



Cruise Shipping Asia Goes Full Steam Ahead

-Singapore, January 31st 2011

Cruise Shipping Asia — the world's newest cruise industry event organised by UBM Asia and UBM Live, debuts in the Lion City on November 16-18, 2011. The exhibition will be held at the Marina Bay Sands Expo and Convention Centre. Themed "Gateway to Tomorrow's Marketplace," it will combine a series of informative conference sessions with a top class exhibition that will highlight the huge potential of Asia as a booming cruise market.

Supporting the event are the Asia Cruise Association, the Singapore Tourism Board, Cruise Lines International Association and the Florida-Caribbean Cruise Association. Companies participating in the exhibition include Asia Cruise Services Network, Indochina Incentive and Cruise, Intercruises Shoreside and Port Services and the Ministry of Culture & Tourism of the Republic of Indonesia to name just a few.

"Asia is currently the world's most fertile cruise source market, and we believe Singapore can duplicate the kind of success we have achieved with the Cruise Shipping Miami event," said Michael Kazakoff, Vice President of UBM Live. "Some industry watchers are predicting that by 2015 we could see as many as 7 million passengers annually from this region, and that kind of potential demands attention," he noted.

The prediction of 7 million passengers was made at the Asia Cruise Terminal Association meeting in Singapore last December and is based on a realistic estimate which assumes that a tenth of the population in the region will achieve middle-class status by 2015. Cruise penetration rates will then be at 3.2 percent.

Currently, only 0.05 percent of the 3.5 billion people in the Asia Pacific region take cruise vacations, versus 3.2 percent of the 330 million people in North America and 1 percent of the 500 million in Europe. This

underscores the tremendous growth potential for the industry in this booming area!

In 2009, the passenger throughput in Hong Kong hit 1.817 million, while Singapore saw a record 1.138 million passed through the Singapore Cruise Centre. These numbers were the highest in the terminal's 19-year history.

To further capitalize on the global rise of the cruise market Singapore is on schedule in constructing a new International Cruise Terminal at Marina South. The ultra modern facility will cost S\$500 million and at 28,000-square-metres the terminal is equivalent in size to about three football fields - one of the biggest in Asia. This will be in addition to the current Singapore Cruise Centre, which has won 17 Dream World Cruise Destination Magazine Awards since 1997.

The challenges to achieving these growth projections include the need to develop port infrastructure capable of handling modern cruise ships and much higher numbers of passengers. Also creating awareness of cruising as a viable vacation option among Asian consumers needs to be addressed.

"It was not that long ago that the North American and European markets faced similar challenges," noted Michael Duck, Senior Vice President of UBM Asia. "But through investment in facility construction and effective marketing campaigns, the cruise industry created a vibrant global business. We can do the same in Asia, I have no doubt."

"With 22 new cruise ships set for delivery by 2012, cruise lines are seeking fresh markets to help absorb that 17.4 percent increase — 51,306 berths," he noted. "They are currently eyeing Asia as a largely untapped resource," Duck said.

Cruise Shipping Asia 2011 will include a tradeshow and conference programmes focusing on the Asian cruise market, with panels of experts discussing key industry issues in the area. Apart from that, a series of travel agent training sessions and workshops are planned to promote cruising as a holiday option in Asia.

Cruise Shipping Asia 2011 will bring together multiple trade visitors, such as itinerary planners and procurement executives from leading cruise lines who have a presence or strong interest in Asia. Exhibitors will include itinerary destinations, national tourism organisations, ship

services, hotels, , travel companies, food and beverage suppliers, ground handlers, airlines, consultants, information technology and entertainment companies.

It's certainly full steam ahead in Singapore with Cruise Shipping Asia!

For more information on Cruise Shipping Asia 2011, visit <http://www.cruiseshippingasia.com/>

Media Contacts:

UBM Asia Trade Fairs Pte Ltd., Singapore

Mr Wein Ng

Project Manager

Email: wein.ng@ubm.com

Tel: (65) 6592 0897 Fax: (65) 6438 6090

UBM Live, U.S.A.

Ms Allison Dowd

Marketing Manager

Email: allison.dowd@ubm.com

Tel: (1) 609 759 4702 Fax: (1) 609 759 4774

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UBM Live is the organiser of Annual Cruise Shipping Miami, the world's largest and most important international tradeshow and conference serving the worldwide cruise industry.

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