

SEATRADE CRUISE GLOBAL PRESENTS:

# THE DAILY

MONDAY 13 MARCH 2017

CONNECTING THE GLOBAL CRUISE INDUSTRY

SAFETY  
+ SECURITY



UBM



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## MONDAY 13 MARCH 2017

10:00am – 11:30am: Room 222/223

### **Creating the Perfect Shorex Combination**

2:15pm – 3:45pm: Palm Ballroom A

### **Cruise Port and Destination Networks**

## TOMORROW'S PREVIEW

9:30am – 11:30am: Terminal 4

### **State of the Global Cruise Industry Keynote**

2:00pm – 2:15pm: Floridian Ballroom

### **Safety & Security Symposium Introduction**

12:30pm – 1:30pm: Palm Ballroom B

### **Design & Interiors Over Land and Sea**

3:30pm – 5:30pm: Palm Ballroom A

### **The Future of Cruising in Europe**

# Time for Taiwan



Port of Keelung, Taiwan



Taiwan welcomes you with her breathtaking landscape, fascinating culture, round-the-clock food experience and various outdoor activities.

Taiwan Booth #2221

[eng.taiwan.net.tw](http://eng.taiwan.net.tw)



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# New For 2017!!



## Safety & Security Symposium

Open all three days of the show, our symposium will include all Safety and Security related exhibitors, speakers' presentations, and networking lounges. The symposium will serve as a focal point, providing "one-stop shopping" for both Safety and Security professionals as well as anyone who wants to learn more about current and new developments in these critical fields.

**Location:** Level 3, Floridian Ballroom



## Exhibitors on Level 2

Companies from the following sectors will be on Level 2: **Design & Ship Interiors**, **Food & Beverage**, and **Environmental**, **Health & Wellness**.



## New Product Marketplace

Stop by to meet a selection of new businesses and products during the 3-day expo or join us for an exclusive mid-morning "Pick Me Up" event where you can taste, talk and tinker with these cool new products and companies while having a healthy snack to keep you energized throughout the morning.

**Location:** Level 3, Grand Ballroom



## Special Networking Events:

### Tuesday 14th March

<i>IT Reception</i>	Grand Ballroom, Level 3	3:30 – 4:30
<i>Safety &amp; Security Reception</i>	Floridian Ballroom, Level 3	4:30 – 6:00
<i>Welcome Reception</i>	Hilton Marina	6:00 – 8:00

### Wednesday 15th March

<i>New Product Showcase "Pick Me Up"</i>	Grand Ballroom, Level 3	9:00 – 11:00
<i>Entertainment "Afternoon Tea"</i>	Grand Ballroom, Level 3	1:30 – 2:15
<i>Design &amp; Ship Interiors Reception</i>	Palm Ballroom Foyer, Level 2	3:15 – 4:00
<i>Safety &amp; Security Reception</i>	Floridian Ballroom, Level 3	4:30 – 6:00



## The Bridge

The Bridge is a lounge that serves as an information center. Attendees and Exhibitors can go there to get help, guidance and information. Attendees are also invited to share their feedback while enjoying a coffee and snack with the Seatrade Cruise Global team!

**Location:** Level 3, outside the Floridian Ballroom



## Matchmaking & The NEW Mobile App

Using smart algorithms the app will recommend the best exhibitors and attendees to meet, and enable you to book meetings with them straight from the app. Download the app to join the excitement as well as receive up to the minute show updates. (Search at the App Store: Seatrade Cruise)



## Supplier Finder

Interactive touchscreens that allow attendees to search for exhibitors and find their location on our floorplan, essentially helping attendees find the suppliers they are looking for.

**Location:** All Levels, in Lobbies





## TOP SAFETY & SECURITY TRENDS

Certainly, safety and security are hot topics, and Seatrade Cruise Global's first "Safety and Security Symposium" will kick off March 14. The moderator and chairperson is 30-year maritime expert John Sifling, principal, Broad Reach Maritime LLC, a maritime consulting firm in Pasadena, CA. He's a retired U.S. Coast Guard commander and former vice president, fleet security and company security officer for Princess Cruises.

One top trend that Sifling sees is the evolution of wearable devices for access control. "While this type of technology is very much in its infancy," Sifling says, he sees its potential as powerful.

