Cruise Shipping Miami 2011 Conference Schedule UPDATE #4

MIAMI (March 3, 2011) — UBM Live, organizers of Cruise Shipping Miami 2011, updated the conference schedule of the 27th annual exhibition and conference, which is scheduled for March 14-17, 2011, at the Miami Beach Convention Center.

Conference Program as of March 3, 2011:

Changes noted in red.

Monday, March 14

World Cruise Tourism Summit Workshops
Round-table sessions with industry experts leading a discussion of current topics with audience participation.

9:30 – 11:30 a.m.
New and Emerging Source Markets
Presented by: Seatrade Communications

1 – 3 p.m.
Deployment Strategies
Presented by: Seatrade Communications

9 a.m. – 5 p.m.
Cruise Shipping FOCUS ON Series
Exhibitor presentations highlighting new products, services and information.

11 a.m. - noon
Argentina National Institute of Tourism
“Ports in Argentina: The Tourist Appeal of Port Cities”
Speakers: Federico Esper
Aiming to promote Argentina through its ports, its port cities and their attractions, this conference is part of Seatrade 2011, and seeks to highlight the benefits of taking cruise ships to visit the main cities in Argentina. We will share tips for travelers, benefits, one-day trips and—in order to boost tourism in Buenos Aires, Ushuaia, Puerto Madryn and Mar del Plata—some statistics showing the increasing growth.

2 p.m.
Emergisoft
“EDAnywhere: Electronic Medical Records for Cruise Ship and Maritime Medicine”
**Speaker:** Jordan Davis, Chief Executive Officer of Emergisoft
EDAnywhere streamlines the interaction between medical staff, crew, and guests by utilizing a portable and paperless Electronic Health Record (EHR). By automating triage, tracking, nurse & physician documentation, and reporting, EDAnywhere creates a legible medical record, which increases the quality of the physicians' supporting documentation and eliminates time consuming manual reporting processes. EDAnywhere also provides real-time reporting of key patient metrics in order to deliver more effective outbreak management and preventative care onboard cruise ships. Join this presentation as Jordan Davis, CEO of Emergisoft, presents the first EHR solution designed specifically for cruise ship healthcare, and targeted to the unique challenges of the cruise ship healthcare setting.

2:30 p.m.
Hepburn Bio Care
“RIS (Revive Image System)”
**Speakers:** Guy Ativon & Angela Casio
The computers located in the machine control room supervise and control the equipment operations on board cruise ships. A failure takes down one of the computers but the old software applications are not compatible with new hardware. MTS has the right solution: RIS Revive Image System. Migration of old applications on new computers is now possible. Lifecycle asset management is not an issue anymore and the ship is free to go on with shipboard operations.

3 p.m.
Marine Training and Technology Solutions

3:30 p.m.
Schluster Sytems
“Challenges & Solutions for Today’s Ceramic Tile and Stone Installations”
**Speaker:** Steve Brasington
Ceramic and stone tiles are beautiful and durable surface coverings, but in today’s construction environment a variety of different substrates and conditions present unique installation challenges for walls and floors. This seminar will address the distinctive challenges of dissimilar substrates such as engineered wood, gypsum cement screeds, radiant heated floors, sound-rated floors, and various types of concrete slabs. Both traditional methods and new technology methods will be discussed and, when applicable, related to the details in the TCNA Handbook. Wall installations, specifically in wet areas, will also be covered. Controversial issues such as mold, and questionable
shower assemblies will be examined. Lastly, the intricate challenges associated with exterior applications will be discussed, to include waterproofing, freeze/thaw cycling, movement joints, flashing, and railing assemblies.

