

# EUROPORT 2011

connecting the maritime world

November 8 - 11, Ahoy Rotterdam

ADVANCED TECHNOLOGY  
YOUR ACCESS  
TO THE FUTURE





## Europort 2011 - your access to the future!

**Europort is one of the largest maritime exhibitions in the world. More than 30,000 professionals from all sectors of the shipbuilding industry will come to Rotterdam to discover the newest technical innovations for four days from November 8-11, 2011. Europort offers you an excellent opportunity to present your products and services.**

### **Solutions for the future**

The international maritime industry has a demand for innovative solutions, whether these concern water and air emissions, safety of personnel or the remote maintenance of machinery. Extensive attention will be given to these new developments, both on the exhibition floor and during the complementary workshops and seminar programme. Visitors of Europort 2011 will return home with fresh insight, enabling them to have a positive-approach to future challenges.

### **Advanced Technology**

The Netherlands is known the world over for its maritime knowledge, top quality technology and innovative shipyards. Hence the reason Europort has a reputation for being the place where "Advanced Technology" comes together. In cooperation with Holland Marine Equipment (HME), Europort will again organise the "Advanced Technology Conferences" in the freely

accessible Europort Theatre. Leading market players from each sector will present the newest technological developments in short, dynamic workshops. In this way, national and international visitors can share their knowledge and experience.

### **Doing international business**

Those wishing to stay ahead in the international maritime market must surely participate in Europort. Over four days the exhibition provides the ideal opportunity to make direct contacts with the entire maritime world. The number of international exhibitors and visitors is growing each time the event is held. In 2009, visitors came from 86 countries with trade missions from Brazil, China and Panama amongst others. Many countries will have national pavilions at Europort 2011 including Belgium, China, Finland, France, Great Britain, Korea, the Netherlands, Poland, Romania and Spain.



### **Rotterdam: world port world city**

Europort takes place in the largest port city of Europe, Rotterdam. Rotterdam is a true metropolis with an impressive skyline. Symbolised by the famous Erasmus Bridge, the city is known both nationally and internationally as a top architectural city, with many examples of innovative design evident. On the banks of the River Maas numerous harbours can be found, each with its own character and a range of restaurants and cafes to suit every taste. Take your guests out for a cruise through the port or visit the Euromast for a great, bird's-eye view of the port area.

### **Special route for "green" exhibitors**

Companies that display products that show a demonstrable reduction in the environmental impact of ships can sign up to be a part of the Green Route. When following this special route visitors will be able to see the latest sustainable products from the maritime industry.

If you would like to obtain a "green stamp" on the exhibition floor plan, please contact Jan Smits at HME in Rotterdam tel: +31 (0)10 - 44 44 333, e-mail: [js@hme.nl](mailto:js@hme.nl). All applications will be checked for their sustainability credentials in advance.

