-term measures for the reduction of the CO2 emissions from ships are two of the most important issues that the Union of Greek Shipowners has been actively following. At an EU level, the environmental agenda of the European institutions is also a critical issue that needs awareness and attention on behalf of the shipping industry.

"The shipping industry, indispensable as it is for world trade in essential goods and other cargoes, is fully committed to the climate change agenda for full decarbonisation and has already taken important initiatives in this direction through the UN IMO global regulations. However, full decarbonisation of the shipping sector cannot be achieved without new fuels and propulsion technologies available globally."



And he added: "We have every confidence that Posidonia 2020 will once again provide a valuable platform for constructive discussions on such policy issues, in addition to the commercial and business goals they have been serving successfully over so many decades."

As a key stakeholder of international shipping, UGS' concerns set the Posidonia 2020 agenda and will fuel heated debates between industry executives, government officials and regulators on a vast range of issues which shape the future of the industry.

At the epicentre of the discourse during Posidonia 2020 will be the burning issue of the emissions-curbings regulations as it remains to be seen how the global ocean-going fleet operators have adapted to the implementation challenges.

George Pateras, President, Hellenic Chamber of Shipping, commented: "Despite shipping's small overall contribution to pollution, collectively the shipping community will continue to be innovative and groundbreaking in reducing greenhouse gases and CO2. This year's Posidonia will give all players the opportunity to debate a plethora of pending issues from power limits to bunker levies not forgetting the desperate search for 2020 compliant fuel."



The fuel debate is fueling demand for exhibitor floor space and the exhibition is expected to welcome over 50 new exhibitors, including oil majors such as Total and its lubes division Lubmarine and the national pavilions of Sri Lanka and Romania. And with less than four months still to go, riding the wave of the new environmental regulations, more than 20 scrubber manufacturers have already signed up, hoping to capitalize on the growing demand for their offering. Also, in the spotlight are some 15 bunker traders and bunker consultants, who are getting ready for a very busy exhibition as the market's uncertainty about availability and quality of VLSFO and ULSFO continues.

"Demand for Posidonia 2020 space is growing strong each and every day, thanks to many new and even more returning exhibitors from every conceivable maritime industry sector and market segment," said **Theodore Vokos, Managing Director, Posidonia Exhibitions SA, the organisers of the event.**

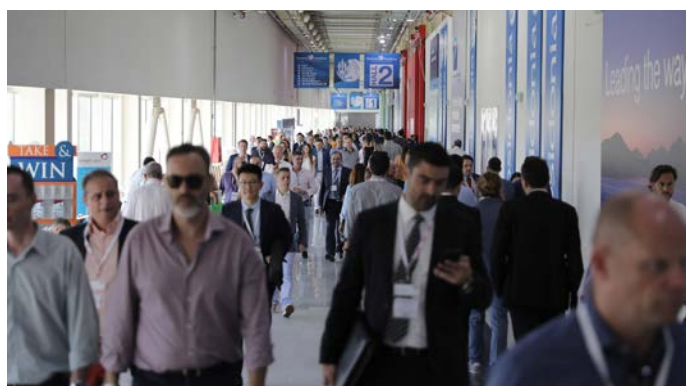
"The strength of Greek shipping is a major magnet for exhibitors from all over the world and a key factor for the prolific deal-making activity that takes place throughout the Posidonia week", he said.

"The industry has to walk a tightrope to balance between the implementation of the low sulphur regulations and IMO's stated goal for gas emissions reduction by 50% within the next three decades. Shipping is undergoing transformational changes in order to comply, and that is driving investment in R&D and new technologies. Posidonia is the ideal forum to showcase solutions and to network with a captive audience of potential buyers, partners and suppliers."

The viability of the regulators' ambitious goals and the industry's readiness to develop technologies and solutions designed to aid compliance for the industry are topics to be tabled and discussed during various conferences and seminars at Posidonia 2020. The issues will be highlighted extensively at two separate events organised by the **Hellenic Marine Environment Protection Association (HELMEPA)** and the **Hellenic Institute of Marine Technology (HIMT)**.

LOW SULPHUR DEBATE HIGH ON BALUCO'S AGENDA

International marine lubricants and bunkers consultants **Baluco S.A.** will once again this summer fuel the Posidonia exhibition with its energy and passion for the shipping industry as the company is getting ready for an 11th straight participation at the event. The company, which provides fuel management services, recently organised a series of well-attended seminars to help its clients better understand the impact of the new IMO fuel regulations and help them get ready to face the challenges associated with the introduction of very low sulphur fuel oil (VLSFO) and ultra-low sulphur fuel oil (ULSFO). At Posidonia 2020, the company will continue its awareness campaign, according to Director Nikolaos Riniotis, who said offshore personnel and vessel crews must be well educated in both fuel management and space management in order to take the proper actions and prevent possible problems as a result of the new regulations.



