

SUBSEA ASIA: EMPOWERING THE INDUSTRY

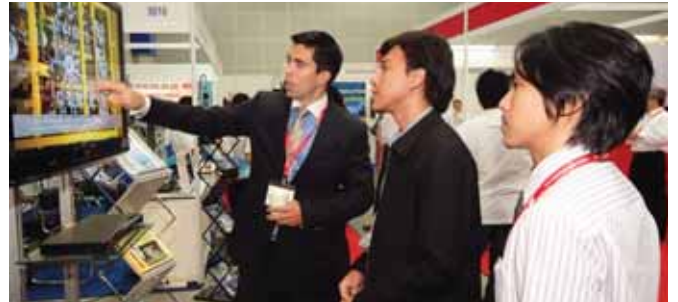
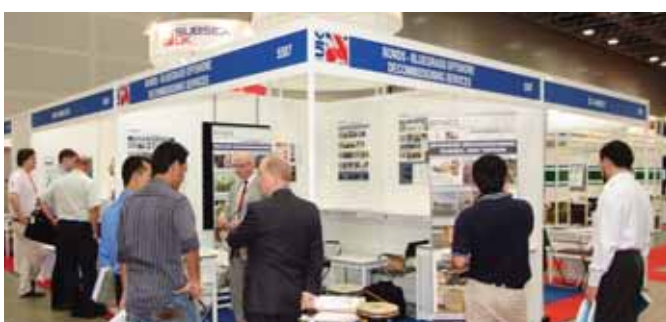
Asia's premier showcase event for subsea engineering returned for its eagerly anticipated second showing in June 2010 at the KLCC Convention Centre, presenting the latest industry - leading, technology, products and services.

Building on the success of the inaugural event in 2008, SUBSEA Asia attracted more than 130 exhibitors from 19 countries and was also delighted to welcome some of the key global players in this niche sector including AGR Group, Bredero Shaw, BJ Process & Pipeline Services, Castrol Group, Expro Group, First Subsea, Global Offshore Malaysia, MTI, Optical Metrology Services, Petromin, Rotech Subsea, Sandvik, SMD, Subsea 7 and Vector International. National pavilions from UK and Norway were also a prominent presence at the 2 day exhibition.



Exhibition space was up by 70% on the 2008 edition which is a clear indication of the importance of the subsea sector within the region. In November last year, Prime Minister Datuk Seri Najib Tun Razak said in his statement to NST: "Malaysia will soon become one of the world's four deepwater oil and gas hubs, standing shoulder-to-shoulder with industry leaders like the United States, Brazil and Europe."

SUBSEA Asia 2010 attracted 2600 highly focussed trade visitors which represented a 30% increase from the 2008 show reflecting the event's growing importance in this dynamic market for subsea engineering and technology. Of the 2600 visitors, a notable 89% were directly responsible for purchasing or for recommending what to purchase.



Taking place the day before the exhibition, the associated conference played host to 122 delegates and 13 technical presentations. Organised by Subsea UK, the conference also included a welcome address by Alistair Birnie, Chief Executive of Subsea UK. Other speakers included Abu Fitri Abd Jalil, Senior General Manager of Petroleum Operations Management at Petronas, Trevor Lewis Director of Trade and Investment at the British High Commission, Terry Freckleton Deepwater Venture Manager, Sabah Shell Petroleum and many more.

Supported by the growing subsea industry, we look forward to the next edition of the SUBSEA Asia Conference and Exhibition, which will be held 3-5 October 2012.



"With the increase of deepwater activities in Malaysia in recent years, Subsea technology application has become more prominent.

From 2013-2015, 30%-35% of oil production in Malaysia would be contributed from deepwater fields, placing more importance in the development of deepwater and subsea industry in Malaysia."

