

CASE STUDY

8-10 OCTOBER 2019

# PACIFIC 2019 INTERNATIONAL MARITIME EXPOSITION

## OVERVIEW

In October 2019, ICC Sydney hosted the bi-annual PACIFIC 2019 International Maritime Exposition for the second time in the event’s 20-year history.

With more than 21,000 attendees, the 2019 Expo was the largest in its lifetime, bringing together some of the world’s best minds from international defence, industry, government and academia to explore top maritime issues, advances and technologies.

Close collaboration between ICC Sydney and PACIFIC 2019 was key to not only reinforcing the event’s reputation as the premier international maritime exposition for the Indo-Asia-Pacific region, but in also driving ground-breaking results.



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This was the biggest PACIFIC International Maritime Exposition in the event’s 20-year history, but the value of the event goes beyond mere numbers. PACIFIC 2019 took Australia to the world by bringing the world to Australia.

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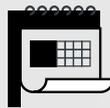
**Janet Jane Blackett, Group Head Event Co-ordination and Production - AMDA**



**Broke records in every major metric in the event's 20-year history**



**27% increase in attendance from 2017**



**21,241 attendees over three days**



**20% increase in participating exhibitors - 657 from 22 nations**



**182 industry, government, defence and scientific delegations from 48 nations**



**45 international naval delegations and 21 Chief of Navy counterparts from across the region**



**48 major conferences, symposia and forums**

## SETTING NEW BENCHMARKS

As Australia's premier business events venue, featuring industry leading facilities in the heart of the harbourside city, ICC Sydney was the perfect venue to host PACIFIC 2019 and guarantee the exceptional operational delivery it demanded.

Working together to deliver PACIFIC 2019, the team effort resulted in a record-breaking event in every respect. There was a 27 per cent increase in attendances from the last event and a 20 per cent increase in participating exhibitor companies.

The comprehensive operational planning undertaken by venue and client team also saw delivery benchmarks and feats from 2017 surpassed at every level. For example, to support exhibitors, the team managed the complex logistical transportation of a 12 tonne Navy Ship engine, which was then put in place by a 16-tonne forklift.

PACIFIC 2019 was the home of a number of other key firsts too, including live web streaming of Royal Australian Navy Sea Power Conference and King-Hall Naval History Conference, hosting of the inaugural Royal Australian Navy Senior Enlisted Leadership Conference, plus presentations from prominent delegates such as the Minister for Defence and Minister for Defence Industry.

## A TRULY TAILORED EXPERIENCE

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

To accommodate the high ranking domestic and international officials in attendance, event organisers provided a fully tailored experience - from bespoke menus and continuous culinary options to high-level event security, including 30 security guards and a police presence performing full security sweeps.

With multiple conferences taking place within the venue during PACIFIC 2019, security walling was also erected from one end of the convention centre to the next, maintaining a high level of privacy for attendees.

And with 48 major conferences taking place 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 room as a dedicated security check-in, converting the foyer into both a convention and dining space, and creating two purpose-built kitchens on the exhibition show floor.

As a result of the seamless execution of this record-breaking event alongside a hugely positive response from delegates, ICC Sydney has been confirmed to host PACIFIC 2021.



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

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