

# MARKETING REPORT



\*Analytics last updated on **15 May 2023**

# Shipping Finance

The 2023 Conference in numbers



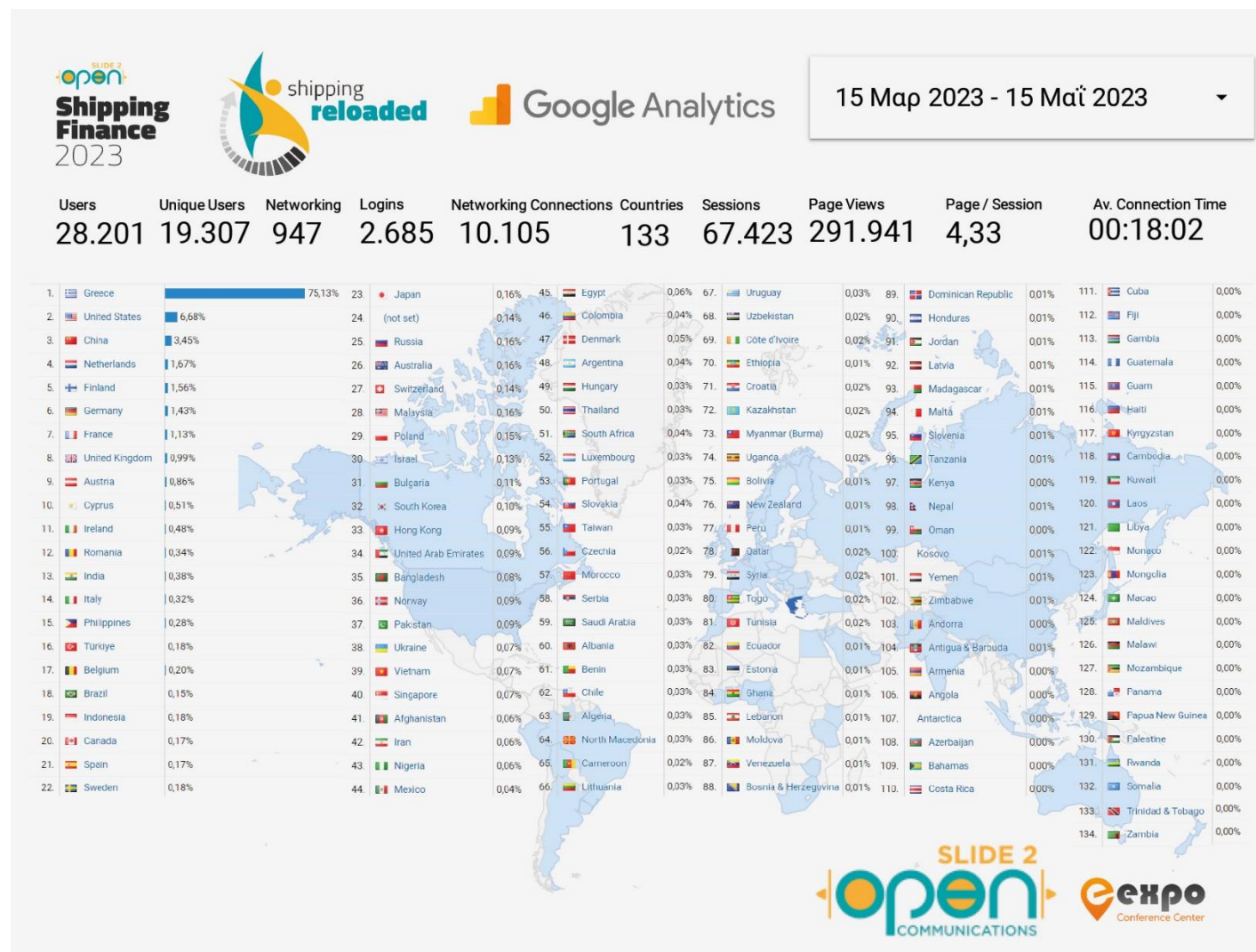
\*Analytics last updated on 15 May 2023



GOOGLE ANALYTICS (attendance from 15 March to 15 May 2023)

## THE CONFERENCE IN NUMBERS

- 56 Speakers
- > 19,000 Unique Users
- 133 Countries
- 10,105 Networking Connections
- 67,423 Sessions
- 291,941 Page Views
- Average Session Duration 00:18:02
- 19,307 Exhibition Hall Unique Visitors
- 42,122 Exhibition Hall Visits
- 98.279 Clicks to Booths
- 548,428 Footsteps in 3D Venue







## GOOGLE ANALYTICS (attendance from 15 March to 15 May 2023)



15 Mar 2023 - 15 May 2023



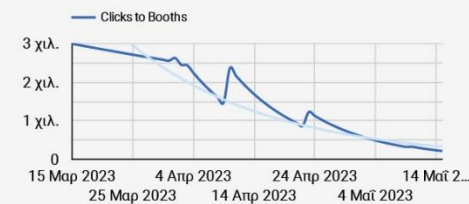
### S20 Conference Center

#### Visits and Engagement

Visitors	Unique Visitors	Total Visits
28.201	19.307	42.122

Footsteps/Visit	Total Footsteps	Clicks to Booths
13,02	548.428	98.279

Other Clicks	Total Clicks	Engagement Rate
15.141	113.420	20,68 %





## GOOGLE ANALYTICS ATTENDANCE DURING LIVE AND 1<sup>ST</sup> WEEK (15-22 March 2023)

Users 14.927 Unique Users 12.112 Networking 944 Logins 1.832 Networking Connections 9.612 Countries 85 Sessions 22.385 Page Views 113.491 Page / Session 5,07 Av. Connection Time 00:32:01



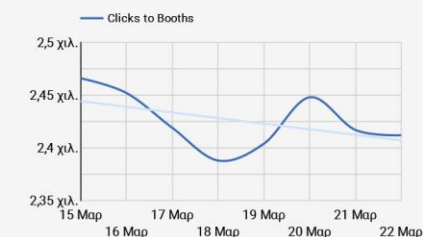
### S20 Conference Center

Visits and Engagement

Visitors 14.927 Unique Visitors 12.112 Total Visits 17.301

Footsteps/Visit 12,12 Total Footsteps 209.688 Clicks to Booths 19.406

Other Clicks 3.172 Total Clicks 22.578 Engagement Rate 10,76 %





## Keynote Presentation



Harnessing the Potential of IEEE:

