

## FOR IMMEDIATE RELEASE

### **IMDEX Asia 2011, the biggest and the best**

*The 2011 edition of Asia-Pacific's largest dedicated maritime defence show promises to be the biggest ever thanks to strong industry participation figures and a record exhibitor line-up*

**16 May 2011** – IMDEX Asia, Asia-Pacific's largest dedicated international maritime defence show will make its highly anticipated return from 18 to 20 May 2011 at the Changi Exhibition Centre (CEC) in Singapore. In its eighth edition this year, IMDEX Asia 2011 will anchor the burgeoning growth of the maritime defence industry, bringing together the highest number of high-profile maritime defence industry players under one roof for high-level strategic dialogues, and the very best in procurement and networking opportunities.

The biennial show, organised by Experia Events with the support of the Republic of the Singapore Navy (RSN), is a must-attend event in the international naval and maritime defence calendar. With Singapore strategically positioned as a gateway to the fast-growing Asian maritime defence industry, IMDEX Asia is seen as the show for naval analysts to feel the pulse of the industry and a springboard for exhibitors to gain a foothold in the lucrative Asia-Pacific region.

This year's show promises to be the best yet, living up to its tagline of "Forging New Partnerships". It will bring together more than 70 VIP delegations including some 40 Naval and Coast Guard Chiefs and Vice-Chiefs from countries such as Australia, Brunei, China, France, India, Indonesia, Malaysia, the United Kingdom and the United States of America. The event will also see the participation of some 20 warships from 12 countries including Australia, France, India, Indonesia, the Republic of Korea, Russia, the United Kingdom, the United States of America as well as five ships from the RSN and one from the Police Coast Guard. The warships, including stealth frigates, destroyers and corvettes, will be berthed at the RSN's Changi Naval Base for the duration of the event.

"We are delighted with the positive response that we have received so far, even before the start of our show. This affirms our belief that IMDEX Asia is the key platform for the whole-of-government and the whole-of industry to come together for the exchange of insightful perspectives and networking opportunities. This is especially so, given Singapore's role as a hub for the fast-growing Asia Pacific maritime defence industry - a region with surging demand for the best technological solutions in the maritime defence sector," said Mr Jimmy Lau, Managing Director of Experia Events Pte Ltd. "We look forward to the conclusion of important deals between the industry representatives and the visiting delegations, as well as the prolific discussions on key maritime security challenges. We hope this will allow us to entrench our position as the preferred platform for industry players and Navies to build new partnerships and strengthen existing ones."

IMDEX Asia will see more than 160 exhibitors this year including 35 newcomers, setting a new high and entrenching the strong relevance of IMDEX Asia in the international maritime defence industry. Affirming the event's objective to provide a conducive marketplace for procurement opportunities, the exhibition will showcase an extensive range of cutting-edge technologies by manufacturers and providers of naval equipment, products, systems and services. Returning

exhibitors from the 2009 show include major industry players Atlas Elektronik, DCNS, Lockheed Martin, MBDA, MTU, ST Engineering and ThyssenKrupp Marine, while joining the show are also first-time exhibitors MJP Waterjets, General Dynamics Canada, Broady Flow Control and KVH Industries.

IMDEX Asia 2011 will feature seven country pavilions from Australia, France, Germany, Italy, the Netherlands, the United Kingdom, and for the very first time, a Singapore pavilion. Some of the companies exhibiting at the Singapore country pavilion include Altrus, Miltrade Technologies, Pamarine, Precision Technologies and Zycraft.

In addition to the various commercial interactions, IMDEX Asia will also host two high-level conferences, the International Maritime Security Conference (IMSC) and the Naval Technology Seminar (NTS), and two scenario-driven maritime exercises, the Western Pacific Naval Symposium Maritime Security Exercise (WMSX) and the Maritime Information-Sharing Exercise (MARISX). These conferences and exercises will bring together key maritime defence industry stakeholders, facilitating high-level information exchanges and forging strong working partnerships.

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## **About IMDEX Asia**

Established in 1997, the biennial IMDEX Asia is the premier dedicated maritime defence show serving Asia. IMDEX Asia comprises four inter-related events - Exhibition, Conference, VIP Delegations' Programme and Warship Display - and has established a reputation within the maritime defence industry as a must-attend show. IMDEX Asia 2011 will be the eighth in the series. The event will be held at the CEC, a world-class purpose-built multi-dimensional facility with both covered exhibition space and outdoor display area. The venue comes with a seafront location, offering a panoramic view of Singapore's eastern seaboard, where integration between land, sea and air assets can be made seamlessly, allowing indoor and outdoor exhibits and demonstrations.

Experia Events Pte Ltd acquired IMDEX Asia in 2010 and will be organising the coming maritime and defence show with the support of the Republic of Singapore Navy. Experia Events Pte Ltd is also the organiser of Singapore Airshow – Asia's largest and one of the top three aerospace and defence exhibitions in the world; other events include the World Cities Summit, Singapore International Water Week and ScreenSingapore.

For more information on IMDEX Asia 2011, please visit <http://www.imdexasia.com>

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