

2010 PACIFIC

INTERNATIONAL MARITIME EXPOSITION

27-29 JANUARY 2010 SYDNEY CONVENTION AND EXHIBITION CENTRE, AUSTRALIA

PACIFIC 2010 PROGRAMME DATES



The **PACIFIC2010** International Maritime Exposition is powering into action with the dates for this biennial industry-only event at the Sydney Convention and Exhibition Centre now set.

PACIFIC2010 will be held over three

industry-only trade days from Wednesday 27 January to Friday 29 January.

The international industry exhibition will be the most extensive naval defence and commercial maritime trade show in the Asia Pacific region.

The exhibition, in conjunction with an extensive conference program, brings together key industry, defence and government decision makers from across Australia, South East Asia and around the world.

AUSTRALIA DAY NETWORKING OPPORTUNITY

PACIFIC2010 will play host to a unique, and quintessentially Australian, 'Aussie Barbecue' as the 'Australia Day' prelude to the show.

On Tuesday 26 January, the day prior to the official opening of **PACIFIC2010**, one of the most picturesque and exclusive locations on Sydney Harbour will be the backdrop for this special Australia Day celebration.

The Royal Australian Navy and Maritime Australia Limited will host this unique event in the grounds of the Navy

Heritage Centre at Sydney's Garden Island Naval Base.

The **PACIFIC2010** 'Australia Day Barbecue' will be an exclusive (invitation-only) networking function. It will be restricted to Australian and international Navy guests, delegations, government officials, defence representatives and business leaders from the maritime and defence industries.

Further information about the opportunities for exhibitor participation in the **PACIFIC2010** 'Australia Day Barbecue'



will be advised separately to **PACIFIC2010** exhibitors.

SPONSORSHIP OPPORTUNITIES

PACIFIC2010 is offering a number of sponsorship and branding opportunities with a wide range of benefits to exhibitors at the event.

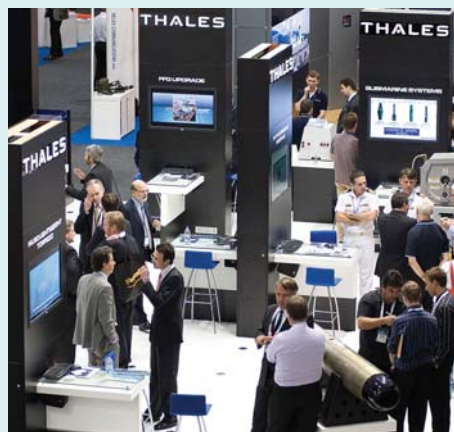
Sponsorships are an extremely cost effective way to heighten your corporate profile to a wide ranging audience, including other exhibitors, trade visitors, conference delegations and visiting government, industry and military missions.

By becoming a **PACIFIC2010** Sponsor, your company can share the limelight as a key participant in the major international

maritime and naval defence industry event in the region.

There are several sponsorship and branding opportunities available at **PACIFIC2010**, including Trade Visitor Brochures, Registration and Reception areas, Media Centre, Happy Hours and many more.

For the complete list of sponsorship and branding opportunities and benefits available, please contact the Maritime Australia Limited sales team on +61 (0) 3 52820500



DEFENCE WHITE PAPER AND 2009 DEFENCE BUDGET

The Australian Government has hailed its long awaited Defence White Paper as the most comprehensive White Paper of the modern era and a complete re-examination of Defence strategy, capabilities, business processes and resources.

The Government has committed to 3 per

cent real growth in Defence funding to 2017/18, with further growth in real terms of 2.2 per cent beyond that time frame, and some \$43 billion dollars worth of new initiatives over the next decade.

The White Paper has opened up major business opportunities and **PACIFIC2010** is

your chance to show off your company's capabilities to meet the Government's targets.

Among the significant maritime acquisitions announced in the White Paper are 12 new submarines, 8 new large frigates, a minimum of 24 new naval combat helicopters and six new ocean-going heavy landing craft.

In addition, the White Paper envisages a number of extensive ports and harbours development programs in support of the planned expansion in maritime defence capability.

Your business could become an integral player in the Australian Government's push to build the expanded future naval capacity required for the defence of Australia and the security of the immediate region. **PACIFIC2010** is the essential opportunity to showcase your company's capabilities.



CONFERENCES

PACIFIC2010 will again be supported by a comprehensive program of conferences, including the sixth biennial RAN Sea Power Conference hosted by the Chief of the Royal Australian Navy.

The theme of this major international defence conference is 'Combined and Joint



Operations from the Sea' and it will discuss how Australia's new expeditionary services will be introduced into service.

Concurrently, the Royal Institution of Naval Architects, The Institute of Engineers Australia and The Institute of Marine Engineering, Science and Technology will again present the **PACIFIC2010** International Maritime Conference.

Another key conference will be the inaugural **PACIFIC2010** Maritime Security Conference, which will look at the crucial and topical issues of maritime, border and commercial shipping security.

In addition, **PACIFIC2010** will also host the Maritime Autonomous Surveillance Systems Symposium, which will highlight the latest technology in maritime



intelligence surveillance, reconnaissance and operational response.

For further information on the conference program being conducted at **PACIFIC2010**, go to our website www.pacific2010.com.au

MARITIME AUSTRALIA LIMITED

PROMOTING AUSTRALIA'S MARITIME AND NAVAL DEFENCE RESOURCES

The **PACIFIC2010** International Maritime Exposition is a project of the not-for-profit Maritime Australia Limited (ABN 31 091 148 837) in the interest of promoting the development of Australia's industrial manufacturing and communications/technology resources in the maritime and naval defence sectors.



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