DUTCH DEBUT

Erasmus Smartport Rotterdam BV is a knowledge centre connecting students, academics and practitioners from the private and public sector and plans to leverage its inaugural Posidonia outing this June to position itself as a thought leader in the port management sector. At the event, it will promote its MSC in Maritime Economics and Logistics (MEL) postgraduate international programme which prepares promising young professionals to become future general managers, executives and leaders in the maritime sector. Almost 98% of those who join the MEL programme come from outside the Netherlands and this makes participation at exhibitions such as Posidonia quite vital to marketing strategies designed to attract the attention of international students.



SWISS SOLUTIONS

Posidonia debutant **Swiss Approval Technische Bewertung** is using its inaugural presence as an exhibitor to launch its new ADVANCE NDT, a robotic solution for corrosion mapping and inspection of welding joints. "New technology and robotic solutions are replacing the traditional control and inspection methods. Swiss Approval continuously invests in research and development of new technologies and applies new methodologies in the inspection and testing processes. Through our presence at Posidonia we expect to build useful contacts that will help us penetrate the international naval construction market," said Meletis Tzaferis, President of the Board of Directors. The company's expansion plans include the opening of new offices in Egypt within 2020.



NETWORKING MAINTAINS AND REPAIRS RELATIONSHIPS

During its two previous participations as a Posidonia exhibitor, ship repair and maintenance specialist **GKC Repairs & Maintenance** gained significant awareness in terms of networking and brand exposure. The company which focuses on steel, piping, surface protection, machinery and provision of specialised manpower hopes to weld its position as a leading service provider to the shipping industry during this year's event as well as acquire knowledge from the latest technological developments. "It is very important for our marketing strategy to participate at international exhibitions as they help us keep track of the latest industry trends," said Georgios Chalaris, General Manager. "At Posidonia 2020 we plan to share details about GKC's recently acquired capabilities which enable us to work on major projects that respond to the needs of green shipping."

SOFTWARE THAT BROADENS HORIZONS

Maritime consultants **Space Horizon** have decided to make their first Posidonia appearance as an exhibitor to communicate their innovations to a global audience of decision makers for the shipping industry. The company plans to leverage its Posidonia debut to showcase its latest consulting tools designed to equip clients with software solutions such as 'Comix Agent', a strategic R&D tool to control and optimize VSAT satellite operations and 'ALMA', a technical optimisation tool for reducing OPEX. Dr Spiros Kapotas – Managing Director, said: "Environmental, legislative and technological developments will impact the future of the shipping industry and we plan ahead focusing on these in order to develop consulting tools that help shipping companies establish a strong position in a future of autonomous, environmentally-friendly vessels."



DIVING HIGH

Sri Lankan underwater services and afloat repairs provider **Master Divers** will be resurfacing on the Posidonia exhibition floor for the fourth consecutive time confident that their presence will once again win them precious new business leads, just like it happened on three previous occasions. Akmal Wickramanayake, Director of Operations, said: "With the large global footprint of the Greek shipping community it has been of vital importance for us to participate in Posidonia and we hope to continue participating in the future as well." The Colombo-based company, represented in Greece by BPCO Ltd, is currently also taking up more projects in the oil and gas sector.



POSIDONIA, THE NEW PORT OF CALL

During its single prior Posidonia participation, **Newport Shipping UK** found fertile floor to promote its services and build its brand, as well as the chance to meet with potential suppliers and clients. The shiprepairs, drydocks and retrofits specialist with presence in the UK, Turkey, Norway, Greece, China, Singapore and the US, plans to be an active player in the maritime industry's drive towards zero emissions and provide shipping companies with the right solutions. It will soon open offices in Luxembourg and Germany. "Being an exhibitor at Posidonia provides us with a powerful platform to showcase our solutions to the global shipping industry covering a wide range of environmentally-friendly services and products," said Stavros Leousis, Managing Director of the company's Greek operations. "With shipping being a people's business, it is always important to be in front of the right audience and deliver the right message in the most efficient and effective way. Posidonia is simply ideal for this purpose."



A BREATH OF FRESH AIR

Paramina plans to leverage its third Posidonia participation to launch a range of new products from its range of air compressors. The only Greek manufacturer of breathing apparatus with a worldwide sales and service network will unveil its new high-pressure air compressor models for the filling of breathing apparatus for onshore or offshore use. George Pribas, Commercial Director, said: "We will participate at Posidonia 2020 to get brand recognition and acquire new business leads from the local, regional and international marine, offshore and safety markets. It will give us the opportunity to meet new people, new companies and potential customers but at the same time the opportunity to strengthen relationships with our existing customers."