4:30 p.m.
MHG Insurance Brokers

**Tuesday, March 15**
9:30 – 11:30 a.m.
**Welcome:**
Chris Hayman, Chairman, Seatrade Communications Ltd., and Conference Moderator

**Introductory Address:**
Jan Swartz, Chair, Cruise Lines International Association’s Marketing Committee, and Executive Vice President – Sales, Marketing & Customer Service, Princess Cruises/Cunard Line

**The State of the Cruise Industry**
A view of the shape of the industry and a look ahead.

Participants:
Gerald R. Cahill, President & CEO, Carnival Cruise Lines
Adam M. Goldstein, President & CEO, Royal Caribbean International
Daniel J. Hanrahan, President & CEO, Celebrity Cruises
Stein Kruse, President & CEO, Holland America Line, Inc
Kevin Sheehan, Chief Executive Officer, Norwegian Cruise Line
Pierfrancesco Vago, Chief Executive Officer, MSC Cruises

3 - 5 p.m.
**U.S. Coast Guard Forum**
The Coast Guard Forum will address new topics relevant to Coast Guard and current industry relations.

Mr. John Sedlak, USCG Headquarters, Office of Vessel Activities, Panel Moderator/Presentation: "USCG Involvement in the Vessel General Permit."

Mr. Paul Culver, USCG District 7 Passenger Vessel Safety Specialist: "Mass Rescue Operation Program Developments."

Lt. Cmdr. Mike Capelli, Assistant Supervisor, National Cruise Ship National Center of Expertise: "Training Initiatives Involving the Coast Guard Control Verification Program."

3 – 5 p.m.
**Spotlight on Europe**
As the driver of global cruise growth and with record capacity deployed,
will this be Europe's decade?

**Keynote Address:**
**Manfredi Lefebvre d'Ovidio**, Chairman, European Cruise Council & Chairman, Silversea Cruises

Participants:
- **Sebastian Ahrens**, Managing Director, Hapag Lloyd Cruises
- **Brad Anderson**, Co-President, Avoya Travel/America’s Vacation Center
- **Michael Bayley**, Executive Vice President, International, Royal Caribbean International, Celebrity Cruises & Azamara Club Cruises
- **David Dingle**, Chief Executive Officer, Carnival U.K.
- **Torstein Hagen**, Chairman, Viking River Cruises

**Wednesday, March 16**
9:30 – 11:30 a.m. (concurrent sessions)
**Luxury at Sea**
Cruise products for the affluent consumer.

Participants:
- **Sebastian Ahrens**, Managing Director, Hapag Lloyd Cruises
- **Richard D. Meadows**, President Designate, Seabourn Cruise Line
- **Gregg Michel**, President & COO, Crystal Cruises Inc.
- **Barbara Muckermann**, Head of Corporate Marketing, MSC Cruises
- **Peter Shanks**, President & Managing Director, Cunard Line Limited
- **Alex Sharpe**, Executive Vice President, Signature Travel Network
- **Kenneth W. Watson**, Chief Operating Officer, Silversea Cruises

Moderator:
Tony Peisley, Cruise Industry Analyst and author of “Cruising At The Crossroads: A Worldwide Analysis to 2025”

Newbuilding and Revitalization
Following delivery of a spectacular sequence of newbuilds, the yards are learning to live with leaner times while searching for the next big idea.

Participants:
Corrado Antonini, Chairman, Fincantieri Cantieri Navali Italiani SpA
Kevin Douglas, Vice President, Technical Projects – Newbuild, Royal Caribbean Cruises Ltd.
Peter Fetten, Senior Vice President Corporate Ship Refit, Carnival Corporation & plc
Jacques Hardelay, General Manager, STX Europe SA
Oskar Levander, Director, Concept Design, Marine Lifecycle Solutions, Wärtsilä
Carlos Reyes, Managing Partner, Tillberg Design International
Carl-Gustaf Rotkirch, Chairman & CEO, Grand Bahama Shipyard Ltd.

2:30 – 4:30 p.m. (concurrent sessions)
Mexico: Home-Porting Initiatives

Participants:
David Candib, Director, Business Development, Port & Destination Development, Carnival Corporation & plc
Miguel Casanueva, Public Relations Director, Grupo TMM S.A.B.
Judith Palleiro, Commerical Director, Pullmantur Mexico
Henry Yaniz, Director General, Ocean Star Cruises

Moderator:
Mike Ronan, Vice President, Government Relations Caribbean, Latin America, Asia, Royal Caribbean Cruises Ltd.

Where in the World?
There is no turning back on the industry's adventure with globalization as the next phase unfolds.

