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FINAL REPORT

SMM India Points The Way

Third SMM India's distinguished exhibitors a magnet for industry visitors

SMM India, 19 April 2013

Once again it was the highlight of the year for the subcontinent's maritime sector: The organisers, exhibitors and visitors of SMM India, the international maritime trade fair mumbai, all unanimously applauded the three-day exhibition and conference. "The Indian maritime industry is a market with an inherent high-growth potential in times to come although it is undergoing a challenging phase currently. Thus, SMM India is strategically positioned to provide adequate knowledge and facility to overcome the situation," asserted Rajan Sharma, Director, Inter Ads Exhibitions, Indian partner of Hamburg Messe und Congress GmbH. Roughly 100 leading shipbuilding and ship supply companies from all around the globe took advantage of this opportunity to showcase their innovative products and services in Mumbai from 4 to 6 April. Nearly half of all exhibitors were Indian companies. The remaining ones are primarily headquartered in neighbouring Asian countries as well as Europe. Companies from Denmark, Germany and Finland were mostly represented in country-specific pavilions. This year for the first time, SMM India took place in conjunction with India's National Maritime Week, which celebrated its 50th anniversary.

Both the exhibition and the accompanying special-events programme, including the Public Private Partnership Summit – SMM India and the seminar of National Maritime Week, were received extremely well by the 2.686 industry visitors hailing from 30 different countries. The audience was highly distinguished: According to a third-party survey among the visitors, 88 per cent were decision makers within their respective companies or had significant influence on investment decisions, a seven per cent increase on SMM India 2011. The majority were very satisfied with the event: 60 per cent said they thought the fair was either "good" or "very good". More than three-quarters said they wanted to return for the next fair in 2015 and were recommending it to their business partners (77 per cent for both questions). In particular, the industry visitors appreciated the opportunity to learn about innovative technology and expand their business networks. The largest segments represented were ship-owning companies (27 per cent) and shipyards (22 per cent). A third-party survey of exhibitors also confirmed that 89 per cent of exhibitors fully or partially succeeded in making contact with their target audiences.

"Public Private Partnership Summit truly a world-class conference"





The Public Private Partnership Summit, an all-day event, was a special highlight of this year's fair. One of the sessions focused on technologies that can make machine operation safer and less prone to faults, thereby avoiding unnecessary damage to the environment. Experts presented a range of leading-edge solutions. Other topics on the agenda included maritime security, especially in the context of the protection of coastal areas, as well as an analysis of India as a shipbuilding nation. "The Public Private Partnership Summit was truly a world-class conference. Rarely has there been a panel comprising such an exquisite selection of high-ranking representatives of the Indian navy and coast guard," said Bernd Aufderheide, Chairman of the Board of Hamburg Messe und Congress GmbH. The subject matter concept for the conference programme was expertly prepared by Admiral (retd.) P.C. Bhasin who is considered an outstanding expert on the Indian maritime industry. Mr. Bhasin, the Chairman of the Defence Council of the Associated Chambers of Commerce and Industry of India (ASSOCHAM), was utterly pleased with the outcome of the panel discussions: "We had succeeded in recruiting some extremely competent speakers for this conference, a fact that attests to the highly professional character of SMM India," he said.

Cooperation with National Maritime Week

The combination of SMM India with the 50th National Maritime Week created helpful synergies for many exhibitors and fair visitors: "This collaboration strengthens the national maritime sector, revealing its importance to other industries," said Captain Ajay Achuthan of I.MTS., the Maritime Association of Owners, Ship Managers and Agents. As an example Captain Achuthan mentioned how the fair might boost the financial services sector's awareness of the maritime industry. "The SMM fair was a wonderful experience. Visitors included public administrators and government officials who make decisions on transportation-related matters. The fair provided them with a unique opportunity to learn about ships, hardware, software and new technological developments." Another key factor highlighting the pivotal importance of SMM India for the nation.

"SMM India has a very high standard, and the infrastructure it provided was outstanding," commented Shri S. Hajara, Chairman of the National Maritime Day Celebrations Organizing Committee. "We are convinced that the government and industry representatives as well as all other participants were able to profit tremendously from this unique conference and exhibition." In the words of Shri Gautam Chatterjee, I.A.S., Director General of Shipping, the fair was an "exciting experience" for the visiting delegations. Mr. Chatterjee believes that India's maritime industry is headed in the right direction, and that SMM India makes a significant contribution to its positive development.

Representatives of international companies and organisations likewise expressed their satisfaction. "I was impressed to learn about the solutions India has chosen to conquer a top position for its



shipping industry," says Rear Admiral Peter Brady, General Director, Maritime Authority of Jamaica MTS. An assessment shared by Wolfgang Schmidt, Privy Counsellor for Foreign Affairs at the Hamburg Senate Chancellery: "The entire event was a great success. I am certain many customers from India will come to Germany to join us for SMM 2014 in Hamburg."

SMM India is an international subsidiary of SMM, the leading international maritime trade fair, shipbuilding, machinery & marine technology international trade fair hamburg, organised every two years by Hamburg Messe und Congress (HMC). SMM Istanbul, likewise an SMM subsidiary, follows the same biennial pattern; it will take place on 26 and 27 February 2014. Both trade events bring the SMM trade fair to the respective regional markets. Their "mother" fair, SMM Hamburg, the leading international maritime trade fair, will be held for the 26th time from 9 to 12 September 2014.

The next SMM India will take place in Mumbai in April 2015. For further Information please visit www.smm-india.com.

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