List of Confirmed Conferences & Seminars at Posidonia 2020 as per 06.02.2020

	Organiser	Event Title	Posidonia Venue	Time	Contact Organiser
TUE 2/6	TradeWinds	TradeWinds Shipowners Forum	Conference Hall	11:00-16:00	parbinder.mahay@tradewindsnews.com
	Embassy of the Republic of Poland	Review of the Polish Maritime Industry	Seminar Room Central	10:30-12:30	agata.krupa@msz.gov.pl anna.maleta@msz.gov.pl
	Japan Ship Exporters' Association	Japan Seminar at Posidonia 2020	Seminar Room Central	13:00-17:00	wakabayashi@jsea.or.jp
	Moran Shipping Agencies, Inc.	Update on U.S. Enforcement of International Maritime Regulations	Seminar Room 2B	14:45-16:30	info@moranshipping.com greece@moranshipping.com
	MARIN - Maritime Research Institute Netherlands	Towards zero-emission shipping	Seminar Room 1A	16:45-18:30	P.M.Hooijmans@marin.nl
WED 3/6	HELMEPA	The road to decarbonization: is IMO target possible by 2050?	Conference Hall	10:30-14:30	helmepea@helmepea.gr
	BIMCO	Key events that impact shipping today and in the future, including geopolitics, IMO 2020 and industrial revolutions	Seminar Room Central	10:30-14:30	membership@bimco.org
	Sponsored by Optima-X Enso XL Optima Shipping Services (In conjunction with Fathom World)	Building Innovation Inside a Maritime Cluster - Innovation workshop	Seminar Room 1A	10:45-12:30	angelica.kemene@optima-x.org craig@fathom.world
	Fortune Technologies	Technology Trends in the Maritime Industry	Seminar Room 2B	10:45-12:30	vsaitis@frntech.com
	Shipmedcare Ltd.	Systems' approach to on board Medical Services. Practical Benefits	Seminar Room 2A	12:45-14:30	info@shipmedcare.com
	RINA Hellas	RINA Hellas Seminar	Seminar Room 2B	14:45-16:30	Elli.Ferentinou@rina.org
	The Embassy of the Republic of Korea - IOBE	3rd Korean - Hellenic Maritime Cooperation Forum	Seminar Room Central	15:00-19:00	eubko13@mofa.go.kr
	Danica Group	Eastern European Manning – How to Navigate	Seminar Room 1A	16:45-18:30	jensen@danica-maritime.com
	Green-Jakobsen A/S	Build & sustain organizational culture	Seminar Room 2A	16:45-18:30	e.green@green-jakobsen.com m.progoulaki@green-jakobsen.com
	Blue Growth	Emerging Maritime Startups in Greece	Seminar Room 2B	16:45-18:30	bluegrowthaephoria@gmail.com
THU 4/6	American-Hellenic Chamber of Commerce (AMCHAM) - NAMEPA - U.S. Commercial Section of the U.S. Embassy in Athens	TRADING IN U.S. WATERS	Seminar Room Central	10:30-14:30	executivedirector@namepa.net vtsertizoglou@amcham.gr maria.georgousi@trade.gov
	RINA Services S.p.A.	ROBINS Project - Robotics Technology for Inspection of Ships	Seminar Room 2B	10:45-14:30	alessandro.grasso@rina.org enrico.carrara@rina.org marine.research@rina.org
	Department of Maritime Studies, University of Piraeus	4th Industrial Revolution and the Maritime Industry	Conference Hall	11:00-16:00	mantea@unipi.gr ; Chmit@unipi.gr
	American-Hellenic Chamber of Commerce (AMCHAM) - NAMEPA - U.S. Commercial Section of the U.S. Embassy in Athens	SHARK TANK Events for U.S. New and Innovative Technologies	Seminar Room Central	14:30-16:30	executivedirector@namepa.net vtsertizoglou@amcham.gr maria.georgousi@trade.gov
	CLIA (Cruise Lines International Association)	Update about the Cruise Industry from a technical perspective	Seminar Room 2A	14:45-16:30	jvanree@cruising.org
	Digivalue	IT Governance & Security Services for the Maritime Industry	Seminar Room 2B	14:45-16:30	Kelly.dimitriou@digivalue.eu
	VENLYS Maritime Specialisation Services	Behaviour, Competence and Weak Signals. Ways to boost Human Performance	Seminar Room 2A	16:45-18:30	sofia.spyropoulou@venlys.com alexandros.koimtoglou@venlys.com
	Hellenic Institute of Marine Technology	Policies and Measures to Reduce Greenhouse Gas Emission In Shipping Industry	Seminar Room 2B	16:45-18:30	info@elint.org.gr
FRI 5/6	Isalos.net	Isalos.net Presentation	Seminar Room Central	17:00-19:00	info@isalos.net
	YES FORUM	YES to Shipping Forum 2020	Conference Hall	10:30-17:00	navigator@navigatorltd.gr
	ICC International Court of Arbitration	ICC and the International Maritime Community – Incoterms 2020 and How to Manage your Arbitration Cases	Seminar Room 1A	10:45-14:30	ileana.delattre@iccwbo.org
	PwC Société coopérative	EU Workshop "Blue Invest Thematic Workshop"	Seminar Room 2B	10:45-17:00	sherif.labib@pwc.com
	Union of Greek Shipowners	UGS Press Conference	Seminar Room Central	11:00-13:00	posidoniapress@extrovert.gr
	Alexander Moore	Towards a Digital and Intelligent Performing Strategy (Future) for Shipping	Seminar Room 2A	12:45-14:30	evelina@alexandermoores.com
	Innovative Maritime EQ Center (IMEQ CENTER)	Developing Wellbeing Policies Onboard: Prevention & Assessment	Seminar Room Central	13:00-14:45	admin@imeq-center.com

Posidonia  **Ποσειδώνια**
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Should the shipping industry place more trust in ships and ports, or chips and blocks?

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