For example, what if evolving wearable technologies could be coupled with biometrics such as facial, fingerprint or retina recognition technology? That's certainly superior to a crew member viewing a photo and comparing it with a person standing at the gangway. Facial recognition is already being explored by a team of companies for cruise ship access control. To keep costs down, current wearable devices use radio frequency identification (RFID).

Sifling points out that GPS technology is widely available and already built into existing devices such as smart phones and Apple watches. To better account for passengers in an emergency, while on the ship or ashore, "there is no reason that future wearables couldn't incorporate that technology once the cost and battery life issues have been addressed," says Sifling.

Certainly, cruise lines have sailed to Antarctica over the years, but as experienced cruisers seek out Earth's last frontiers, companies wishing to take passengers farther off the grid must assure they can do it safely. Cruise companies must be well prepared to ensure guest/crew safety and the ship's integrity.

Moving forward, Sifling notes that any companies planning such far-flung polar voyages must comply with the international Polar Code. They must protect wildlife and plan for such details as lifeboat operations in an emergency and know how to keep people warm.



Another symposium topic is the evolution of life-saving appliances (LSAs). While lifeboats have been around for a long time, they've come a long way from uncovered, basic lifeboats to—in some cases—very large, partially enclosed lifeboats capable of accommodating several hundred passengers, emergency equipment and provisions, such as with Royal Caribbean International's Oasis of the Seas.

Making sure companies have the right resources in place to assist their ships at sea in "real time" will also be discussed at the symposium. As cruise vacations have soared in popularity and fleets have grown, "we have 'little navies' out there, scaled up to the point where 24-7 fleet operations centers (FOC) are becoming a useful tool," Sifling says.

Cybersecurity, the ability to protect or defend computer systems and data from cyber threats, is critical for the maritime industry. Cruise ships employ computers and cyber-dependent technologies for navigation, communications, engineering, cargo, ballast, safety, environmental control and other critical navigation and safety functions.



*The new Safety and Security Symposium debuts at this year's show and serves as a focal point for specialized professionals as well as all conference attendees interested in learning about new developments in these critical fields. All are encouraged to visit the third floor Floridian Ballroom for a special Safety and Security Symposium Introduction beginning on Tuesday at 12:00pm, led by Chairperson and Moderator John Sifling. Below are Hot Topics:*

**1. Biometrics.** How biometrics and other technologies are changing the cruise experience including cabin entry, purchases and other passenger services.

**2. Facial Recognition.** “No touch” sensors for passenger and crew tracking, including accountability and mustering.

**3. Video Analytics.** Advances in CCTV technology including video analytics.

**4. Public/Private Sector Partnerships.** The importance of all parties overseeing security to work together cohesively.

**5. Sharing.** How security-related information is analyzed and shared.

**6. Security Concerns.** Addressing potential concerns associated with worldwide travel.

**7. Lifeboat Safety.** Continuous advances in lifeboat and life raft technology, including large-size lifeboats.

**8. Novel Technology.** Marine Evacuation Systems (MES) and self-propelled hybrid MES systems.

**9. Privacy.** Potential concerns and how they are being addressed.

**10. Emergency Planning.** Best practices among the experts in their respective security fields.

## ITALY, A PORT LIKE NO OTHER

There is no question about Italy's abundance when it comes to art, history and overall astonishing beauties. So for us it is only fair to redefine what it means to land in Italy, making the experience more exciting and complete for passengers stepping off a cruise liner, big or small. We want to make available as many options as possible in order to broaden the selection of sites offered. We believe that small historical villages (Borghi) offer the perfect shore experience. They are in fact accessible, small in size but rich in culture, authentic with great traditional craftsmanship and still encapsulating the quintessential sense of hospitality that makes Italy what it is. We don't expect first time visitors to skip the Colosseum or the Michelangelo's David for a visit to Capalbio or San Miniato but we believe repeaters deserve a chance to explore and learn more about our country. Borghi are a unique discreet window open on our lifestyle, tradition and history. This is why we believe Italy is a port like no other.





### Liverpool Cruise Terminal:

The future development of Liverpool Cruise Terminal is still top of the agenda in terms of the city's aspirations. The new terminal, anticipated to be open and operational in 2020, will be approximately 10,000 sq. m in net floor area, and will be constructed into the River Mersey via either a new quay wall or suspended deck structure, with a new vehicle link-span bridge, two pedestrian air bridges and upgrades of pontoons and associated marine infrastructure.

