

LLOYD'S REGISTER



COMPANY OVERVIEW:



Industry: Marine & offshore classification



Employees: Around 7,500



Production areas: Marine & offshore classification, technical consultancy, type approval



Address: Festival Office Tower, Suite 2001, Dubai Festival City, Al Rebat Street, Ras Al Khor, Deira, P.O. Box 29677, Dubai, United Arab Emirates

About Lloyd's Register

We started out in 1760 as a marine classification society. Today, we're one of the world's leading providers of professional services for engineering and technology - improving safety and increasing the performance of critical infrastructures for clients in over 75 countries worldwide. The profits we generate fund the Lloyd's Register Foundation, a

charity which supports science and engineering-related research, education and public engagement around everything we do. All of this helps us stand by the purpose that drives us every single day: Working together for a safer world.

LR has a long-standing reputation for integrity, impartiality and technical excellence. Our

compliance, risk and technical consultancy services give clients confidence that their assets and businesses are safe, sustainable and dependable. Through our global technology centres and research network, we are at the forefront of understanding the application of new science and technology to future-proof our clients' businesses. ■



We have been exhibiting with Seatrade globally since 2008.



Why do you attend Seatrade Maritime Middle East?

We have been exhibiting with Seatrade globally since 2008 – these exhibitions enable us to connect with the right clients and business partners from around the world. Seatrade Maritime Middle East is a highlight in the Gulf Cooperation Council region maritime event calendar.

Why is it ideal for networking?

Seatrade Maritime Middle East continues to be well attended by the right businesses every year. Whether you are attending or exhibiting, the show attracts an influential network of maritime industry professionals from around the globe.

What does your ROI look like at the event?

For us, it is all about the opportunity of supporting our local maritime community and it is the people we meet during the event that is important to us and why we participate. For Lloyd's Register, like many other businesses, the event becomes our remote office in the heart of the maritime hub, Dubai Maritime Week.

Are there any further benefits of exhibiting?

This is the perfect platform to not only showcase our business and raise brand awareness, but it also is the perfect stage for new business announcements and updates, which are supported by Seatrade Maritime Middle East and Seatrade Maritime News. Seatrade are able to provide comprehensive coverage, not only at events but also on their online news site Seatrade Maritime News.

What would you say to those looking to meet with you at the event?

At LR, we're shaping the industry's future through the development of novel and innovative technology for the next generation of assets, while continuing to deliver solutions for our clients every day. Because, while we're proud of our history, it's creating tomorrow that drives us.

We'll help you make the right decisions for your business with our independent and impartial advice, based on the world's best technical knowledge and insight. Our services and capabilities are as broad as our reach, which extends across every ocean, major port and trading nation.

Whether you're a designer, builder, owner, operator, innovator or equipment manufacturer, you can call on our 7,500-strong team of skilled technical personnel for advice. We're here for you today, and for the decades to come, just as we have been for over 250 years.

What does the future look like for the industry?

Looking to the future, we will continue to work closely with our clients to deliver the high standards of safe implementation and compliance they have come to expect from LR, especially in the context of the increasingly complex regulatory framework. Continuing the recent trend, the forthcoming regulatory requirements which will have the greatest impact are in the environmental field.

Following the agreement at MEPC 71 (Marine Environmental Protection Committee) to amend the Ballast Water Management Convention to implement a new schedule for the installation of ballast water treatment systems on existing ships, there is arguably a greater need for support from classification societies.



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**Seatrade
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Dubai Maritime
Week.**
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This is not only support in terms of the technical complexities of compliance and type approval of systems but also in terms of navigating the updated and complicated implementation schedule. Similarly, the requirement to reduce the maximum sulphur content of fuel to 0.50% by 2020 will require technological solutions and investment to ensure compliance. LR is well placed to support our clients develop a strategic plan in response to these regulations which increasingly require a balanced commercial and technical view.

The continued investment in technology and people remains a priority for LR. Given the pace of technology change, we must consider all options when assessing innovative ways to address the industry's challenges, enabling our clients to make their decisions based on the best technical insight and adopt solutions in a safe and sustainable manner.

What is the future impact of digitalisation in maritime?

LR aims to become a leader in supporting our clients through digital transformation, building a portfolio of investments and partnerships to tackle the challenges and opportunities of Industry 4.0 within the marine and offshore sector.

Last year Rolls-Royce and Svitser successfully demonstrated the world's first remotely operated commercial vessel in Copenhagen, with assurance provided by LR

against our cyber-enabled ShipRight procedure. We will continue to work with the industry to make autonomous shipping a practical reality.

In addition to launching our cyber secure and marine & offshore analytics services last year, we entered into a strategic partnership agreement with QiO to help transform how the marine and offshore industry uses big-data analytics to improve operational effectiveness and reduce risk. We have also invested in ship management software provider Hanseaticsoft and acquired Seasafe – a software provider that specialises in powerful statutory compliance tools for design, operation and cargo planning. This followed on from the acquisition of RTAMO – a company that specialises in real-time adaptive maintenance optimisation software.

One of the key challenges associated with increased automation and digitisation is the vulnerability to cyber-attack, and as the industry continues to invest in digital systems the risk will only increase. LR is here to ensure that novel technologies are applied to shipping safely, meaning that new novel ships are considered as safe as they would be without this technology.

What will be the impact of digitalisation on Seafarers?

The industry is currently abuzz with talk of digitalisation and automation and how technology will impact the business of shipping. It is now more important than ever that we don't forget those who are very much still

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**Seatrade
Maritime
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at the frontline of our industry. Their roles may be evolving but we still rely on the 1.6 million seafarers to keep our industry moving. Innovation and technology should make their jobs safer, easier and more efficient but it shouldn't make them more invisible.

Have you any tips for anyone looking to exhibit this year?

The Middle East is a great place to showcase your latest, greatest and best developments. Take your time to arrange meetings and set realistic business expectations for both your time in Dubai and during the exhibition. ■

Your next opportunity is waiting

To discover more about exhibitor opportunities at Seatrade Maritime Middle East get in touch with:



Chris Adams

Group Sales Manager, Seatrade Maritime Events
Email: chris.adams@ubm.com Phone: +44 120 620 1557