Leveraging cutting-edge Research, Innovation, Standards and Technology to tackle some of the most pressing challenges facing the Maritime Industry today

**Dr Ing. Konstantinos Karachalios,** Managing Director, IEEE SA Standards Association & Member of IEEE Management Council



## Panel Discussion

### Re-thinking Strategies, Re-charting the Course

- Striving for Sustainability: Balancing Economic Growth and Environmental Responsibility
- Funding the Energy Transition: Who Bears the Cost of Change?
- Anticipating the IMO's Debate on the Market-Based Measures: What's on the Horizon in July?
- Assessing the Realities of a Carbon Tax: Impact on Product Prices
- Preparing for the Next Era of Shipping: Investing in Skills and Workforce Development



## Panel Discussion

### Re-thinking Strategies, Re-charting the Course

**Mr Leonidas Dimitriadis-Evgenidis**, IMO Ambassador in Greece, President, Eugenides Foundation

**Dr Ing. Konstantinos Karachalios**, Managing Director, IEEE SA Standards Association & Member of IEEE Management Council

**Mr Manolis St. Koutoulakis**, Secretary General of the Aegean and Island Policy, Ministry of Maritime Affairs and Insular Policy, Hellenic Republic

**Dr George D. Pateras**, President, Hellenic Chamber of Shipping, Deputy Chairman, Contships Management Inc.

**Prof. Costas Synolakis**, President, Athens College, Member, Academy of Athens, Member, U.S. National Academy of Engineering – NAE, Professor, University of Southern California

**Mr Vassilios Th. Terzis**, Managing Director, Queensway Navigation Co. Ltd, First Vice-President, Hellenic Shortsea Shipowners Association (HSSA)

Moderator:

**Mrs Despina Travlou**, IEEE SA Standards Association Ambassador for Maritime Affairs, Concept Founder & SG, AIIA NPO, Managing Director, Slide2Open Communications





## Panel Discussion

### What Will It Take to Bring Ship Financing Back to its Roots?

Relationship banking – counter cyclical lending – how to deal with the regulatory framework

**Mr Vasilis A. Papagiannopoulos**, Director, Common Progress Co. Na Ltd

**Mr Nicholas Petrakakos**, Managing Partner, Alantra

**Mr Konstantinos Petropoulos**, General Manager, Head of Shipping and Structured Finance at Piraeus Bank

**Mr Bart Veldhuizen**, Founder, Aquarius Maritime Capital Ltd

Moderator:

**Mr Angelos Roupas Pantaleon**, Founder, Second Wind & Partners



## Panel Discussion

### Sustainable Development in Shipping – Best Practices

**Mrs Helena Athoussaki**, Head of ESG, Sustainability & Climate Change, Motor Oil Group, ESG Manager of the Year 2022, Principle Organizer of the ESG Shipping Awards

**Mr Christos Matsikoudis**, Area Sales Manager EastMed, Wärtsilä Voyage

**Mr Vasileios G. Petousis**, Energy & Sustainability Officer, Seanergy Maritime Holdings Corp.

**Mr Konstantinos Oikonomou**, CEO, Marine Tours Group of Companies

Moderator:

**Mrs Katerina Stathopoulou**, Principle Organizer of the ESG Shipping Awards, Executive Director, Investments & Finance Ltd, Governor, International Propeller Club, Port of Piraeus





## Insider Insights Fireside Chat

### Human Sustainability in Crews and Offshore Managers in the Maritime Industry

**Mrs Elisabeth Calbari**, Neuropsychologist, Executive Leadership Consultant, Founder, Self-Balance

in an engaging conversation with

**Mr Makram Daouk**, Business Director, Crossworld Marine and

**Mrs Maria Korkontzelou**, Crew Manager, Seanergy Maritime Holdings Corp.





## Panel Discussion

**The AMMITEC Open Forum on Autonomous Shipping** – Balancing the Benefits against Safety and Security Concerns

**Mr Michalis Michaloliakos, PhD**, MSc, Head of ICT & Cyber Security Services, TMS Cardiff Gas Ltd

**Mr Frank Palaiokrassas**, Head of Data Governance & Analytics, Bernhard Schulte Shipmanagement (BSM)

**Mrs Katerina Raptaki**, Digital Transformation, Cyber Security and e-Governance specialist, Navios Group of Companies, Member of the BoD, A.M.M.I.T.E.C.

Moderator:

**Dr Matthew Maheras**, CIO, Metrostar Management Corp. Vice President of the BoD, A.M.M.I.T.E.C.



## Presentations



### Cybersecurity Can Be Easy!

Dr Konstantinos Papapanagiotou,

Senior Manager, Cyber Security Solutions, OTE Group



### Cybersecurity on Board

Nadia Liapi, Director, Governance, Risk & Compliance Services, Space Hellas

## Greeting Speech



### Greeting Speech

**Mrs Eirini Veniamis Mangos**, Vice President, ICC Women Hellas, Director, Golden Union Shipping Co. S.A., Principal, BeWise



## Panel Discussion

### Connected Oceans: Harnessing the Power of Space-Based Technologies for Operational Excellence

**Mr Yannis Anastasakos**, General Manager, Sales & System Integration, Space Hellas

**Mr Nikolaos Botinis**, Regional Manager, Greece, Cyprus, Malta, Cisco

**Mr Ioannis Mavroudis**, Member of the BoD, Hellenic Association of Space Technology Industries (EBIDITE), Founding Executive and Shareholder, Neuropublic S.A.

**Mr Philip Nielsen**, Co-founder of Oriani

Moderator:

**Mrs Eirini Liadis**, ICT Senior Sales Specialist, OTE Group



## Innovation Pitch Dragon Seeds

- Mapping the Start-up Ecosystem in Shipping
- Tips, does and don'ts for Successful Pitching
- From Start-up to Corporation – How to Scale-up
- Best Practices and Case Studies

### Mr Angelos Roupas - Pantaleon,

Conference Chair and Moderator, Founder, Second Wind & Partners

Mr Harry N. Vafias , Founder and CEO of Stealthgas Inc., Founder and CEO of Imperial Petroleum Inc.