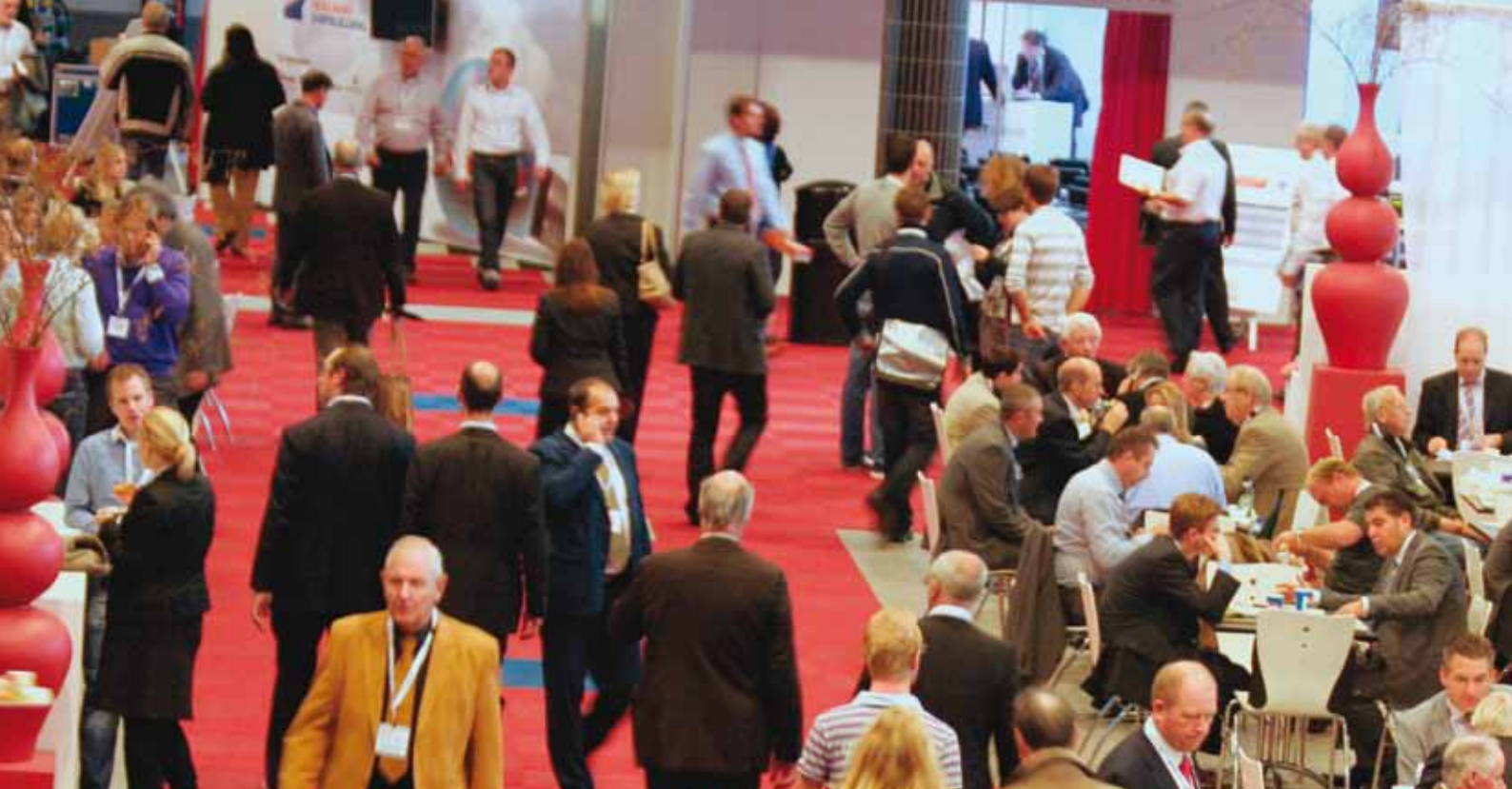
### **CEDA Dredging Days 2011**

The Central Dredging Association (CEDA) will again organise the main conference, "CEDA Dredging Days" during Europort. Themed "Dredging and beyond" and accompanied by a specialised "dredging exhibition", this conference takes place on November 10 and 11 in the conference and meeting centre of Ahoy Rotterdam.

For up-to-date information please visit: [www.cedaconferences.org/dredgingdays2011](http://www.cedaconferences.org/dredgingdays2011).



**Central Dredging Association**



## Visitors from all maritime sectors

Uniquely, Europort offers exhibitors the chance to get in touch with professionals from all maritime sectors. Experts from sea shipping, inland navigation, offshore, dredging, construction vessels, mega yachts, fisheries and naval specials all come to Europort to focus on new products, services and suppliers.



### Hospitality on the exhibition floor

Europort offers exhibitors the chance to do business in a sophisticated ambiance. In a specially built Business Lounge, located at Pier 7, you can enjoy an exclusive lunch or an à la carte dinner.

On Thursday evening Europort is open until 22:00 hours. A lot of exhibitors make use of this occasion to invite their business relations for a drink and a bite to eat at their stand. It comes as no surprise that the best deals are often made during these times!

