

Press Release | 07-09-2023



Seawork celebrates its 25th anniversary in 2024!

HISTORY

Now celebrating its 25th anniversary, Seawork has gone from strength to strength since its creation in 1998.

Over twenty years on, Seawork still provides one of the key international platforms for commercial marine businesses to connect with their customers and discuss innovations and solutions within their respective industries.

The first edition of Seawork, the leading commercial marine and workboat exhibition, was held in Southampton in 1998.

The Port of Southampton has hosted the event ever since, originally at the QE11 Cruise Terminal, then at the Canary Islands Fruit Terminal in the Western Docks. In 2016, a move to Mayflower Park provided the ground space to create covered hall space for exhibitors, as well as a larger area on the quayside and room for additional pontoon areas for vessels and on water displays.

'The inaugural Seawork was a great success in 1998, where we attracted over 1,000 attendees. Back then there was so little opportunity for the European commercial marine market to come together under one roof and conduct business. We knew from speaking with different companies that everyone was experiencing the same frustrations therefore we built the platform to bring the industry together. Seawork continually develops and evolves over the years, remaining true to its core, whilst developing focus on the emerging sub-sectors.' Andrew Webster, CEO of Mercator Media, Seawork organiser.

INTERNATIONAL COMMERCIAL MARINE INDUSTRY

Seawork is a proven platform for building business

networks, it is the meeting place for the commercial marine industry and is supported by over 45 trusted partners including national and international supporting organisations. Marine Civils is co-located with Seawork.

International exhibitors and visitors attend from over 60 countries worldwide along with members from our international supporting associations, such as: International Harbour Masters Association (IHMA); International Jack Up Barge Owners Association (IJUBOA); International Institute of Marine Surveying (IIMS); Big Blue Ocean Clean Up; Royal Institution of Naval Architects (RINA); International Ship Engineering Service Association Ltd (ISES); Association of Brokers and Yacht Agents (ABYA); Yacht Designers and Surveyors Association (YDSA)

The focus in 2023 was on how the commercial marine and workboat sector is adapting and innovating to face the dual pressures of reducing operational expenditure at the same time as meeting the mandatory targets to decarbonise operations.

CONTRIBUTION TO THE SOLENT REGION

Mercator Media Ltd has significantly contributed to the strength of the Solent Maritime sector by launching and developing the leading commercial marine exhibition Seawork. 2024 will see the 25th edition of Seawork being held at Mayflower Park, Southampton, which contributes between £7-£9 million to the city's economy during the event itself.

The event is a big boost for the city of Southampton, which has 4,000 hotel beds within a five-mile radius of the venue. The professional visitors entertain clients throughout the exhibition providing a great boost to Southampton. Approximately 30% of Seawork exhibitors have a Solent address which also benefits the wider Solent economy throughout the year, with business contracts and deals equating to tens of millions of pounds of orders as part of the supply chain, that are set up during the Seawork exhibition.

Seawork worked with Maritime UK and the Solent LEP to deliver a successful Careers and Training Day on the last day of the exhibition. The dedicated Careers Fair at Seawork 2023 brought young people aged between 14 and 19 to see first-hand what a job in the commercial marine industry could look like and to gain some

valuable insight on the opportunities available. Over 160 students from a mix of secondary schools and further education colleges from South Essex to the New Forest attended two dedicated Careers events, taking place in Seawork's Conference Rooms.

Seawork 2024 - the landmark 25th anniversary edition of Seawork takes place 11-13 June 2024 with Speed@Seawork Monday 10 June 2024 in Southampton, UK.

-ends-

sea WORK '98

A Pictorial Review

At the doors closed on *seawork'98*, the new commercial maritime exhibition, conference and business forum (16-18 June), the positive atmosphere which had pervaded the three-day event began to extend far beyond the dock gates of ABP Southampton. Exhibitors and visitors joined in welcoming this new style of promotional event, with confirmations of business generated, and new contacts made, in almost all sectors of the industry.



