

**MEDIA RELEASE  
FOR IMMEDIATE RELEASE**

## **IMDEX Asia 2013 ends on a record-breaking high**

**SINGAPORE, 20 May 2013** – The ninth edition of the International Maritime Defence Exhibition (IMDEX Asia), Asia-Pacific’s foremost maritime defence show, ended on a high last Thursday, 16 May, with a record number of participating companies and VIP delegations. 9,072 trade visitors from 59 countries/regions, a 16% increase from the last show, attended the three-day event at Changi Exhibition Centre in Singapore. Almost 30% of trade visitors came from overseas, reflecting IMDEX Asia’s status as a truly global platform to network and build partnerships.

Organised by Experia Events with the support of the Republic of Singapore Navy, this year’s show surpassed previous editions by bringing together 194 participating companies from 29 countries, a 17% increase from IMDEX Asia 2011. As a testament to the show’s significance in the international naval and maritime calendar, 65% of exhibition space for IMDEX Asia 2015 has already been booked.

“The success of this year’s show marks another milestone in the history of IMDEX Asia,” said Jimmy Lau, Managing Director, Experia Events. “As with every edition of the show, we strive to outdo the previous one by introducing new features, attracting new exhibitors and making the conferences more valuable for our delegates, with participation from high-level speakers and topics on the pulse of maritime industry trends. IMDEX Asia 2013 has been a great success and we look forward to delivering another great show come 2015.”

Mr Jocelyn de Virel, Export Manager, GICAN - the French Industry Naval Group, said on behalf of the French Pavilion: “For us it was a very good show. All the French companies are very happy with their participation and have already reserved their space for the next exhibition in 2015. For French companies, there is business to do here – in Europe it is quite difficult now. The delegations at IMDEX Asia are very high level and come with specific projects in mind, which translates into real commercial opportunities for us.”



“We are very pleased with IMDEX Asia 2013. It is one of the best organised shows that we have been to and is rated as one of our top shows,” said Lorena Collette, Marketing Manager, Products & Events, General Dynamics Canada. “The quality of the delegations that we have seen here has been fantastic. We have met some very key staff who are really aligned to what our business is all about. We definitely look forward to participating in IMDEX Asia 2015.”

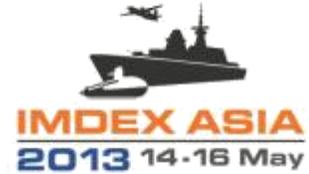
This year, the biennial show also saw the highest ever participation from high level delegations with 70 VIP delegations from 49 countries, including some 30 Navy Chiefs, Coast Guard Directors-General and heads of maritime agencies from the Asia-Pacific region and beyond. Strong foreign participation in the show was also reflected by the presence of 15 warships from nine countries including the latest patrol vessels, frigates, corvettes and destroyers.

RADM Jack Steer, Chief of Navy, New Zealand, said: “It’s been a wonderful opportunity to meet with the Chiefs of Navy from a number of other nations, which I could not have done in the short time that we had available if it was not for IMDEX Asia 2013. It has been a great experience, very valuable for our Navy, and we look forward very much to IMDEX Asia 2015.”

“In 2015, we will look towards expanding the maritime security and safety component of IMDEX Asia. This means a greater focus on technologies, equipment and services aimed at ensuring that maritime authorities and commercial vessels are able to operate safely and free from interference,” added Mr Lau. “This will complement our current focus on the naval defence industry, providing a more holistic overview of the maritime sphere and attracting new exhibitors and audiences from the commercial space to IMDEX Asia 2015.”

The next edition of IMDEX Asia will return from 19 to 21 May 2015 at the Changi Exhibition Centre.

-End-



### **About IMDEX Asia**

Established in 1997, the biennial IMDEX Asia is the premier dedicated maritime defence show serving the Asia-Pacific region and beyond. IMDEX Asia comprises four inter-related events – Exhibition, Conference, VIP Delegations’ Programme and Warships Display – and has established a reputation within the maritime defence industry as a must-attend show.

For more information on IMDEX Asia 2013, please visit <http://www.imdexasia.com>.

### **About Experia Events Pte Ltd**

Experia Events specialises in organising and managing exhibitions and conferences of strategic interest, fostering industry development and thought leadership. It has built a strong portfolio in aerospace and defence with the highly successful Singapore Airshow, Asia’s largest and one of the three most important aerospace and defence exhibitions in the world, and IMDEX Asia, the leading international maritime defence exhibition in Asia. Its expertise also extends to the government and lifestyle sector, through key events such as the inaugural ScreenSingapore, the Singapore International Water Week and World Cities Summit.

With a sound track record underscoring its aspirations to stage events that influence, Experia Events aims to diversify its range of strategic events globally.

For more information, please visit: [www.experiaevents.com](http://www.experiaevents.com)

### **For media queries, please contact:**

#### **Marilyn Ho**

Experia Events Pte Ltd  
Director, Communications  
Tel: +65 6595 6130  
Email: [marilynho@experiaevents.com](mailto:marilynho@experiaevents.com)

#### **Ikram Zainy**

Hill + Knowlton Strategies  
Manager  
Tel: +65 6390 3334  
Mobile: +65 9655 3441  
Email: [ikram.zainy@hkstrategies.com](mailto:ikram.zainy@hkstrategies.com)