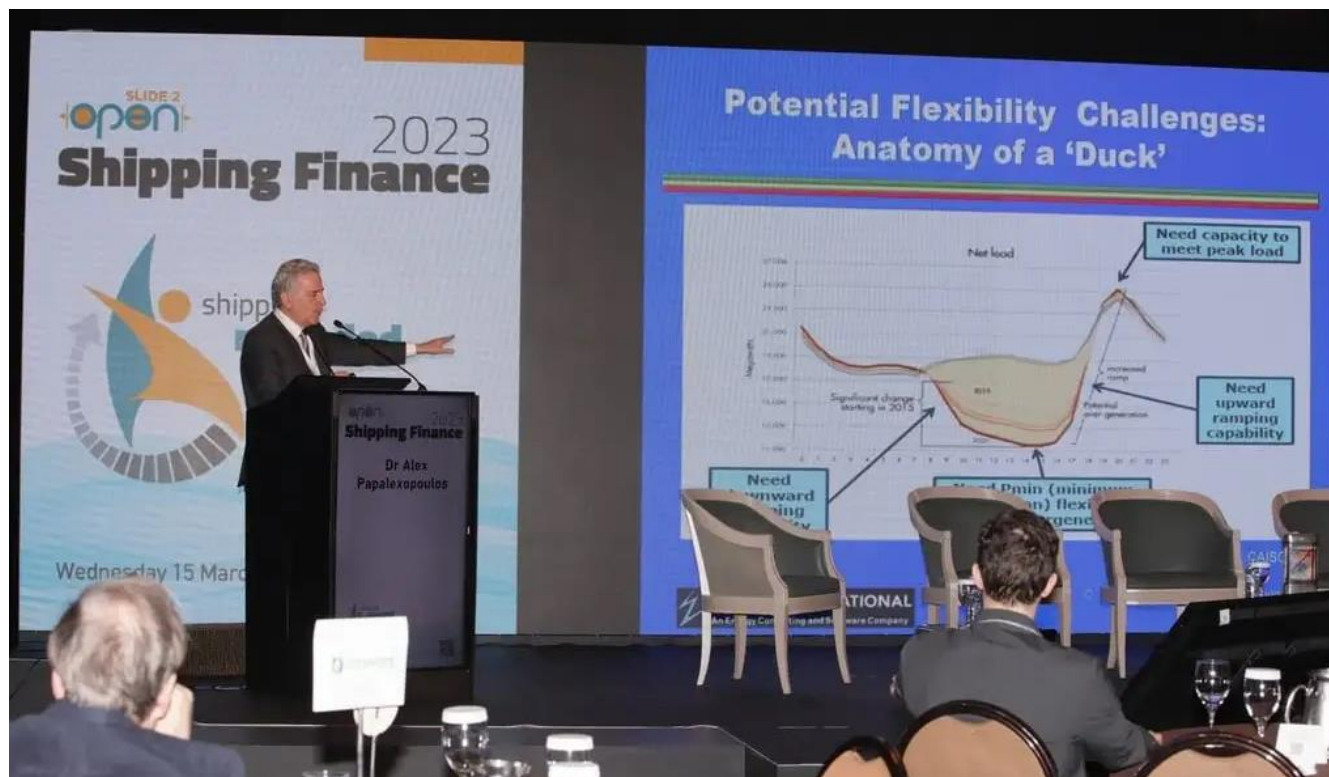
in an engaging interview with

### Mrs Irene Nikolopoulou,

Journalist, Communication Consultant, Founder eirinika.gr & madeingreece.news



## Keynote Speech



### [The New Geopolitics of Energy, the Energy Transition and Energy Markets](#)

[Dr Alex Papalexopoulos](#), President & CEO, ECCO International, Inc. / CEO and Chairman of the Board, ZOME Energy Networks, Inc.



## IEEE Panel Discussion

### Paving the Next Steps of Maritime Sustainability: Maturing Electrification and Environmentally Friendly Fuels

**Mr Dimitris Fournalis**, Second Vice President at the Regulatory Authority for Energy (RAE)

**Dr John Kokarakis**, Technical Director SEEBA Zone, Bureau Veritas

**Mr George Loukos**, Research and Innovation Director, Hellenic Electricity Distribution Network Operator (HEDNO)

**Dr Alex Papalexopoulos**, President & CEO, ECCO International, Inc. / CEO and Chairman of the Board, ZOME Energy Networks, Inc.

**Mr Spyridon Paschalis**, Chairman, Association of Passenger Shipping Companies (SEEN), CEO, Attica Group

**Mr Dimitris Spyrou**, Consultant, Piraeus Port Authority S.A.

**Mr Theocharis V. Terzis**, Business Development Manager, Queensway Navigation Co. Ltd

Moderator:

**Professor John Prousalidis**, Professor of Marine Electrical Engineering, NTUA, Vice-Chairman, IEEE-MSCC and member, IEEE/EPPC Working Group on Energy, Head of the Industrial Connection Activity Sustainable Maritime of IEEE



## Insider Insights Fireside Chat



**Mr Alexander C. Hadjipateras**, SEVP, Dorian LPG (USA) LLC and MD, Dorian LPG Management Corp.  
in an engaging conversation with  
**Mr Angelos Roupas Pantaleon**, Founder, Second Wind & Partners



## Insider Insights Fireside Chat



**Mr George Sp. Alexandratos**, General Manager, Apollonia Lines SA, Vice President, Hellenic Chamber of Shipping  
in an engaging conversation with

**Mr George Laios**, Deputy CEO, Intermodal Group, VP B', Association of Banking & Finance Executives of Hellenic Shipping



## Panel Discussion

### Capital Markets: Re-connecting the Dots – Re-attracting Companies and Investors

**Mr Stavros Gyftakis**, Chief Financial Officer, Seanergy Maritime Holdings Corp.

**Mrs Peggy Papastavrou**, Listings Director, Athens Stock Exchange

**Mr Aristotelis Ninios**, CIIA, Vice President at Euroxx Securities SA

**Mr Alexis Stephanou**, Chief Financial Officer, Goldenport Group

**Mr Christos Timagenis**, Partner, Timagenis Law Firm

**Mr Bart Veldhuizen**, Founder, Aquarius Maritime Capital Ltd

Moderator:

**Mr Angelos Roupas Pantaleon**, Founder, Second Wind & Partners



## Insider Insights Fireside Chat



**Mr Konstantinos Delaportas**, Chief Executive Officer, Meadway Shipping & Trading Inc.

in an engaging conversation with

**Mr Alexandros Damianidis**, Partner, Assets & Structured Finance Group, Watson Farley & Williams



## Insider Insights Fireside Chat



**Mr Theocharis V. Terzis**, Business Development Manager, Queensway Navigation Co. Ltd

in an engaging conversation with

**Mr John N. Cotzias**, Project & Finance, Xclusiv Shipbrokers, President, Hellenic Shipbrokers Association



## Closing Speech

### Summing Up the Journey: Reflections on Key Insights from the Conference



#### Mr George A. Tsavliris,

Principal, Tsavliris Salvage Group, Non-Executive Chairman, OneGlobal Broking, Greece & Cyprus



## CONFERENCE's WEBSITE

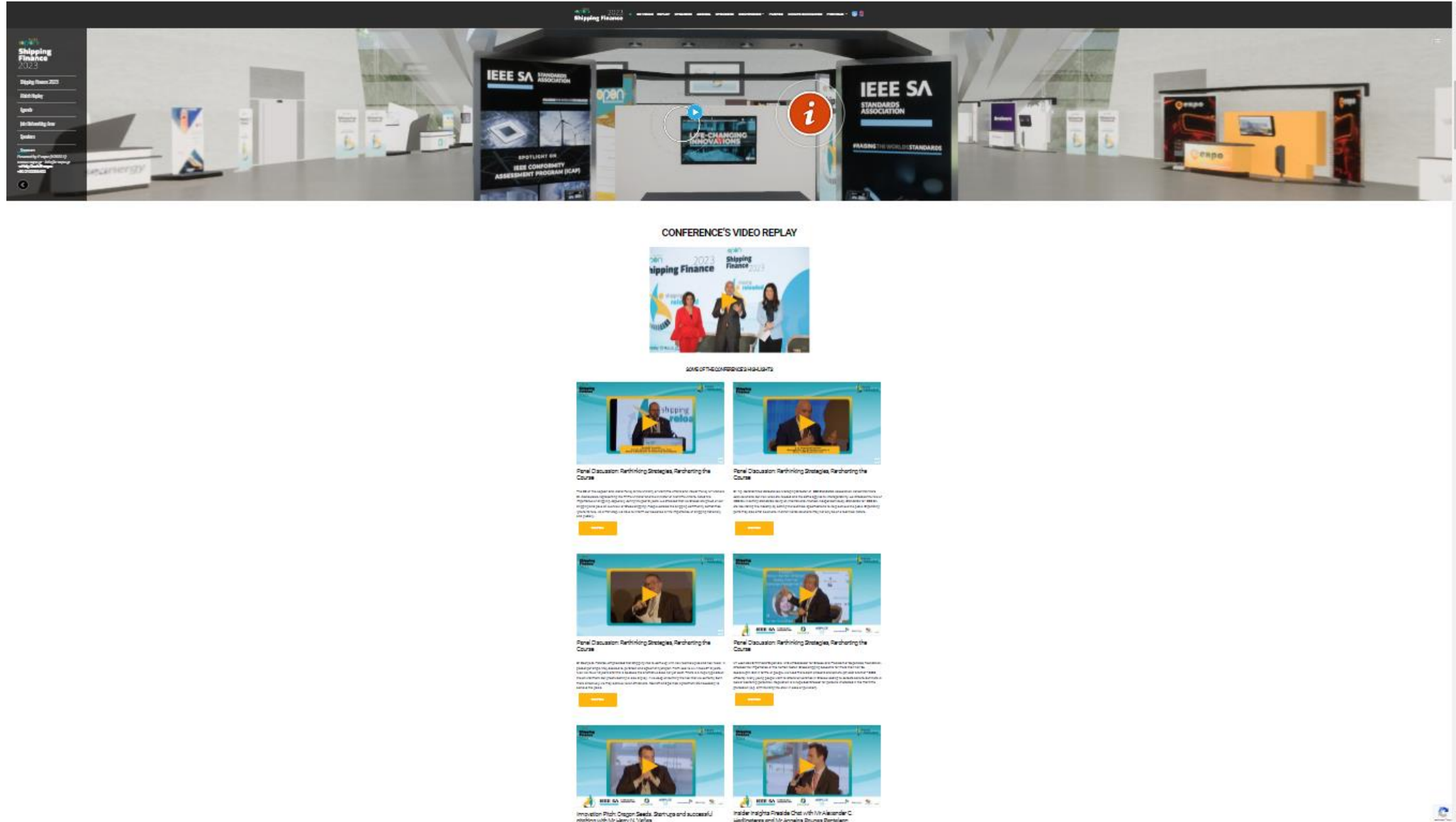
<https://www.slide2open.net/en/sf2023/>







## POST EVENT WEB PAGE





# NEWSLETTER CAMPAIGNS

## SLIDE 2 Shipping Finance 2022

Prior to the Conference  
23 January 2023

Newsletter  
subscribers: 52.186  
Open% 30,2  
Click% 2,8



Prior to the Conference  
16 February 2023

Newsletter  
subscribers: 52.190  
Open% 30,1  
Click% 1,9





# NEWSLETTER CAMPAIGNS

## SLIDE 2 Shipping Finance 2022

Prior to the Conference  
23 February 2023

Newsletter  
subscribers: 52136  
Open% 20,3  
Click% 1,9



Prior to the Conference  
8 March 2023

Newsletter  
subscribers: 52139  
Open% 30,8  
Click% 3,4







## NEWSLETTER CAMPAIGNS

Prior to the Conference  
10 March 2023

Newsletter  
subscribers: 52110  
Open% 30,2  
Click% 2,1



Prior to the Conference  
13 March 2023

Newsletter  
subscribers: 52087  
Open% 29,3  
Click% 2,8





# NEWSLETTER CAMPAIGNS

Live Now 15 March 2022

Newsletter subscribers: 52073  
Open% 29,1  
Click% 2,8

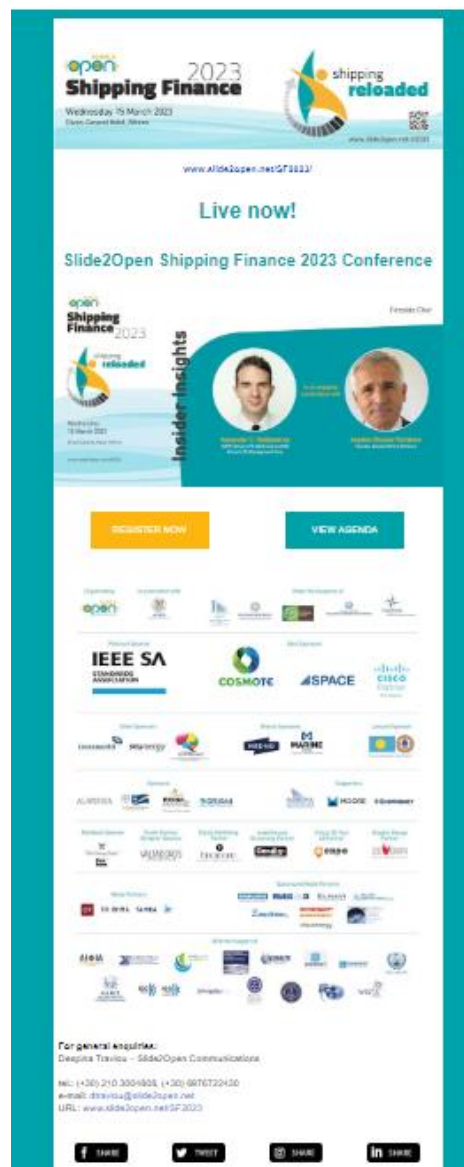
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Open% 28,3  
Click% 1,7

Newsletter subscribers: 52040  
Open% 29,1  
Click% 1,65

## NEWSLETTER CAMPAIGNS

Live Now 15 March 2022

**Newsletter**  
**subscribers: 52040**  
**Open% 29,8**  
**Click% 1,7**



**Newsletter**  
**subscribers: 52032**  
**Open% 29,9**  
**Click% 1,6**





## NEWSLETTER CAMPAIGNS Post Event

28 March 2023

Newsletter  
subscribers: 52029  
Open% 30,1  
Click% 1,9



30 March 2023

Newsletter  
subscribers: 52099  
Open% 30,8  
Click% 3,6





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# 2023 Shipping Finance

## HIGHLIGHTS



## HIGHLIGHTS



### Panel Discussion: Re-thinking Strategies, Re-charting the Course

The SG of the Aegean and Island Policy at the Ministry of Maritime Affairs and Insular Policy Mr Manolis St. Koutoulakis, representing the Prime Minister and the Minister of Maritime Affairs, noted the importance of shipping, especially during the past 3 years.

<https://www.youtube.com/live/tK8Hc6n7mNY?feature=share&t=2583>



### Panel Discussion: Re-thinking Strategies, Re-charting the Course

Dr Ing. Konstantinos Karachalios, Managing Director of IEEE Standards Association, noted that there exist solutions, but new ones are needed and the same applies to interoperability.

