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IMDEX ASIA 2011 CLOSURES ON A HIGH NOTE

[Singapore, 20 May 2011] IMDEX Asia 2011 closed today following a successful three-day show at the Changi Exhibition Centre. More than 8,000 trade visitors attended the event, to capitalise on networking opportunities with industry representatives, senior military and defence officials and maritime experts. A biennial event, this year's event surpassed previous editions by bringing together a record number of over 165 exhibitors from 29 countries and more than 70 VIP delegations from over 42 countries. The event also saw the participation of more than 45 navies and maritime enforcement agencies, including a record of some 40 Naval and Coast Guard Chiefs and Vice-Chiefs.

IMDEX Asia, Asia-Pacific's largest maritime defence show, is organised by Experia Events Pte Ltd and supported by the Republic of Singapore Navy (RSN).

Jimmy Lau, Managing Director of Experia Events, the organiser of the show, said: "I am delighted at the strong turnout and active participation of all our visitors at IMDEX Asia 2011. This is testimony to the fact that IMDEX Asia continues to serve as an ideal platform for decision-makers from across the Asia-Pacific to meet and discuss strategic requirements with counterparts from around the world. It is also an opportunity for our visitors to view and evaluate advanced products and technologies from around the world, all under one roof."

Lieutenant-Colonel Stephen Pope, the spokesperson for the Australian Pavilion, felt that the show provided exhibitors with excellent procurement opportunities. He said: "The Team Australia brand reflects a Government and defence industry relationship that looks to pursue opportunities to grow the Australian defence industry. During our participation at IMDEX Asia, we were rewarded with excellent patronage to the Team Australia pavilion, with our companies drawing more audiences and setting up more procurement opportunities as compared to other shows we have participated in. I am confident that our participation in IMDEX Asia has allowed us to build the Australian defence brand, showcasing our defence products to high-level delegates and key stakeholders in the industry."

Seah Moon Ming, Deputy Chief Executive Officer & President, Defence Business, ST Engineering, said: "IMDEX Asia has offered ST Engineering an excellent platform to showcase the Group's comprehensive naval systems and products to key decision makers and customers in the maritime defence arena. We are pleased that this show has allowed us to garner excellent procurement and networking opportunities."

A much anticipated highlight of IMDEX Asia 2011 was the participation of 20 warships from 12 countries.

Captain Mike Walliker, Commanding Officer of the HMS Richmond, the British warship participating at IMDEX Asia said: “The HMS Richmond has come to Singapore to support the UK trade investments and the British representation at IMDEX Asia. We are delighted to be able to open our ship up and to show off all the capabilities that we currently have and to give an opportunity to British businesses to be able to show off their potential for possible purchases in time to come.”

At the next IMDEX Asia, taking place from 14 to 16 May 2013 at the Changi Exhibition Centre, Jimmy Lau hopes to further enhance the show’s exhibitor and trade experience. He said: “For the next IMDEX Asia in 2013, we are committed to delivering another iconic and strategic event for the maritime defence industry. We are aiming to include more exhibitor demonstrations including UAV and airborne platforms and seaborne demonstrations. Within the next two IMDEX Asia events, we also aim to have 50% of the world’s top 50 naval prime contractors at the show, affirming our status as the leading maritime defence exhibition for the Asia-Pacific region.”

More information on IMDEX Asia 2013 will be announced when available.

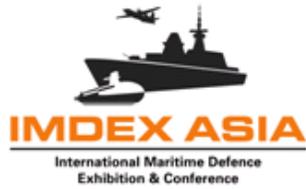
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About IMDEX Asia

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 is the eighth in the series.

The event is 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 organised the 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.



18 - 20 MAY 2011
CHANGI EXHIBITION CENTRE • SINGAPORE

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

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