Participants:
George Nikitiades, Deputy Minister of Culture & Tourism, Greece
Michael R. Greve, President, Global Destinations Development, &
Partner, Banana Coast Landing, Honduras

**Giora Israel**, Senior Vice President, Port & Destination Development, Carnival Corporation & plc

**Giovanni Spadoni**, President, MedCruise, & Technical Director and Commercial Director, Port of Livorno 2000 srl

**John Tercek**, Vice President, Commercial Development, Royal Caribbean Cruises Ltd.

**Chris White**, Chair, Cruise Down Under, Australia

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**Thursday, March 17**

9:30 – 11:30 a.m. (concurrent sessions)

**Tastes and Trends On Board**

The new creativity in the on-board experience covering dining, entertainment, the use of technology and animation, and revenue generation.

Participants:

**Mike Flesch**, Senior Vice President, Hotel Operations, Norwegian Cruise Line

**Tony Heuer**, President, Fidelio Cruise Software GmbH

**Ares Michaelides**, Senior Vice President, Finance & Administration, Starboard Cruise Services, Inc

**Lisa Lutoff-Perlo**, Senior Vice President, Hotel Operations, Celebrity Cruises

**Christian Sauleau**, Executive Vice President, Fleet Operations, Silversea Cruises

**Mark Tamis**, Senior Vice President Guest Operations, Carnival Cruise Lines

Moderator:

**Scott D. Berman**, Principal, Real Estate Business Advisory Services, Industry Leader, Hospitality & Leisure, PwC

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**Where Ship Meets Shore**

The state of the art in terminal design and passenger handling.

Participants:

**Luis Ajamil**, President, Bermello, Ajamil & Partners Inc.

**Peter A. Dailey**, Deputy Director, Maritime, Port of San Francisco

**Hugh Darley**, President/Executive Producer, Idea Inc.

**Carles Domingo**, General Manager, Creuers del Port de Barcelona S.A.
Mark Robinson, Managing Director, Intercruises Shoreside & Port Services
Juan Trescastro, VP, Land Operations, Royal Caribbean Cruises Ltd.
Mike Watts, Marine Division Manager, Cochran Inc.

2:30 – 4:30 p.m. (concurrent sessions)

Niche Cruise Products
The diversity of cruise products offered and the challenges and opportunities of operating in the sector.

Participants:
Dan Blanchard, CEO & Principal, InnerSea Discoveries/American Safari Cruises
Sarina Bratton, Founder & Managing Director, Orion Expedition Cruises
Hans Lagerweij, President, Quark Expeditions Inc.
Robert W. Lepisto, President, SeaDream Yacht Club
Diane Moore, Executive Vice President, Paul Gauguin Cruises
Larry Pimentel, President & CEO, Azamara Club Cruises
John Scheerens, General Manager, Alaskan Dream

Moderator:
Ted Blamey, Principal, Chart Management Consultants

Air Emissions Regulations — Too Far Too Fast or Long Overdue?
How will emerging regulations change the market? Strict air emissions regulations will have a positive benefit on the environment, but will governments be open to alternative technologies and equivalencies to meet the environmental goals? Will technology be commercially available in time to avoid radically changing the cruising and short-sea shipping markets?

Participants:
Robert Ashdown, Director, Technical, Environment & Operations, European Cruise Council
Jochen Deerberg, Owner & CEO, Deerberg-Systems
Tom Dow, Vice President, Public Affairs, Carnival North America LLC
Paul Holthus, Executive Director, World Ocean Council
Richard Pruitt, Associate Vice President, Environmental Programs, Royal Caribbean Cruises Ltd.
Mike Samulski, Team Leader, Office of Transportation & Air Quality, U.S. Environmental Protection Agency
Moderator:
**Michael Crye**, Executive Vice President, Cruise Lines International Association

**TRAVEL AGENT THURSDAY @ CSM**
10 – 11:30 a.m.
**Relationship Management** (10 credits)
Success at selling travel is more than a series of impersonal routines — it has to do with the one-on-one relationships you create with your clients. In this seminar, you'll discover the 18 ways customer relations management, or CRM, can benefit your sales, service and marketing efforts. You'll find out how to use CRM to extract valuable information, trends and insights from your database. You'll also learn how to implement a CRM system and how to use it to enhance customer loyalty.