<https://www.youtube.com/live/tK8Hc6n7mNY?feature=share&t=3527>





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# 2023 Shipping Finance

## HIGHLIGHTS



## HIGHLIGHTS







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2023  
**Shipping Finance**

## HIGHLIGHTS





# HIGHLIGHTS





## HIGHLIGHTS







# HIGHLIGHTS

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# 2023 Shipping Finance







## OUR 3D VIRTUAL VENUE / HOME



<https://www.youtube.com/watch?v=qXyyiZ7QOhE>

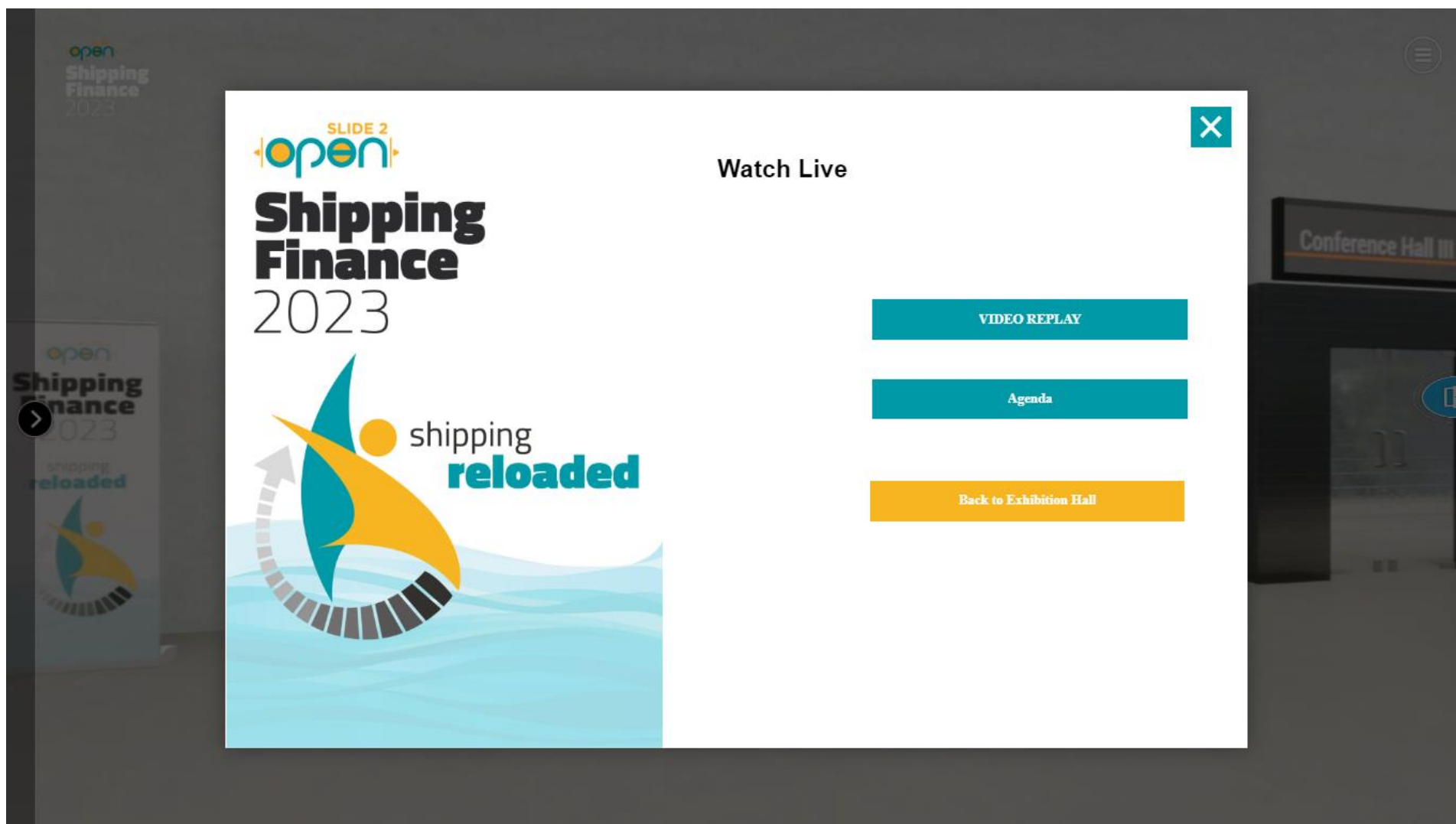


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# 2023 Shipping Finance



<https://www.youtube.com/watch?v=qXyyiZ7QOhE>



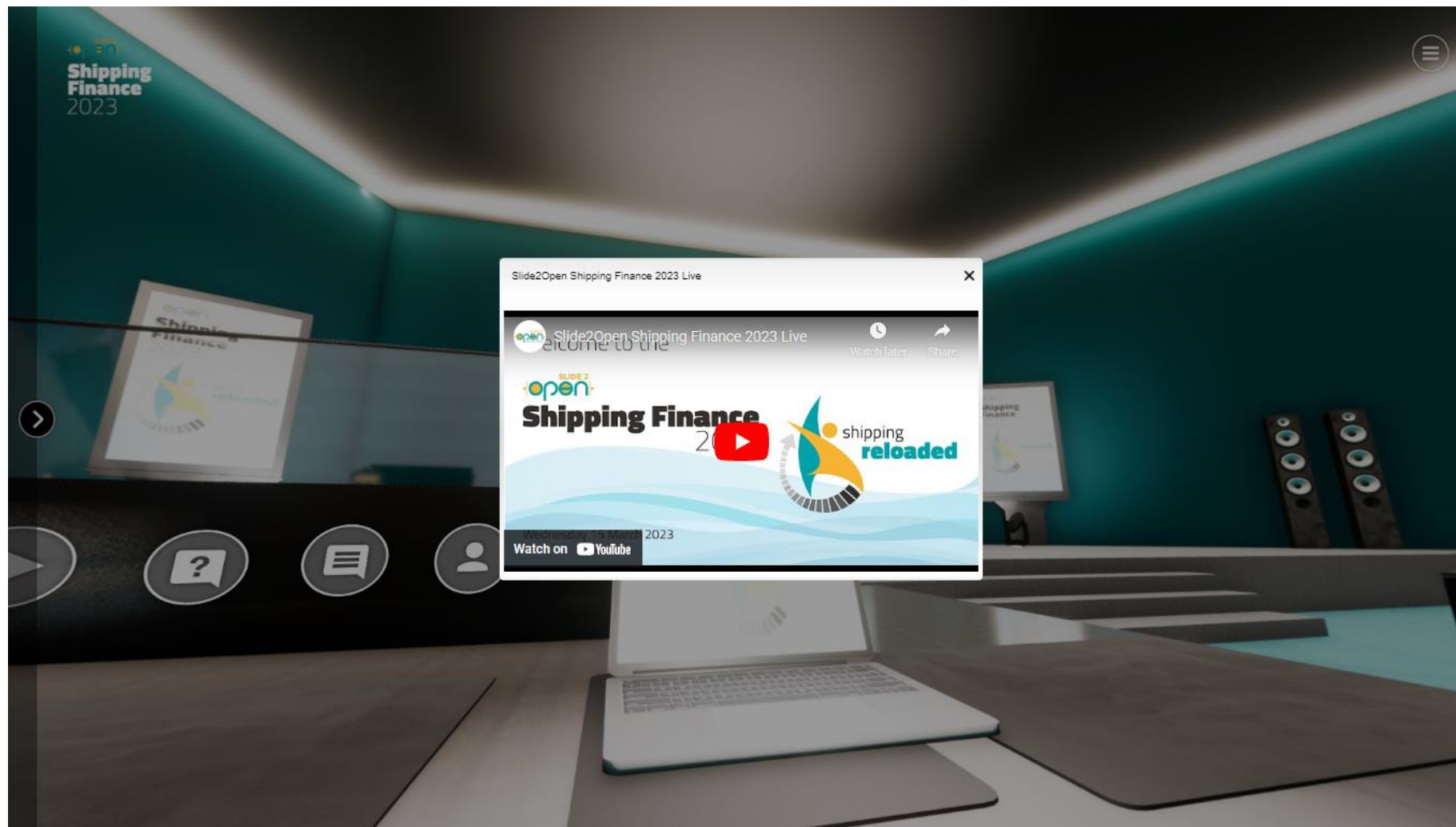