## Sea shipping

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Under pressure from the international community the sea shipping sector has held up a mirror to itself in order to rethink the design and energy consumption of vessels, while at sea and in port. Shipowners are continually seeking fresh insight into this issue. They will be looking for answers and Europort 2011 can certainly help them find some possible solutions to these challenges. The many new built vessels of the last years will need to be maintained and upgrades may be necessary to make sure these ships meet the increasingly strict regulations and to ensure that the vessels are prepared for the future.



SEA SHIPPING

## Offshore

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Known for its first-rate and daring innovations, the offshore industry is typically either running or standing still. Although deep water drilling is under political pressure, the industry has excellent solutions. The offshore wind industry is a relatively new industry and visitors to Europort will be able to update themselves on the very latest developments here. As well as requiring large investments, this industry also asks a lot of a company's capacity for innovation and its ability to create efficient working methods and maintenance strategies. Both the "traditional" and renewable offshore industry will have a considerable presence at Europort 2011.



OFFSHORE

## Inland navigation

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The inland navigation sector has been hit hard by the economic crisis. However, vessels are still being bought. Inland navigation is in the midst of a metamorphosis when it comes to emissions and sustainability issues. Once addressed, the inland sector has the potential to become the cleanest form of transport in the entire logistic chain. Inland navigation is the answer to increasing road congestion and it is also very interesting as a logistics concept for other parts of the world, such as Asia, Russia and America. Europort highlights the inland navigation concept and its vast potential.



INLAND NAVIGATION



**DREDGING**

## **Dredging**

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The West European dredging industry has a very good reputation, with most of the major players based in the Netherlands and Belgium. This sector, along with all of its specific suppliers, is continuously developing in a bid to meet the latest challenges. Naturally, excellent operational availability is key but also dredging companies have to make sure they can offer environmentally sensitive and sustainable solutions. Governments and private companies are looking more closely at the potential “carbon footprint” of any new project so dredging firms have to come up with the right solution. The CEDA Dredging Days, again taking place during Europort, draw a large number of dredging professionals to Ahoy Rotterdam.



**NAVAL SPECIALS**

## **Naval specials**

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“Advanced Technology” and the navy go hand-in-hand. Security systems, dual redundant automation systems and other technological marvels often originate from Dutch soil. Partly due to technology advances, smart design and better Life Cycle Management the number of crew aboard Dutch navy vessels has decreased drastically and now other navies are following these developments. In times of worsening economics, governments also tend to invest in new equipment.



**WORKBOATS**

## **Workboats**

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In the last few years many different kinds of workboats have been developed. These are deployed in ports, the offshore industry, as patrol boats and in the salvage industry. Demand does not seem to show any signs of decreasing in this extremely versatile sector. During Europort many exhibitors will be presenting the latest workboat developments and as usual, these new vessels are sure to generate a lot of interest.

## Construction vessels

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Cable ships, diving support vessels and crane ships are extremely complex ships and the Netherlands is very proud of its maritime industry's ability to excel in this area. In fact, the know-how and expertise needed to build these specialist vessels is found very close to the exhibition's location. In an effort to find out more about this niche market, many people know there is only really one Centre of Excellence and visiting Europort gives a unique opportunity to discover the very latest innovations. Any company showing developed systems at Europort has a large chance of success.



CONSTRUCTION VESSELS

## Mega yachts

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The mega yacht industry is the Formula 1 of the maritime sector. Here, the latest technological developments are implemented in which the Netherlands plays a leading role. Europort is the stepping-stone to show the latest technological developments onboard of mega yachts to the other maritime sectors. Therefore the mega yacht industry cannot be absent during Europort 2011.



MEGA YACHTS

## Fishery

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Several new fishing methods have been developed over the last few years and crucially these have focused on using less power and consequently, lower fuel consumption. In addition, the traditional fishing industry is also looking at the possibilities of using alternative fuel. In short, Western Europe is busying itself with a sustainable fisheries industry, while making sure the future of the sector is guaranteed. Historically, Europort has always had a strong bond with this sector and various stakeholders from the fisheries industry visit Europort and exhibit there.