By Abu Fitri Bin Abd Jalil, Senior General Manager, Petroleum Operations Management PMU PETRONAS in his key note presentation entitled Malaysia: Driving Towards the Region's Subsea and Deepwater Industry Hub, at the 2nd Asian Subsea Conference & Exhibition Kuala Lumpur Convention Centre, Malaysia, 9-11 June 2010

FACTS & FIGURES



EXHIBITION

Space occupied	: 2,100 square metres
International exhibitors	: 111
National exhibitors	: 25
Number of exhibiting companies	: 136
Number of exhibiting countries	: 19

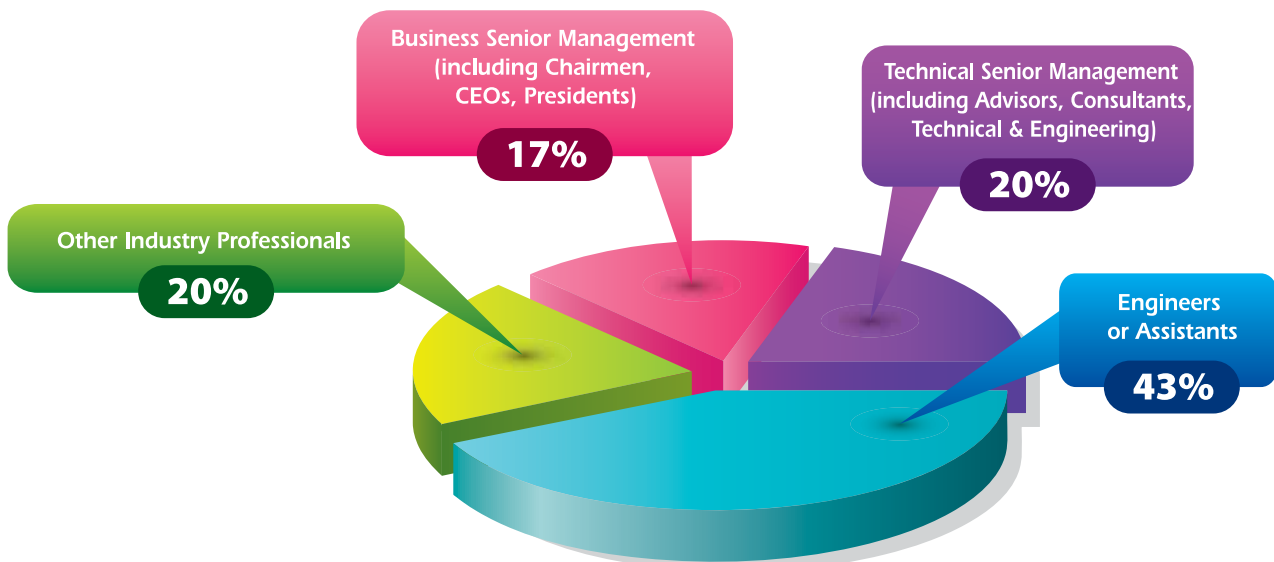
ATTENDANCE

Conference delegates	: 122
Exhibition visitors	: 2,600
Total	: 2,722

2600 Trade Visitors from 27 countries attended SUBSEA Asia 2010. This marked a 30% increase as compared to the number of visitors at the previous SUBSEA Asia 2008. The countries they came from included Australia, Austria, Brunei, Canada, China, Denmark, France, Hong Kong Sar, Indonesia, India, Iran, Italy, Japan, Malaysia, Myanmar, Norway, Philippines, Qatar, Saudi Arabia, Scotland, Singapore, Sudan, Thailand, UAE, UK, USA and Vietnam.



Visitor Job Functions



SUBSEA ASIA 2012

3rd Asian Subsea Conference and Exhibition

Oil and gas production using subsea and deepwater systems



Conference : **3 October 2012**
Exhibition : **4 - 5 October 2012**

Kuala Lumpur Convention Centre, Malaysia
www.subseaasia.org

REPLY

Please send me more information on

- Exhibiting at SUBSEA Asia 2012
- Visiting SUBSEA Asia 2012
- Attending the SUBSEA Asia 2012 Conference
- Speaking at the SUBSEA Asia 2012 Conference

For more information, please call / fax to:

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Exhibition Organisers:



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