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# 2023 Shipping Finance

## Video Replay



<https://youtu.be/tK8Hc6n7mNY>



Lobby

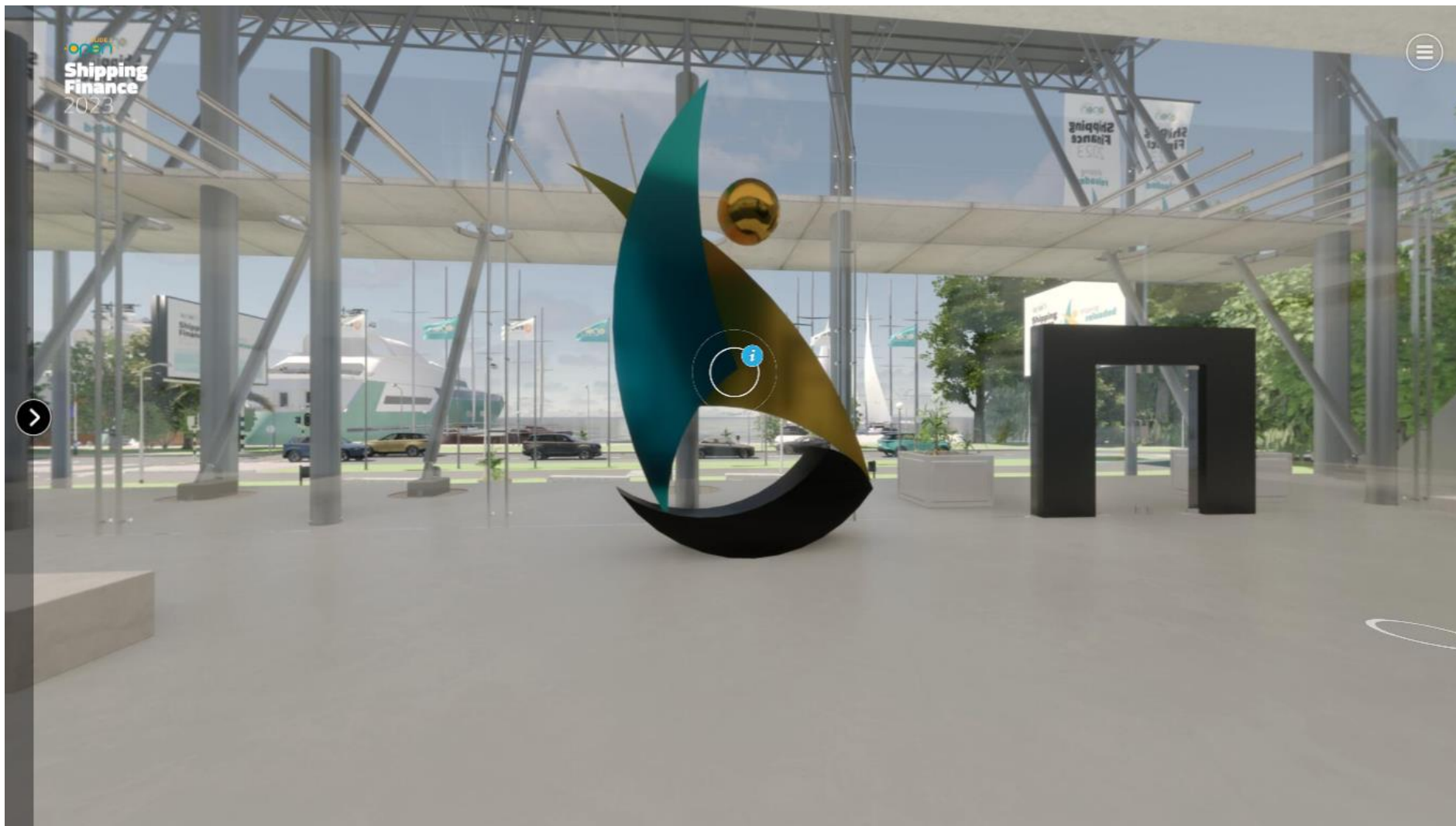
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2023  
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## Lobby

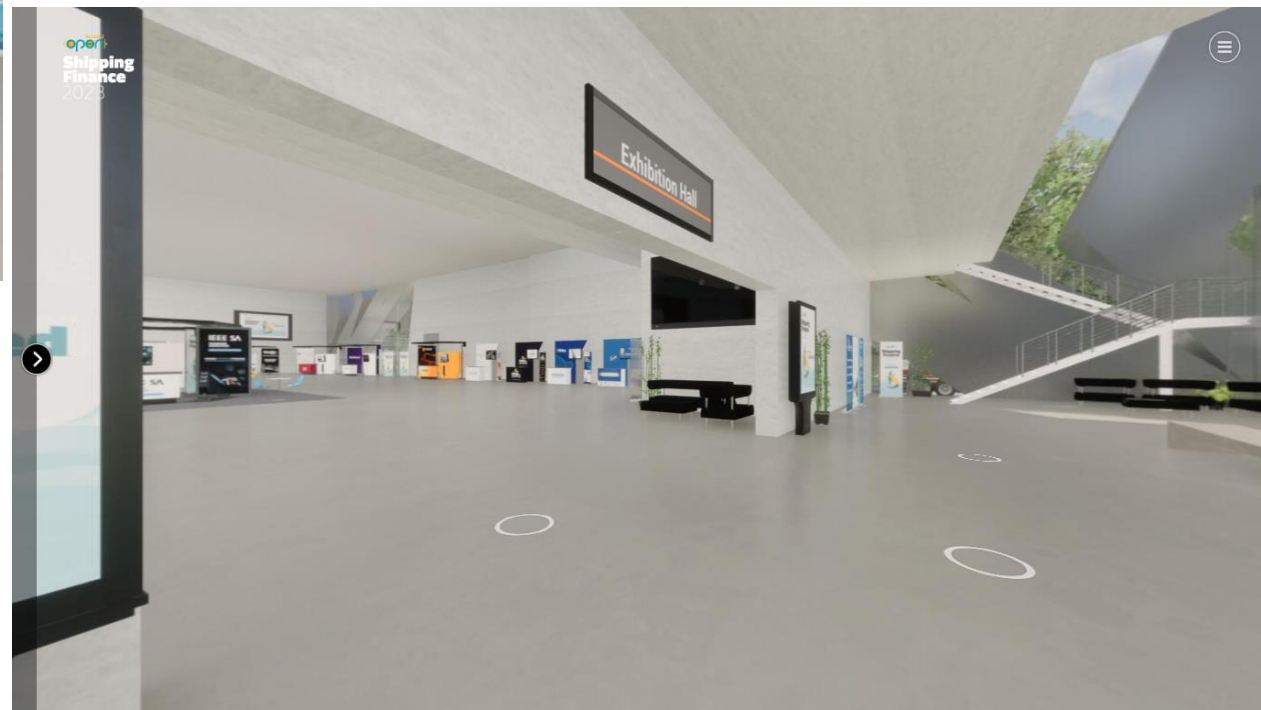
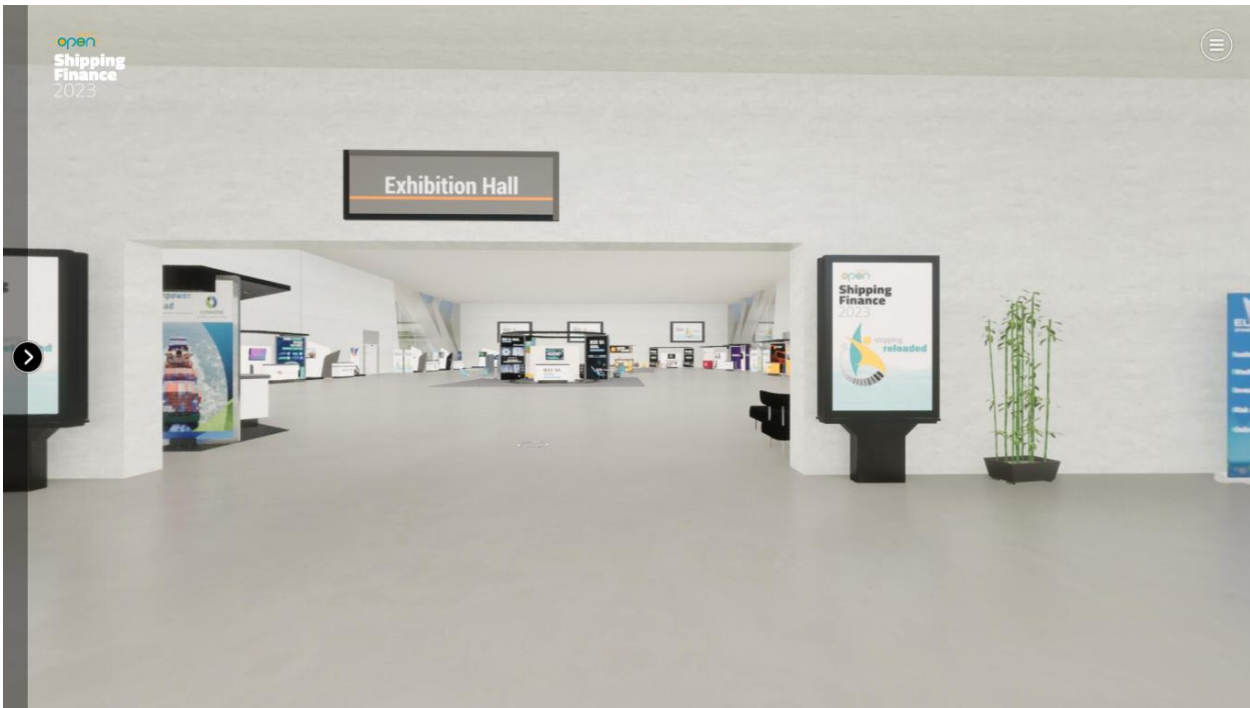