2:30 pm – 4:00 pm
**Selling Successfully Across Cultures** (10 credits)
They may be your clients, your colleagues or your suppliers, but they grew up in a different culture. In the global village in which we live, your ability to deal with people from different cultural backgrounds has become a clear-cut asset and highly sought-after skill. In this 90-minute seminar you'll explore the subtle, fascinating and often surprising values, behaviors and practices that loom large in any cross-cultural situation and, once you become aware of them, will give you an edge in your multicultural workplace.

9 a.m. – 4 p.m.
**FOCUS ON Travel Agents**
This new series provides a series of presentations on worldwide destinations.

9 -10 a.m.
Cruise Copenhagen Network
“Cruise Copenhagen”
**Speakers:** Bo Larsen, Director, Cruise Copenhagen; Joy Skaardal, Sales Manager, Scandinavian Airlines; Frans Fossing, VP Sales, Tivoli Gardens; Hanne Nehmar, Managing Director, BDP – Your Best Destination Management There are many reasons why all major cruise lines frequently visit Copenhagen. And why almost half of all our calls are turnarounds. Even though Copenhagen is too small to get lost in,
it’s simply too great to get enough of. Only a few minutes from the port, you find yourself in the middle of an overwhelming amount of memorable moments and experiences of your choice - both in Copenhagen and beyond. Just pick and choose between royalty, castles, modern architecture, world class gastronomy, art and shopping. And all of this in a safe country where almost everybody speaks your language. Copenhagen is the ideal, smooth, green and exciting place to start and end your cruise - The perfect gateway to Denmark, the Baltic Sea and Skt. Petersburg. With our international airport just half an hour away, it’s easy to get here – but it’s hard to leave.

10 a.m.
Cruise Canada New England Alliance
“Discover Canada New England-North America's fastest growing cruise destination”
**Speakers:** Tom Spina, New York Cruises; Nick Billows, Cruise Port Boston; Amy Powers, CruiseMaineUSA; Brian Webb, Atlantic Canada Cruise Association; René Trépanier, Cruise the Saint-Lawrence
Come and discover North America’s most scenic, historic and culturally rich region on a Canada and New England cruise Find a cruise featuring convenient homeports, historic seaports, dazzling cities, world class culinary and shopping experiences, outdoor activities for everyone and unforgettable sea life. The partners of Cruise Canada New England invite you to discover the many attractions along this unique region.

11 a.m.
Tourist Offices For Flanders
“Visit Flanders (Belgium)”
**Speaker:** Geri Jacobs, Director Belgian Tourist Office for Flanders & Brussels
A walk through the beautiful art cities of Antwerp, Brussels, Bruges and Ghent, featuring Flanders’ ABC: Art, Beer and Chocolate. And D for Diamonds.

11:30 a.m.
“PHILIPPINES — So Much To Do & See In 7,107 Islands!”
**Speakers:** Emma Ruth Yulo, Director, Philippine Department of Tourism, New York; two resource persons from the Philippine Ports Authority
The Philippines – breathtaking sites, memorable experiences, eight World Heritage Sites. Nature at its best. Dive/take lessons to enjoy unparalleled biodiversity at the center of the world’s coral triangle.
Asia’s only Christian nation steeped in history: Intramuros; largest American Cemetery; Corregidor; Subic - the US’ former largest naval base. Thrill to adventure or relax on fine, white sand beaches - the Philippines’ coastline is almost twice that of the US. Shop at reasonable prices from pearls to handicrafts. Obtain valuable information on a relatively NEW cruise destination; ports-of-call; and, the wide array of excursions available at each port. A small Filipino snack will be distributed.

1-2 p.m.
Greek National Tourism Organization

This program may be subject to alterations and additions.

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CONVENTION CONTACT: For conference registration, visit www.cruiseshippingmiami.com/register-for-conference. For exhibitor information visit www.cruiseshippingmiami.com/exhibitors

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