FISHERY

# Visitors include a high proportion of decision-makers

Europort is visited by maritime professionals who are directly involved in policy, investment and operational decisions.

## Visitors Europort 2009

- Number of visitors\*: **31,463**
- Percentage international visitors: **17%** (from 86 countries)

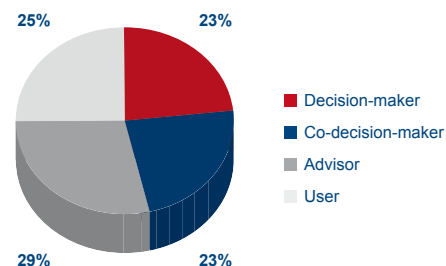
\* The number of visitors is audited by Ernst & Young according to UFI calculus and definitions.

## Visitor appreciation

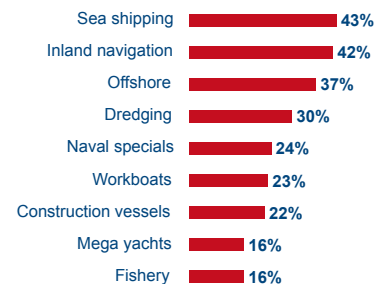
- **95%** of the visitors qualified Europort as satisfying to very good.
- **95%** of the visitors that attended the extensive conference programme qualified the content as satisfying to very good.
- **94%** of the visitors have said that they will visit Europort probably or definitely again in 2011.
- The exhibition was highly appreciated by the visitors with an average score of **7.5**.



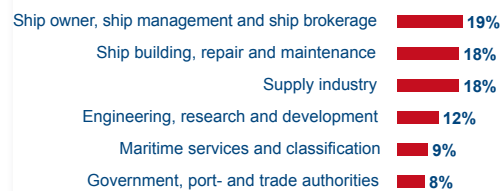
## Level of decision-making authority



## Visitors by nature of market activities



## Visitors by nature of business



## Motivations for attendance



# Your ultimate maritime platform

**Europort is the ideal place to do business and provides the opportunity to make personal contact with buyers and users of maritime products and services. Europort offers four days of intense networking with over 30,000 maritime professionals!**

## Exhibitors Europort 2009

- Exhibition surface: **10 exhibition halls / 40,000 m<sup>2</sup>**
- Total number of exhibitors: **896**
- Percentage of international exhibitors: **32%**
- Number of country pavilions: **10**

## Exhibitor appreciation

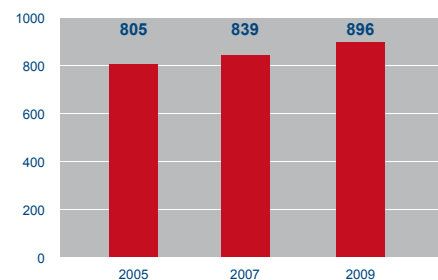
- **85%** of the exhibitors whose goal it was to introduce new products and services have partially or entirely succeeded in this.
- **90%** of the exhibitors whose goal is was to strengthen existing relationships have partially or entirely succeeded in this.
- **88%** of the exhibitors said they were (very) satisfied with the high quality level of visitors.
- **90%** of the exhibitors whose goal it was to establish new business contacts have partially or entirely succeeded in this.
- The exhibition was highly appreciated by the exhibitors with an average score of **7.0**.