### Carnival:

For the inaugural season of its newest ship, Carnival Horizon debuting in April 2018, Carnival Cruise Line has assembled a wide array of exciting and diverse itineraries featuring breathtaking destinations throughout the Mediterranean and Caribbean. Currently under construction at the Fincantieri shipyard in Marghera, Italy, Carnival Horizon will offer many of the hugely popular indoor and outdoor dining, bar, entertainment and activity options that debuted on Carnival Vista, currently the line's newest ship.

### Cruise Norway, AS:

Loen Skylift, the innermost part of the Nordfjord, will be the home of one of the world's steepest cable car rides starting 20 May 2017. Some believe it may be the number one tourist attraction in Fjord Norway in the coming years. Only 6 km from the Port of Olden, Loen Skylift will allow visitors to travel from the fjord in Loen to the peak of Mount Hoven in just five minutes, an ascent of 1,001 metres.

### Avant:

Avant will launch a new culinary and hospitality school in September which will provide bespoke training for individuals seeking employment within the cruise line and hospitality industries. Courses will include cooking and food preparation for chefs, bar tendering, wait service and stewarding.

### AmaWaterways:

AmaWaterways' newest ship, AmaKristina, is modeled after the line's AmaStella and AmaViola, specifically designed to cater to the multigenerational and group markets with connecting cabins. Setting sail on 1 April 2017, the 158-guest vessel also features a swimming pool with swim-up bar and more.

## CONNECT

WITH SEATRADE CRUISE GLOBAL

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Engaging discussions about the latest event news and trends



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Inspiring photos taken at our events and a look behind the scenes

### STAY CONNECTED

All you need to know is a touch away with the Seatrade Cruise Global Mobile App (available in the App Store and on Google Play). You can find out who's exhibiting, access the show schedule and even plan your day!

### STAY IN THE KNOW

For daily insight into the cruise market and extensive event coverage, read Seatrade Cruise News ([www.seatrade-cruise.com](http://www.seatrade-cruise.com)).

Be sure to pick up a copy of THE DAILY each day, or access it and other news online.

### SAVE THE DATE

Mark your calendars! We'll be returning to Fort Lauderdale on 5-8 March 2018 - [www.seatradecruiseglobal.com](http://www.seatradecruiseglobal.com)



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# STATE OF THE GLOBAL CRUISE INDUSTRY STAGE SET

The State of the Global Cruise Industry keynote at Seatrade Cruise Global is a highlight on the calendar for all executives in the maritime world. The highly anticipated panel, in partnership with Cruise Lines International Association (CLIA) and the Florida Caribbean Cruise Association (FCCA), raises the bar with an unrivaled group of CEOs taking the stage on Tuesday 14 March. The State of the Global Cruise Industry will set the course for the cruise industry's premier global business-to-business event taking place at Port Everglades Terminal Four, adjacent to the Greater Fort Lauderdale Broward County Convention Center. The moderator for the 2017 State of the Global Cruise Industry is CNBC's Susan Li.

"We are delighted CNBC's Susan Li is leading the conversation for the 2017 State of the Global Cruise Industry," said Robyn Duda, Portfolio Director for Seatrade Cruise Global. "Her expertise in bringing the most important business news stories into our offices and living rooms on a daily basis will be welcomed at this year's conference."

Moderator Susan Li is a general assignment reporter appearing on CNBC's Business Day programming including "Squawk Box." Li was previously an anchor for CNBC International in London and earlier hosted multiple shows in the Hong Kong studio.

The 2017 State of the Global Cruise Industry panel will be comprised of Frank Del Rio, President & CEO, Norwegian Cruise Line Holdings Ltd.; Arnold Donald, President & CEO, Carnival Corporation & plc; Richard Fain, Chairman & CEO, Royal Caribbean Cruises Ltd.; and Pierfrancesco Vago, Executive Chairman, MSC Cruises.

Continuing to deliver innovative content, this year's State of the Global Cruise Industry will take on a new format beginning with four innovative one-on-one CruiseTalks by these leaders covering the key topics of Technology & Innovation, Shipbuilding, Destination Planning and Environmental & Safety Practices.

As the individual CruiseTalks conclude, the four executives will join Li for a panel discussion addressing the current hot topics in the industry. The expanding Asian market, everchanging geo-political and growing global fleet capacity will be among the items of conversation for the group.