□ In a letter accompanying a post-event questionnaire sent to all exhibitors, Kathryn Robbie, Exhibition Manager, said: 'The final attendance was just under 4000 and, although it is always nice to have more visitors, *seawork* is a business trade exhibition where the real test is the quality and purchase/decision making power of those attending.'



□ Early results from the questionnaire (based on 52 received responses by 10 July) indicated that over 82% of respondents considered their overall impression of the event to be 'Excellent' or 'Good'. A similar positive response was received to the question of calibre of visitor, with over 70% of respondents classing them as 'Good'.

□ Most significant statistic was the high number of exhibitors provisionally re-booking a stand for *seawork'99* - over 70% saying 'Yes' and only 8% saying 'No'. (The balance were either undecided or indicated no preference). A number of booking enquiries have also been received from companies not exhibiting at this year's event.

□ Despite this groundswell of support we are not complacent,' continued Kathryn Robbie. 'We are aware of the need to make some logistical improvements for next year, with particular emphasis on the floating exhibits and catering for stand personnel.'

□ Outline plans have also been discussed to move the Conference from the nearby Harbour Lights complex to an area within the QEII Terminal itself and to develop themed sections of the exhibition.

seawork '98



□ Plans are already well advanced for *seawork'99* which will take place in and around the QEII Terminal on Tuesday - Thursday 22-24 June 1999.

□ Already, the UK Harbour Master's Association, the MoD Procurement Executive, the National Workboat Association and two other significant trade organisations (who were not officially represented at *seawork'98*) have accepted invitations to participate in next year's event.



□ 'We have taken note of exhibitors concerns over a potential conflict of dates with the Workboat Show at Port Solent next year, and are awaiting clarification from National Boat Shows as to their intentions in this matter,' concluded Kathryn Robbie.



Quotes from *seawork'98*

A lot of enquiries received from harbour masters ... and also from engineers and (naval) architects - Marshalls International
A well run exhibition - P Trant
Very worthwhile exhibition - new contacts made.
Good potential for next year - Svedala Trellex/Burleigh
A key factor in participating at seawork is the excellent quality of the people we spoke to, and the consequent leads generated - Silt UK Ltd
Exhibition well planned, good atmosphere, well laid out, extremely successful first show - AMT Management
Excellent. We would like to participate with a bigger stand next year - Dean & Dyball Marine

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July 1998
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Seawork in 2023

NOTES FOR EDITORS

About Seawork

Seawork 2024 will be celebrating its 25th anniversary on 11-13 June 2024 in Southampton. It is supported online by Seawork.com which is now open for business 365 days a year.

Seawork 2024, the leading European commercial marine exhibition, is held at Mayflower Park in Southampton, Hampshire, UK.

Exhibition Address: Mayflower Park venue in Southampton, SO14 2AN, United Kingdom

Now in its 25th year, Seawork2024 offers a unique combination of undercover exhibition space, open air demonstrations and floating displays.

Marine Civils is co-located with Seawork.

The exhibition encompasses:

12,000m² of undercover space in purpose-built exhibition halls

More than 70 vessels and floating exhibits available for demonstrations on the water

A Quayside for large exhibits and outdoor demonstrations

Excellent conference and meeting facilities

Visit www.seawork.com further information

About Mercator Media Ltd

Established in 1989 UK-based Mercator Media Ltd (MML) is an events, magazines and online B2B media business, specialising in the commercial marine sector. Mercator Media knows how to create and disseminate vital content that moves markets centred around the world's commercial marine infrastructure. It is a global leader in the creation of integrated marketing strategies for clients using a range of channels including print, online,

events and research. Mercator's magazines, events and online resources are produced by industry experts dedicated to providing the critical insight, analysis and relevant connections sought by business professionals who are advancing their specific fields.

Visit www.mercatormedia.com for further information.

Images: A selection of images are available in the [Gallery on Seawork.com](#)

i-res images are available upon request. Unless stated, please credit Mercator Media.

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