

DEEP DIVE:

Leveraging the Power of Events with DESMI

Throughout this deep dive, you'll learn about the value of Seatrade Maritime Middle East and understand how it can play a significant role in supporting your key objectives, whether you join us online, in person or through both channels this year.

About DESMI

DESMI Pumping Technology A/S (Br.) in Dubai is a part of the DESMI Group, which manufactures, delivers and services pumps and pumping solutions including equipment for environmental response.

Founded 1834 in Denmark, DESMI has a rich history and has become a well-known brand for solutions that include reliable and high-efficiency engine room pumps, ballast water management systems, energy saving solutions, fire-fighting systems and more.

www.desmi.com



CASE STUDY

DEEP DIVE:

Events – A Valuable Marketing Channel

According to DESMI: “Events offer us an important opportunity to promote our brand and proven marine solutions to a live and interactive audience. They give us an important opportunity to showcase our products and their advantages in real time, ensuring potential customers are able to fully understand how our products can mitigate their own challenges by providing trouble-free solutions.”

“The best way to market and make a statement in the industry is for our audience to be able to visualise who we are, what they can expect from us and why we’re unique among our competition. We find that events offer great opportunities for us to market in this way to both our existing and potential customers.

Face-to-face networking has great value to us.”

76%

of visitors to events make **new purchasing decisions** and have existing ones reinforced

69%

of visitors **would recommend** a brand seen at an event



CASE STUDY



DEEP DIVE:

The Seatrade Experience

Seatrade Maritime Middle East exists to connect buyers with suppliers by providing an arena that enables opportunities for sound business. Key to this is ensuring our exhibitors not only meet buyers, but the right buyers for their business needs.

According to DESMI:

“Participating in Seatrade Maritime Middle East is a great opportunity for us to meet and network with various shipowners and shipbuilders in the region. We consider our solutions to be the best in the market – and using the event to display our pump solutions and ballast water management systems to its high-quality network is a win-win solution for us.”

“Additionally, Seatrade Maritime Middle East focuses on a key target region for us. It makes perfect sense to use the event for efficiently networking with many of our key stakeholders and then reaping the rewards via post-event follow ups.”



CASE STUDY

DEEP DIVE:

The Solution in Numbers

Meet the audience that DESMI met in 2018 – and who your brand could reach this year:



Over **7,000** engaged event attendees



15%+ of all attendees represented a **ship owner, ship operator or ship manager.**



Management is represented by nearly **75%** of attendees.



Over **50%** of attendees use the event to **discover new solutions.**

AND THIS IS HOW WE DO IT:

Exposure to a marketable database of

60,000+ proactive industry professionals

Visibility to a loyal readership of

10,000+ Seatrade Maritime News Subscribers

Sophisticated Marketing

Support for all exhibitors



CASE STUDY

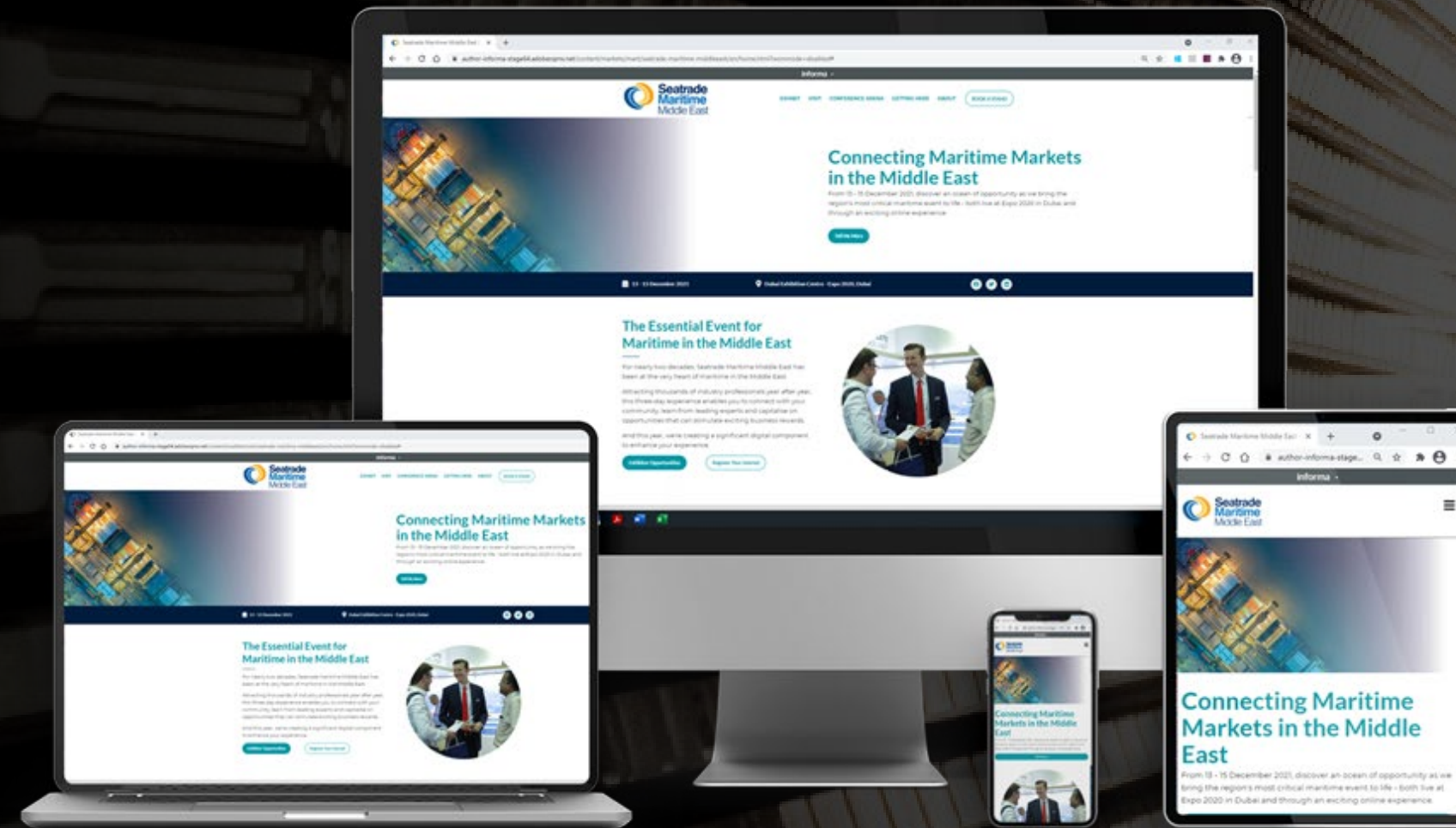
Ready to Explore More?

For the first time, Seatrade Maritime Middle East will be accessible both physically or through our official online networking platform.

This means that for our exhibitors, the entire experience will offer more opportunities than ever before.

“ At this year’s Seatrade Maritime Middle East, we look forward to having the chance to catch-up, network and talk business face-to-face again. ”

DESMI



13 – 15 December 2021
Dubai Exhibition Centre – Expo 2020,
Dubai, United Arab Emirates

To find out more, visit www.seatrademaritime-middleeast.com