



**The Posidonia
SEA TOURISM FORUM**
THE CHALLENGE FOR GREECE, THE EASTERN MED & THE BLACK SEA

2nd Posidonia Sea Tourism Forum

*The challenge for Greece, the Eastern Med
and the Black Sea*

Conference and Exhibition

28-29 May 2013

**Megaron Athens International Conference Centre
Athens - Greece**

Under the auspices:



**Hellenic Republic
Ministry of Tourism**



**Ministry of Shipping,
Maritime Affairs and the Aegean**



**Hellenic Chamber of
Shipping**



**Association of
Greek Tourism
Enterprises**



**ASSOCIATION OF PASSENGER
SHIPPING COMPANIES**



**UNION OF CRUISE SHIP OWNERS
& ASSOCIATED MEMBERS**

2nd Posidonia Sea Tourism Forum

- The 2013 Posidonia Sea Tourism Forum will provide a **unique platform to evaluate new investment opportunities and meet the leaders of this industry**, as the East Mediterranean and the Black Sea will feature strongly in the future development of Sea Tourism.
- After the success of the 2011 Posidonia Sea Tourism Forum, the 2nd Forum will widen the scope to address a greater range of marine tourism development issues.
- The 2nd Sea Tourism Forum will explore how niche sectors of the Sea Tourism industry can upgrade both the East Med's and Black Sea's sea tourism product and review the initiatives launched as a result of the 1st Forum.
- Furthermore, it will review how the Mediterranean and the Black Sea aim at reaping benefits from the industry's clearly stated intention to increase capacity in the region and further explore according investment opportunities.

The 2nd Posidonia Sea Tourism Forum will be held on 28-29 May 2013 at the Megaron Athens International Conference Centre, Athens, Greece.



Challenges and Opportunities for the Sea Tourism industry

→ Cruise industry

- The last two years in the East Med were marked by the after effects of the Arab Spring, the global economic slowdown, the lingering Euro Zone crisis and the continuing instability in the Middle East.
- New challenges emerge, as **inevitable deployment concentration** in the region's North will further flood marquee ports, **increasing the need for more cruise call alternatives.**
- This will trigger another development race, as competing host countries rush to meet this **expedient demand with additional emerging ports, opening up new regional investment and concession opportunities.**

→ Yachting sector

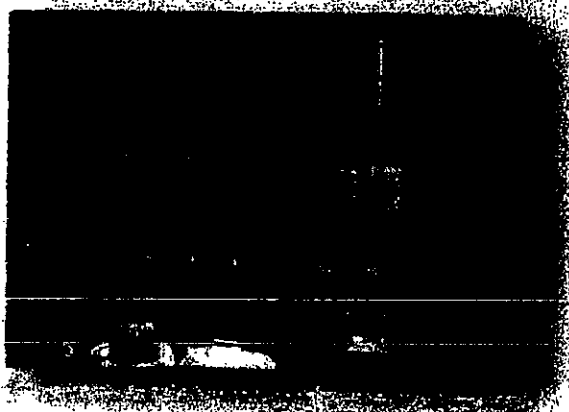
- Apart from the fallout caused by the crisis, the problem has been particularly acute in Greece, as a result of counter productive legislation and over taxation.
- While reform is on the way, other countries in the region grasped the **economic potential of yachting** and encouraged **serious investments** in this industry.
- The resulting growth caused a **new dynamic to emerge** that will encourage expansion and quality optimization of yachting services throughout the East Med.
- **Marina privatisation and development** are currently in process in many countries of the region.

→ Coastal shipping

- Greece's coastal shipping serves as a crucial link securing regional transport cohesion and tourism destination integrity.
- Of all three sectors it was the hardest hit by the crisis and is expected to undergo **radical changes through expedient restructuring, new player entries and more extensive localized service networking.**
- **Development of passenger shipping between East Med countries. i.e. Greece – Turkey, is high up on the agenda.**

Three conference sessions

1. The **Cruise sessions** will address current East Mediterranean development strategy, port privatisation & concessions, port development and investment, deployment & future itineraries, shore excursion innovation, and new regional market development.