## Exhibitor profile

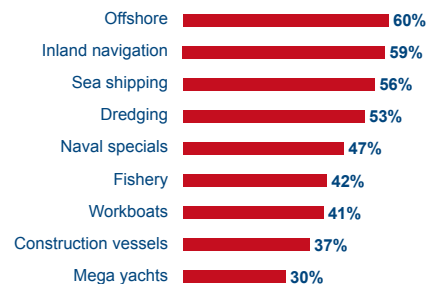
Exhibiting at Europort is interesting for manufacturers and suppliers involved in:

- Shipbuilding, repair and conversion
- Propulsion and manoeuvring
- Electronics, communication & navigation
- Mechanical and auxiliary systems
- Deck, safety and special equipment
- Maritime services (e.g. classification, finance, nautical services, media, government and sector associations)

## Increase in the number of exhibitors



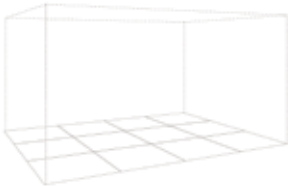
## Exhibitors by nature of market activities





**Reserve your stand space today!**

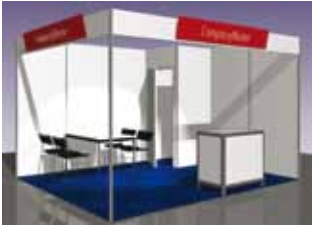
**Europort offers different possibilities to present your organisation. You can either create your own stand or make use of a ready built one. To make sure you have the very best location at Europort reserve your stand space today!**



**Stand space only**

You only rent stand space and construct your own stand.

from 12 m<sup>2</sup> : € 185,- per m<sup>2</sup>



**Stand space + Standard stand**

Stand construction consists of: carpeting, a fascia with the company name, separation walls, 1 spotlight for each 4 m<sup>2</sup>, lockable storage (1 x 1 m), refrigerator, 1 table, 4 chairs and 1 information desk. **Electricity is not included.**

from 12 m<sup>2</sup> : € 260,- per m<sup>2</sup>



**Stand space + Luxury wooden stand**

Stand construction consists of: carpeting, a fascia with the company name and built-in spotlights, wooden separation walls, lockable storage (1 x 1 m) with refrigerator and shelves, 1 brochure display, 1 low table, 2 armchairs, 1 conference table, 4 chairs, 1 information desk, 1 plant and 1 electrical socket **including main electricity connection and consumption of max 3 kW.**

from 25 m<sup>2</sup> : € 335,- per m<sup>2</sup>



### “New-to-market street”

Fledgling maritime entrepreneurs have the unique possibility to present themselves via the special “New-to-market” package. With a completely decorated stand of 6 m<sup>2</sup>, entrepreneurs, who started their company after January 1, 2009, can enjoy all the benefits Europort offers with a minimal investment. The “New-to-market” stands will be clustered in a special “Starter Street” on the exhibition floor.

Contact the project team if you are a fledgling entrepreneur.

### Put your company in the spotlight

Gain even more results from your exhibition participation and make use of the many promotional possibilities leading up to, and during Europort. In and around the exhibition venue there are many options. Among the possibilities are flags, poster frames and stickers in the shuttle buses or the publication of your company logo on all entry badges, in the registration system or in the digital newsletters of Europort. Advertising in the catalogue or sponsoring an exhibitor meeting creates indispensable contact opportunities, whilst reaching your target group.



## The strength of Europort

- All maritime market segments under one roof
- The ultimate platform for state-of-the-art technology
- Direct personal contact with more than 30,000 maritime professionals
- High quality visitors with decision-making authority
- The right location in the “world-port” of Rotterdam
- Broad-ranging knowledge programme
- Insight into the newest market developments
- Networking in the dynamic but informal atmosphere of Rotterdam

### Opening hours

Tuesday	8 November	10:00 – 18:00 hours
Wednesday	9 November	10:00 – 18:00 hours
Thursday	10 November	10:00 – 22:00 hours (evening opening)
Friday	11 November	10:00 – 18:00 hours

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For an overview of our international Europort agents,  
check [www.europort.nl](http://www.europort.nl)

**Ahoy.**  
rotterdam

Europort is also the flagship of other maritime exhibitions in Istanbul and Romania. More information on these exhibitions can be found at [www.europort.nl](http://www.europort.nl).

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