"The State of the Global Cruise Industry always delivers a thought-provoking conversation, and I look forward to the new format featuring these cruise leaders addressing one specific topic individually that they are passionate about in the cruise world," said Cindy D'Aoust, President and CEO of Cruise Line International Association (CLIA). "These iconic industry leaders will deliver engaging dialogue and Li will bring out the best in each of them."

The State of the Global Cruise Industry will once again feature a full house of attendees and media covering the keynote event, and everyone is encouraged to arrive early to reserve a prime seat.





### **KE Marine**

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Cadence Keen Innovations is a leading supplier to the cruise industry of IMO mattresses; platform bed bases; mattress and pillow protection; bed doubling systems; mattress toppers; pillows; water soluble laundry bags; and door stoppers. Stop by Booth L2-214 to see why we are the one stop shop for the cruise industry.

### **Grand Bahama Ship yard**

Grand Bahama Shipyard Limited, the most respected ship repair yard in the Caribbean is a world leader in dry-docking and afloat repairs, refits, refurbishments and revitalizations for vessels up to 82,500 tonnes and 300 m. The company is strategically located in Freeport, Grand Bahama, Bahamas, 93 nm east of Miami, and along major routes to and from Americas, Europe, Africa and Asia.

[www.grandbahamashipyard.com](http://www.grandbahamashipyard.com)

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### **Nedcon Maritime**

Nedcon Maritime is the largest, independent Romanian Manpower Supply Company involved in the recruitment of Romanian Seafarers, Riding Teams, Shipyard Personnel, Oil & Energy Professionals and Hospitality Personnel. For more information or inquiry we invite you to visit our website [www.nedcon.ro](http://www.nedcon.ro) or contact us at [office@nedcon.ro](mailto:office@nedcon.ro).

### **Avant**

Training center for seafarers Avant now is one of the most prestigious training centers in Ukraine developing constantly and dynamically in response to the ever challenging shipping world.

### **San Diego**

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### **International Paint**

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Bristow Group is the leading provider of industrial aviation services offering helicopter transportation, search and rescue (SAR) and aircraft support services, including helicopter maintenance and training, to government and civil organizations worldwide. With headquarters in Houston, Texas, Bristow has operations in the North Sea, Nigeria, U.S. Gulf of Mexico, Australia, Brazil, Canada, Russia and Trinidad, and in most of the other major offshore oil and gas producing regions of the world. Bristow provides SAR services to the private sector worldwide and to the public sector for all of the U.K. on behalf of the Maritime and Coastguard Agency.

Bristow's search and rescue (SAR) services is a core part of its helicopter services in most of the countries in which it operates. Since 1971, Bristow has flown more than 56,000 SAR operational hours and conducted more than 18,750 SAR missions, during which more than 9,650 people have been rescued by our crews and helicopters worldwide.

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vibrant yet serene discovery awaits. Visit booth 3637C or [www.guyana-tourism.com](http://www.guyana-tourism.com)

## AfterGlow LLC

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We proudly announce the establishment of **Asia Cruise Cooperation** – a committed and resourceful alliance among Hainan, Hong Kong, the Philippines, Taiwan and Xiamen. Our mission is to promote maximum growth in cruise tourism for partnering destinations and for Asia.

Together, we provide a one-stop platform to support your development in Asia. We appreciate the importance of collaboration among ourselves as well as with our partners.

The unwavering support of partnering destinations is our promise to you. Harness the opportunity and sail with us today.



### HAINAN

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### HONG KONG

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### THE PHILIPPINES

The Philippines is known for its 7,107 tropical islands with mega-diverse natural environment, rich cultural heritage, contemporary lifestyle and exceptionally warm people who will always make your stay more memorable and fun. Its top cruise destinations are Manila, Palawan and Boracay Island.



### TAIWAN

Taiwan is a beautiful island blessed with an abundance of natural resources and cultural diversity. We've no doubt that our scenic beauty, street food and culinary scene, local folk traditions, and warm and welcoming people will make your stay in Taiwan a delight worth savouring.



### XIAMEN

Xiamen, as the well-known seaside city, has a great deal of seaside tourism resources, as known as the "Garden on the Sea". At the same time, Xiamen is also one of the main China cruise homeport city.