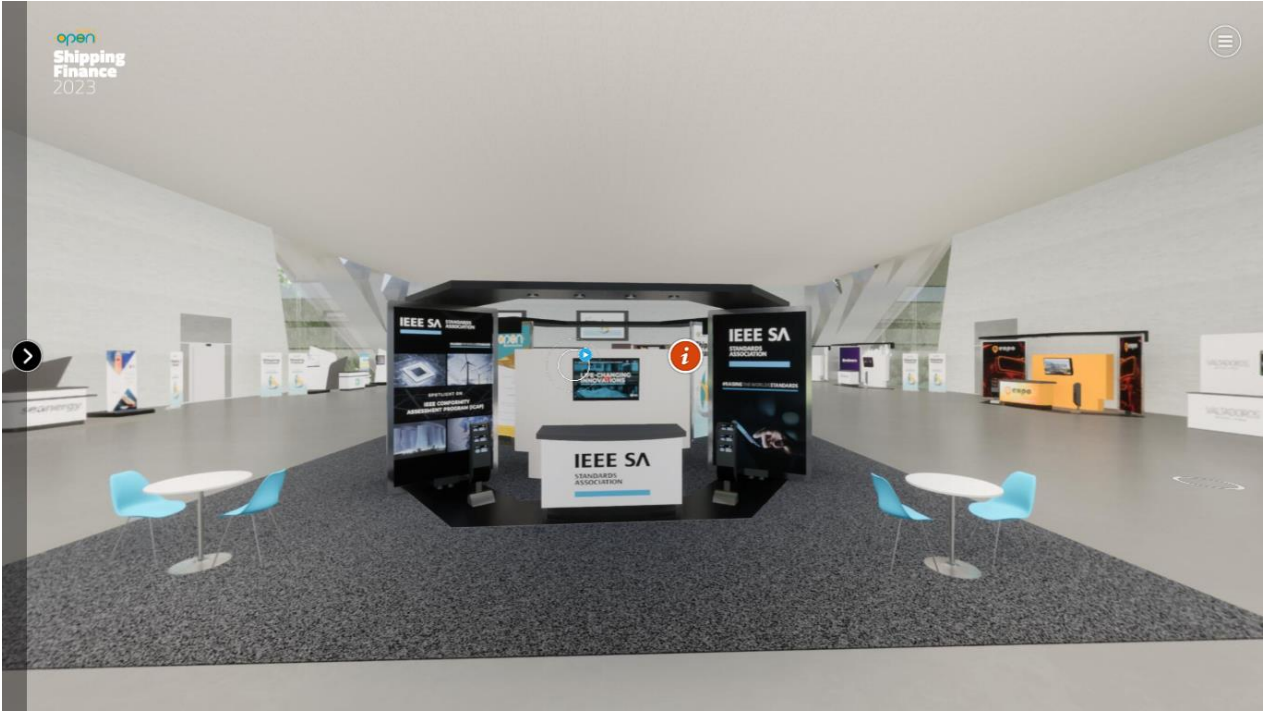


## Exhibition Hall





Exhibition Hall







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# 2023 Shipping Finance



PHOTO ALBUM

<https://photos.app.goo.gl/RXM68jKhCggT1Z5u9>

A 145 pages Publicity Report is available on the website  
along with social media reports

## Thank you for joining us

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