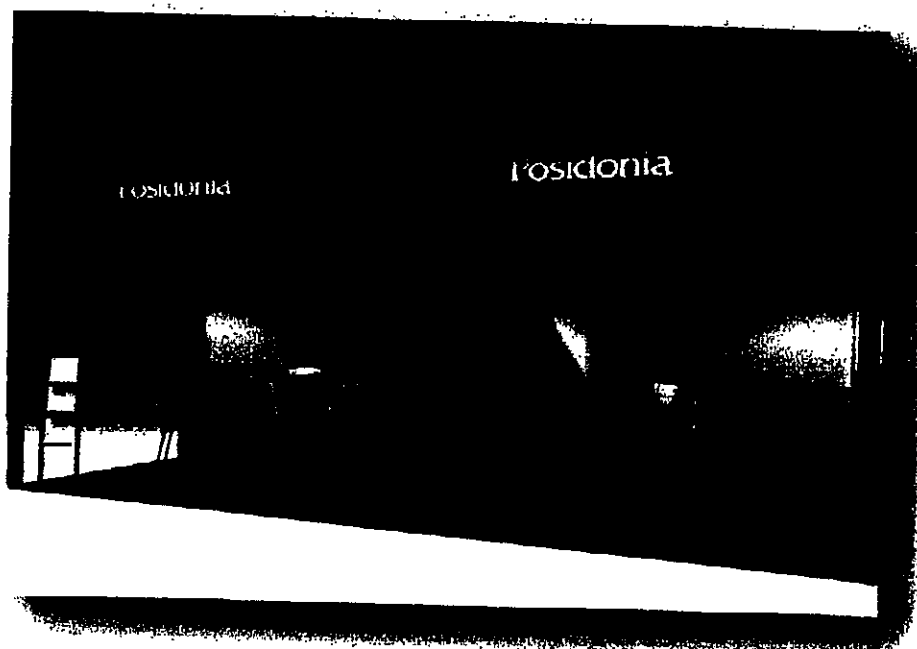


Against a big picture backdrop of high fuel costs and mature cruise markets in economic straits, the sessions will also attempt to gauge the industry's current conception and timeline with regard to the development of the East Mediterranean region.

2. The **Yachting sessions** will address optimal legislative and tax models, marina privatization, marina development, successful sector development examples from the region, the importance of attracting top class events, growth prospects in Greece & East Mediterranean, future market targeting and the potential output of yachting for a national economy.
3. The **special session on Greek Coastal shipping** will address the current state of the industry, technical and infrastructure problems, the effect of the current crisis on the future structure of this industry and finally, possible expedient and long term policies and solutions that could secure the viability of continuing to serve Greece's extensive coastal and island network. International case studies to be presented.

Exhibiting Options

- A new feature of the Posidonia Sea Tourism Forum will be the **enlarged exhibition space**.
- The exhibition will provide the **ideal marketing platform for ports & destinations, hotels & resorts, airports, tourist service providers, technical support companies, sector publishers, new technologies, yacht managers & brokers, yacht interiors specialists and marinas.**
- By exhibiting at the Posidonia Sea Tourism Forum, investors in the region's ports and marina infrastructure will be able to promote their business proposition and identify potential partners.
- Turn-key stand options are available, but tailor made stand options can also be accommodated. All stands are prominently located in the huge foyer of the Nikos Skalkotas Auditorium, assuring high visitor attendance.



Sponsorship Opportunities

- Furthermore, a comprehensive list of sponsorship options is available at the 2nd Posidonia Sea Tourism Forum.
- As a Gold, Silver or Bronze Sponsor of the event, or as a Supporter, you can enjoy a **selection of exposure opportunities**, which will assist you in raising your company profile and enhancing awareness of your products and services and enable you **to reach out to the members of the Sea Tourism industry**.
- *For stand options and sponsorship opportunities, visit www.PosidoniaSeaTourism.com*



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