

## Sapa Mass Transportation at

# 2009 International Shipbuilding and Marine Exhibition **KORMARINE**

**21~24, October**  
**BEXCO, BUSAN, KOREA**

As part of our Sales and Marketing strategy, this low budgeted fair participation is Sapa Mass Transportation's Marine depts. first step in persuading customers and prospects of our growing interest in doing business in Asia Pacific region. It is a fast growing region for mass transportation products. Numerous shipyards are growing at a dazzling speed and...our expertise in marine aluminium components and how it could enhance the yards performance are little known.

The fair was very well visited from the start and we had very interesting conversations with visitors to the stand. We could clearly see and feel that the ship building industry in this region is new to the use of custom designed aluminium profiles, suitable aluminium alloys as well as FSW (Friction Stir Welding) and the opportunities it offers.

The Sapa presentations, FSW films and samples we showed attracted a lot of attention, asking for extensive explanations of the processes in general. Most of our contacts - many of them of Korean shipyards, such as company CEOs, naval architects (busy with ship design, hull & superstructures etc.), R&D engineers, ship yard supervisors and buyers are used to build and designing with steel. However, many showed great interest and wanted to know more on how aluminium structures and components could be incorporated into their future projects. A lot of interest was also shown in the use of aluminium structures for helicopter decks.

Mass Transportation was represented by our team members Wayne Smallwood and Ming Wee – both operating from Orkla's Singapore office – and Ralf Balduck, marketing manager. They persuaded our prospects in the region of Sapa's capabilities and intention to be the preferred and number one supplier of extruded aluminium solutions, using FSW capabilities and strongly supported by our Sapa Technology partners.

The new SMT Marine brochure turned out to be a success and a useful instrument, showing the diversity of markets, applications, aluminium solutions and processes Sapa Mass Transportation is involved in.

As far as we see now, we have many interesting and promising leads out of this show.

In addition to our targeted key account activities, in the forthcoming weeks and months we will actively take part in a number of conferences and trade fairs in the region, one of them being “Sea Japan” in Tokyo.

Ralf Balduck  
Marketing Manager