

global maritime
environmental congress

gmec

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SMM Green Shipping Guide 2012

An established, editorial-led publication looking at how shipping and shipbuilding is adapting to and embracing its green responsibilities.

The focus is on new products and services and the development challenges associated with adapting to environmental demands whilst keeping ahead of regulations.

Now in its third year of publication, Seatrade and SMM have joined forces again to update this title which has established itself as the authoritative reference on how shipping is enthusiastically engaged in pioneering new initiatives, intent on staying ahead of the green challenge.

The 2012 edition will include interviews and opinions from the world's leading shipping executives, environmentalists and regulators as well as a series of articles highlighting green product innovations and technical solutions from around the globe.

NEW will be a review of how the IMO's Energy Efficiency Design Index, coming into force in 2013, is providing the catalyst for new technologies.

Unique distribution

10,000 copies will be distributed to SMM 2012 exhibiting companies, VIPs and delegates attending the second gmec, the global maritime environmental congress www.gmec-smm.com and with September's Seatrade magazine and Seatrade Cruise Review. It will also be distributed at all the major maritime events worldwide throughout 2012 and early 2013.

The SMM Green Shipping Guide 2012 will also appear as an ebook at smm-hamburg.com and seatrade-global.com



Published by
Seatrade

 **Hamburg Messe**

SMM Green Shipping Guide 2012

The editorial pages will focus on the following key areas:

- There are scene-setting initiatives such as the **Sustainable Shipping Initiative** which demonstrate how the industry is responding to calls for more environmental responsibility. The 17 SSI members are squaring up to address three key challenges: rising oil prices, structural shifts in world trade; and growing scrutiny of the industry's social and environmental performance.
- The **Energy Efficiency Design Index (EEDI)** comes into force in January 2013, which will benchmark existing ship types and their fuel efficiency and the **Ship Energy Efficiency Management Plan (SEEMP)** for new and existing ships will have to keep on board a ship-specific energy use management plan during operation.
- **ECA fuel regulations** the implications for shipping, and the various technologies under development including alternative fuels, exhaust gas treatment, a switch to distillate fuel for short sea operators and exhaust treatment technologies such as scrubbers.
- **Ballast water management** - systems, timetable, take-up.
- **Engine and propulsion** – a progress report on manufacturers, designers and suppliers of power plants including latest R&D initiatives
- **Class societies** - A look at the leading societies and their range of green products and services
- Focus on how **international owners**, shipyards and marine equipment manufacturers are addressing the green agenda
- Views from the bridge – what **shipowners and managers** think is the best way to go green
- **Paints & Coatings** how manufacturers are playing their part in assisting fuel savings
- **Cruise Shipping** – how cruise lines are facing the issue of sulphur emissions and particulates
- **Fuels and Lubricants** – what environmentally-friendly products have suppliers delivered and what is in the pipeline?
- **Port authority initiatives** show their green credentials
- **Ship performance**, dynamic monitoring, evaluation and analysis
- **SMM 2012 and gmecc 2012 preview**

For Editorial matters please contact:
Mary Bond
Tel: +44 1206 545121
Email: mary@seatrade-global.com

For Advertising details please contact:
Simon O'Connell
Tel: +44 151 632 5935
Email: soconnell@seatrade-global.com
or your local Seatrade representative office

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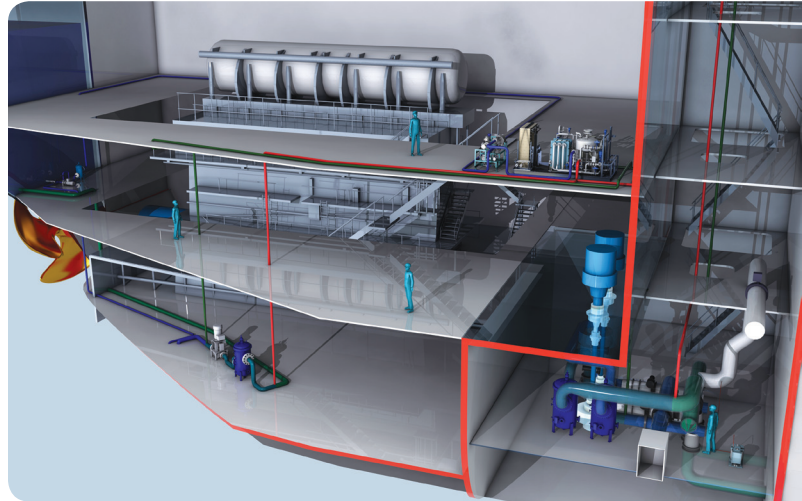
Production contact details

Viv Marsh, Production Manager
Seatrade Communications Ltd,
Seatrade House,
42 North Station Road, Colchester,
Essex, CO1 1RB
United Kingdom
+44 1206 545121
vmars@seatrade-global.com

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For more information please contact:

Advertising

Simon O'Connell

Email: soconnell@seatrade-global.com

Editorial

Mary Bond

Email: editorial@seatrade-global.com

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Seatrade Head Office

Simon O'Connell, regional sales manager
Tel: +44 151 632 5935
Email: soconnell@seatrade-global.com

Tel: +44 1206 545121
Fax: +44 1206 545190
Email: sales@seatrade-global.com

Glen Spooner, sales manager
Email: gspooner@seatrade-global.com

Ian Vernau, advertising sales manager
Email: ivernau@seatrade-global.com

Luke Perry, advertising sales manager
Email: lperry@seatrade-global.com

Seatrade Middle East

Tel: +971 4 324 5344
Fax: +971 4 324 5345

Trevor Pereira, general manager -
Middle East
Email: trevor@seatrade-middleeast.ae
Mobile: +971 506 255963

Richard Johnson, sales manager -
Middle East
Email: rjohnson@seatrade-middleeast.ae
Mobile: +971 504 501774

Seatrade - Hong Kong

Mainak Victor Halder, sales manager
Tel: +852 2293 2268
Fax: +852 2293 2344
Mobile: +852 6030 0350
Email: mainak.halder@seatradehk.com

Seatrade - China

Li Xiaoli, area manager - China
Tel: +86 139 1772 7671
Email: lixiaoli@seatrade-asia.com

Seatrade Singapore

Tel: +65 6294 2280
Fax: +65 6294 2780

Grant Rowles general manager
Mobile: +65 9186 2486
Email: grantrowles@seatrade-asia.com

Helen Ong sales manager
Email: helenong@seatrade-asia.com

Seatrade Advertising Sales Representatives

Japan

Mr Yoshinori Ikeda, Pacific Business Inc
Tel: +81 3 3661 6138
Fax: +81 3 3661 6139
Email: pbi2010@gol.com

Scandinavia

Roland Persson, Örn Marketing AB
Tel: +46 411 18400
Fax: +46 411 10531
Email: marine.marketing@orn.nu