


10 - 12 MAY 2022

INDO PACIFIC 2022 INTERNATIONAL MARITIME EXPOSITION

OVERVIEW

International Convention Centre Sydney (ICC Sydney) supported AMDA Foundation to successfully plan a record breaking INDO PACIFIC 2022 International Maritime Exposition held for the third time at the venue in its 22 year history.

ICC Sydney's team of event management professionals supported the AMDA Foundation to welcome a total attendance of 25,000 to the three-day event incorporating a sold out, record-breaking industry exhibition in the Exhibition Centre's Halls 1 to 4 showcasing 736 naval defence and commercial maritime organisations from around the world.

Close collaboration between ICC Sydney and AMDA Foundation was key to not only reinforcing the event's reputation as the premier international maritime exposition for the Indo-Pacific region, but in driving unprecedented results as the event reconvened after a COVID-19 pandemic disrupted year in 2021.

RECORD BREAKING EVENT

ATTENDANCES, EXHIBITION FOOTPRINT, EXHIBITORS, CONFERENCES



Over 25,000 visitor attendances across the three days, breaking the previous record for 2019



Over 40 nations represented, with 39 Chief of Navy Counterparts or their representative from around the world



736 participating exhibitor companies from 23 countries, a 12% increase on 2019 and the largest number of participating companies in the history of any AMDA Foundation event



Over 70 conferences, symposia and presentations, including the Royal Australian Navy's Sea Power Conference, King-Hall Naval History Conference and Sailors' Forum



An **exhibition space 11% larger** than the previous record set in 2019



VIPs included visits from Australia's Minister for Defence and Minister for Defence Industry



115 official defence, industry, academic and government delegations

“ INDO PACIFIC 2022 was the largest event AMDA Foundation has ever staged, and the largest defence industry event ever held in Australia. As the first post-COVID event of its type in the region, it was critical to our network of naval defence and commercial maritime professionals, including the Royal Australian Navy. Once again ICC Sydney’s team proved flexible, committed and supportive in working with AMDA Foundation to produce a highly successful event, which exceeded expectations.”

Ebony Ordon, Head of Event Services, AMDA Foundation

BESPOKE IN PERSON SERVICES

To accommodate the scope and calibre of the event, ICC Sydney bolstered its customer service and security support by almost 50 per cent, with an extra level of staff brought on each day to guarantee all guest requirements were met.

And with 70 major conferences within the program, venue flexibility was key. As such, a number of spaces were adapted to accommodate the complex needs of the event, including using The Gallery as a security check-in, converting the foyer into both a convention and dining space.

The team activated best practice VIP management protocols in support of officials and dignitaries including the Australian Chief of Navy Vice Admiral Michael Noonan, Australian Minister of Defence Peter Dutton and Minister for Enterprise, Investment and Trade, Minister for Tourism and Sport, and Minister for Western Sydney, Stuart Ayres speaking at the event as part of the proceedings.

In Precinct Collaboration

INDO PACIFIC 2022’s spectacular Closing Ceremony event took place on the ICC Sydney Convention Centre Forecourt. The Australian Navy Band presented a public performance followed by traditional Naval ceremony of beat to quarters and sunset, encompassing the firing of one volley of blank rifle ammunition.

Customised culinary services

ICC Sydney’s culinary team worked with AMDA Foundation to optimise the menu and catering service to include local produce from across New South Wales and Australia. Record breaking exhibitor on stand catering requests were managed seamlessly via the venue’s award-winning culinary service across the three day event.



A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, Aware Super, Capella Capital, ASM Global and Spotless FM.

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