# Navigating your way at Seatrade Cruise Global 2017

## LEVEL 3

### Exhibits

- Entertainment
- Information Technology
- New Product Marketplace
- Safety & Security
- Ship Equipment

**Safety & Security Symposium** (Floridian Ballroom)  
**VIP/Commanders Club Lounge** RM 304/305  
**The Bridge**  
**Food Court**

## LEVEL 2

### Exhibits

- Design & Ship Interiors
- Environmental, Health & Wellness
- Food & Beverage

### Conference Sessions

- Room # 222 / 223
- Palm A
- Palm B

**Press Lounge** - Room # 209 / 210

**Press Conference** - Room # 207 / 208

## LEVEL 1

### Exhibits

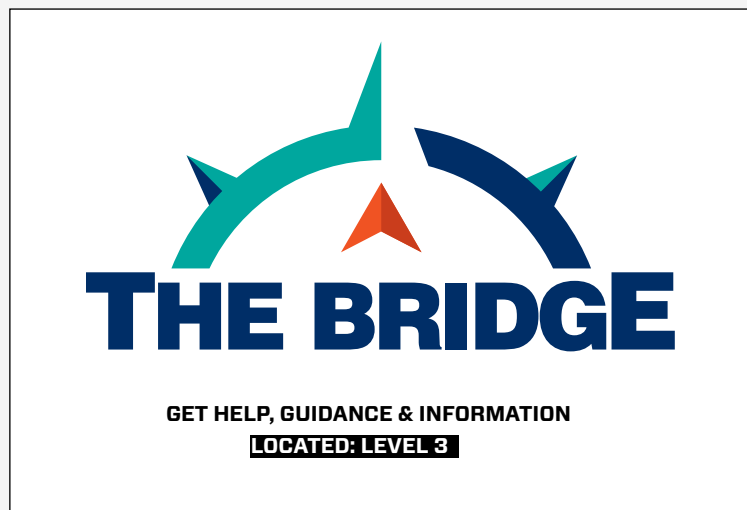
- Destinations
- Ship Equipment

### Registration

**Sales/Rebooking Office** - Room # 118 / 119

**Cruise Lines International Association (CLIA)** Booth  
#1203

**Florida Caribbean Cruise Association (FCCA)** Booth  
#2721



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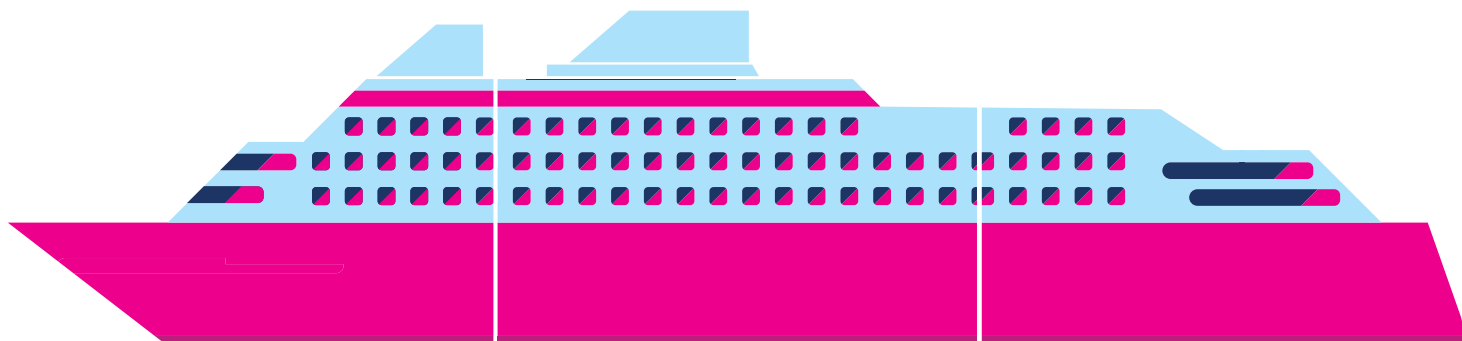


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# 2017 CRUISE INDUSTRY OUTLOOK

\*Source Cruise Lines International Association

## CRUISE INDUSTRY OUTLOOK



**\$25.3m** PASSENGERS

**62%** INCREASE IN CRUISE  
DEMAND LAST 10 YEARS

**\$117B** TOTAL OUTPUT WORLDWIDE



GLIA MEMBERS TRAVEL AGENTS  
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