



5 – 7 December 2018

Poly World Trade Center, Guangzhou, China

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PRESS RELEASE

For Immediate Release

Latest INMEX China Edition Features New Extension on Cruise Ship-Building

The largest and most established international maritime expo in the South China Sea region will also feature national pavilions, exhibitors from dozens of industries in the maritime sector, exclusive shipyard visits, networking events, and high-powered seminars.

GUANGZHOU, CHINA, July 9, 2018, Monday – The 8th edition of INMEX China, the largest and most established international maritime expo in the South China Sea region, is proud to return to the Poly World Trade Centre, Guangzhou, from December 5 - 7.

To address the growing cruise ship-building industry in China, the biennial event - a hotspot of the newest and most innovative maritime technology, products and services – will feature a new extension this year, **INMEX China - Cruise Build**.

The extended exhibition will bring together leading cruise companies and suppliers for business opportunities and networking events, as well as insightful conferences; the latter's theme will be "Cruise Ship", with Italian shipbuilding company Fincantieri as one of the key speakers.

Demand For Cruise Ship-Building In China

China's Ministry of Transport expects 4.5 million Chinese cruise passengers by 2020, growing from 2015's figure of 1 million and 2017's figure of 2.8 million.

The domestic demand for cruise trips in China is burgeoning at an increment of 30% a year, leading to a rising demand for cruise ship-building in the country and corresponding support from the Chinese government.

The latter has earmarked cruise ship-building as a major objective in its "Made In China 2025" programme to upgrade its domestic manufacturing and support jobs at its shipyards.

Additionally, reports indicate 17 more cruise ports are scheduled to be built over the next two years, and out of which, 10 of them will be built in China by 2020. By 2030, China will be the world's second-largest cruise market after the US.

Exhibitors from Numerous Maritime Industries

At the upcoming edition of INMEX China, national pavilions from Denmark, Germany, the Netherlands, Norway, Singapore, South Korea, and the United Kingdom will be present, with many more to be confirmed in the coming months.

Singapore and the Netherlands are repeat exhibitors at INMEX China, and both said they had reaped huge rewards from the previous editions.

Also exhibiting are international and local companies and brands from dozens of industries in the maritime sector, including shipbuilding and repairs, interior suppliers, architects and designers, cargo handling systems, as well as electronics and electrical engineering.

Efficient, Effective & Actual Results

Mrs Marjan Lacet, Trade Promotion Manager from the Netherlands pavilion, explained: "We have exhibited in every edition of INMEX China because of the high quality of visitors, and the presence of China's most important associations, CSIC or CSSC, at INMEX China.

"We have seen the number of visitors increasing over the years, and are very pleased with the outcome of the INMEX exhibition organised by Informa each edition. It's very special coming to this year's INMEX China, as the Cruise Industry is one of the new highlights/segments recently added to the show, and will hopefully attract the right customers for us."

The Germany pavilion is supported by VDMA – Marine Equipment and Systems, and Mr Hauke Schlegel, Managing Director at VDMA, said: "We will bring German companies to INMEX China to strengthen their market position in China, and even to enter new market segments and ride on the rising market trends. We are looking forward to exchange knowledge with like-minded new friends and explore new business opportunities."

One-Stop Access To Business Opportunities & Newest Maritime Solutions

Buyers and visitors attending INMEX China 2018 will be able to access the buoyant market opportunities particularly in the Pearl River Delta region, source for the latest cutting-edge maritime technologies and equipment, as well as network with key industry players like the state-owned maritime enterprises and shipyards, and international exhibitors from maritime powerhouses.

They will also gain access to high-powered complimentary seminars by industry expert speakers, including the second edition of the forum on the transformation and upgrading of China's shipbuilding industry. The first edition of the forum, held in the previous exhibition, was very warmly received.

A Track Record of Success

INMEX China has enjoyed strong support from all aspects through the years. The 2016 edition was a tremendous success with more than 500 exhibitors.

The exhibition received over 11,700 visitors from 23 countries and regions, with occupations ranging from boat builders and repairers, distributors and agents, to government agencies and port authorities.

Over 600 leaders and guests also participated in various activities at the event, which received more than 60 international and local media coverage.

In a post-event survey, 95% of the exhibitors shared that the exhibition played an important role in their marketing activities within the region, with 78% successfully generating new sales leads.

More Business Opportunities

“INMEX China is always evolving and looking into how the exhibition can be even better and more lucrative for the global maritime industry. This year, we are thrilled to feature the Cruise Build extension to specially tap into the burgeoning cruise industry. We are certain this will bring plentiful of additional opportunities to our exhibitors and visitors,” Mr Jack Wei, General Manager of Informa Global Exhibitions (Asia) said.

The organizers, Informa Exhibition and AUCH Exhibition, would also like to thank the following Chinese associations for their support for INMEX China 2018:

Bureau of Foreign Trade and Economic Cooperation of Guangzhou Municipality	China Association of the National Shipbuilding Industry
China Society of Naval Architects and Marine Engineers	China State Shipbuilding Corporation Limited
Fujian Association of Shipbuilding Industry	Guangdong Association of Shipbuilding Industry
Guangdong Maritime Bureau	Guangzhou Port Authority
Guangzhou Port Group	Guangdong Shipowners' Association
Guangdong Society of Naval Architects and Marine Engineers	Guangzhou Port Shipping Service Association
Guangxin Shipbuilding & Heavy Industry Co., LTD	

Expo Info

Date & Opening hours:

Wednesday December 5, 2018: 09.30 – 16.30

Thursday December 6, 2018: 09.00 – 16.30

Friday December 7, 2018, 09.00 – 15.00

Visitor registration will stop 15 minutes before the closing time for all three days of the exhibition.

Venue: Poly World Trade Centre, No.1000, Xingang Rd (E), Haizhu District, Guangzhou, China

Booking A Stand

Booths are available for booking, interested exhibitors can contact inmexchina.sales@informa.com for more information.

For more press information and images, please contact the following:

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About INMEX China

INMEX CHINA is the largest and most established international maritime event in the South China Sea region and will feature an extensive range of cutting-edge marine technologies and equipment presented by both local and international exhibitors. This biennial maritime exhibition and conference will be the ideal networking platform for the maritime community in Asia. Visit www.maritimeshows.com/china for more information.

About Informa Exhibitions Pte Ltd

With over 200 trade and consumer exhibitions annually, Informa Exhibitions is a global market leader in such end markets as Boating, Beauty, Construction & Real Estate, Life Sciences, Maritime, Health & Nutrition, Agriculture, and Pop Culture. Through face-to-face and digital channels, its transaction-oriented exhibitions enable communities to engage, experience, and do business. In doing so, Informa brings together people who want to buy and sell, network, do business and gain inspiration. Informa's industry insight, coupled with its innovative and entrepreneurial approach, provides them with the opportunity to create business advantage and access markets.

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About AUCH Exhibition Services Co., Ltd

Guangzhou AUCH Exhibition Services Co., Ltd. is a professional corporation, who organizes international exhibitions at home and abroad, trade conferences, conferences for academic exchange, seminars, etc. Since its establishment in 2002, AUCH has already successfully hosted many reputable exhibitions in the spirit of Good Faith, Best Service, Professional Exhibitions in the fields of maritime, paper, printing, publication, electrics and machinery.