

## Sapa Mass Transportation strengthens its presence in Asia Pacific. (April 2010)

As part of our Sales and Marketing strategy for our marine business in Asia Pacific, Sapa Mass Transportation participated in **HPMV Shanghai 2010** conference and the **Sea Japan** trade fair last April.

Asia Pacific is a fast growing region for mass transportation products. Numerous shipyards are growing at a dazzling speed and... as we found out late 2009, our expertise in marine aluminium components and how it could enhance the yard's performance are little known. These participations confirm to our customers and prospects Sapa Mass Transportation's Marine depts. continuous interest in doing business in the Asia Pacific region.

### HPMV Conference – Shanghai - China:

This was the 10<sup>th</sup> international conference on High Performance Marine Vessels held in Shanghai and attended by SMT Asia/Pacific representatives and SMT Shanghai, amongst others Jan Backlund – MD of SMT Shanghai.

The international boat show was held from the 8<sup>th</sup> till 11<sup>th</sup> of April. The conference was supported by CSNAME, CANSI and international participants ranging from Shipyards and surveying authorities through to Technical Universities; the attendance was varied and presentations were held over Thursday and Friday.

Wayne Smallwood - Business Development Manager Asia/Pacific presented a paper about FSW panel application in light weight marine structure. This was a great opportunity to put forward our expertise and technical knowledge to our targeted audience of shipbuilders and design companies. It was well attended by more than 150 persons from the local shipbuilding industry; most notably from large state owned enterprises who are now busy with the design and build of fast craft to be deployed in the Taiwan Straits. It was a great opportunity to see what developments and projects were being planned for the near or long term future.

SMT had some local clients in attendance and utilised the time to also arrange visits to both SPS Shanghai and SMT Shanghai to view the FSW machine on site.

A visit to a local Chinese Shipbuilder was part of the program. It turned out to be a very interesting yard visit to the CSSC Jiangnan Changxing Shipbuilding Base, located on the Island of Changxing.



# SEA JAPAN

**21-23 April 2010**  
**Tokyo BIG SIGHT Exhibition Center**

SMT took the opportunity to exhibit at the Sea Japan show. The Sea Japan trade fair is Japan's most important marine show. It was attended by Ming Wee and Wayne Smallwood from the SMT Asia/Pacific team, supported by Tolga Egrilmezer. Special thanks to Amy Qiau - Sapa Heat Transfer Shanghai - who's energy and Japanese was a great asset to the SMT team.

We utilised the same stand, materials and samples used previously at the Kormarine show in Busan / S-Korea. We had some additional samples sent from Sweden, so thanks to the team who supported us with supplying these items.

Due to the 'volcanic ash' issue some of the original participants were unable to attend and some re-shuffling of team members was hastily arranged. We managed to fill the ranks and have a team on the floor for all three days. We presented a paper on Wednesday at the conference on FSW panel application in light weight marine structure, which was also attended by some representatives from Mitsubishi Heavy Industries (MHI) whom our team has a long relationship with.

We received many visitors to our booth and had the opportunity to discuss our products and services. We were able to make many new contacts as well as also to catch up with some companies that we had met previously or had been in contact with over the last few months, amongst others Imabari, MHI, Mitsui NYK and Universal, just to name a few.

We received some good feedback and an important issue of recognition as some visitors had seen us previously or had heard of our team's presence within the Asia/Pacific region. This was a very important form of feedback as we have been striving to establish ourselves within the region.

With the successful completion of this conference and fair, we foresee a definite increase in the awareness of Sapa within the local industries and also an increase in enquiries in the coming months.

Wayne Smallwood  
Ming Wee  
Ralf Balduck

