

11-15 SEPTEMBER 2023

**LONDON INTERNATIONAL  
SHIPPING WEEK**

**10 YEAR**

**IMPACT**

**REPORT**

LISW 2013 – 2023



11-15 SEPTEMBER 2023

**LONDON INTERNATIONAL**

SHIPPING WEEK

# Contents

London International Shipping Week  
**10 Year Impact Report**  
**2013 - 2023**

Introduction	2
What does LISW achieve?	6
Competition to LISW	8
Media & PR reach of LISW	16
LISW Website	20
Growth of LISW events over the 10 years	22
London's position as an International Maritime Centre	28
Growth of the UK maritime sector over the past 10 years	32



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An aerial photograph of London, England, showing the River Thames, the Tower Bridge, and the modern skyscrapers of the City of London. The image is used as a background for the report's introduction page.

# Introduction

**In 2013, London International Shipping Week was born out of the notion that London and the UK would benefit from greater visibility to promote itself internationally. Many of the world's national maritime clusters have their own shipping weeks, but London didn't.**

The argument for such an event was compelling. As we wrote in the LISW13 Event Guide, "The UK is the leading centre worldwide in the supply of a broad range of professional and business services to the international maritime community, accounting for 21% of premiums in international marine insurance, over \$64bn in committed ship finance (or 15% of the world loan book) and it has the largest concentration of legal service firms specialising in the sector."

"London is also the predominant supplier of shipbroking services worldwide and is the major player when it comes to maritime dispute resolution. London continues to be a major port and trading hub too. The second biggest port in the UK, it is also home to the UK's busiest inland waterway for freight, passengers and a centre for sporting events."



**London is at the heart of global shipping and is rightly recognised as a vital hub for maritime services. So I am delighted to support London International Shipping Week which provides us with an excellent opportunity to showcase our industry to the rest of the world**

Stephen Hammond, Parliamentary Under Secretary of State and UK Shipping Minister

LISW13



LISW was immediately seen as the ‘must attend’ event in 2013 for the global shipping industry. Even in its first instalment, it brought world shipping together for one week. With a wealth of industry functions planned for the week, it proved to be the high-level networking opportunity of the year for leaders across all sectors of the international shipping industry – regulators, charterers, ship owners, ship managers, lawyers, brokers, bankers, insurers, ship suppliers, ports and shipping service providers and all involved in the shipping world.

From a standing start, an estimated 59 events were held during the week, attracting leaders from all over the world. Nearly 600 guests attended the Gala Dinner, which was held on the Thursday night at the Grosvenor House Hotel in London’s Park Lane and nearly 300 attended the first LISW headline conference in 2013.

These figures have grown significantly over 10 years. We anticipate an estimated 300-350 events during LISW 2023, attracting up to 30,000 physical visitors plus countless thousands more online, generating millions of tweets, LinkedIn and other social media posts. The world’s media is expected to publish



**I was delighted to be a part of this year's London International Shipping Week, and I was hugely impressed with the range of diverse and interesting events on offer. The week provides the perfect platform to showcase the depth and breadth of our maritime business to the world, and I look forward to working together to maintain the momentum generated through LISW19**

Rt Hon. Grant Shapps MP, Secretary of State for Transport Minister

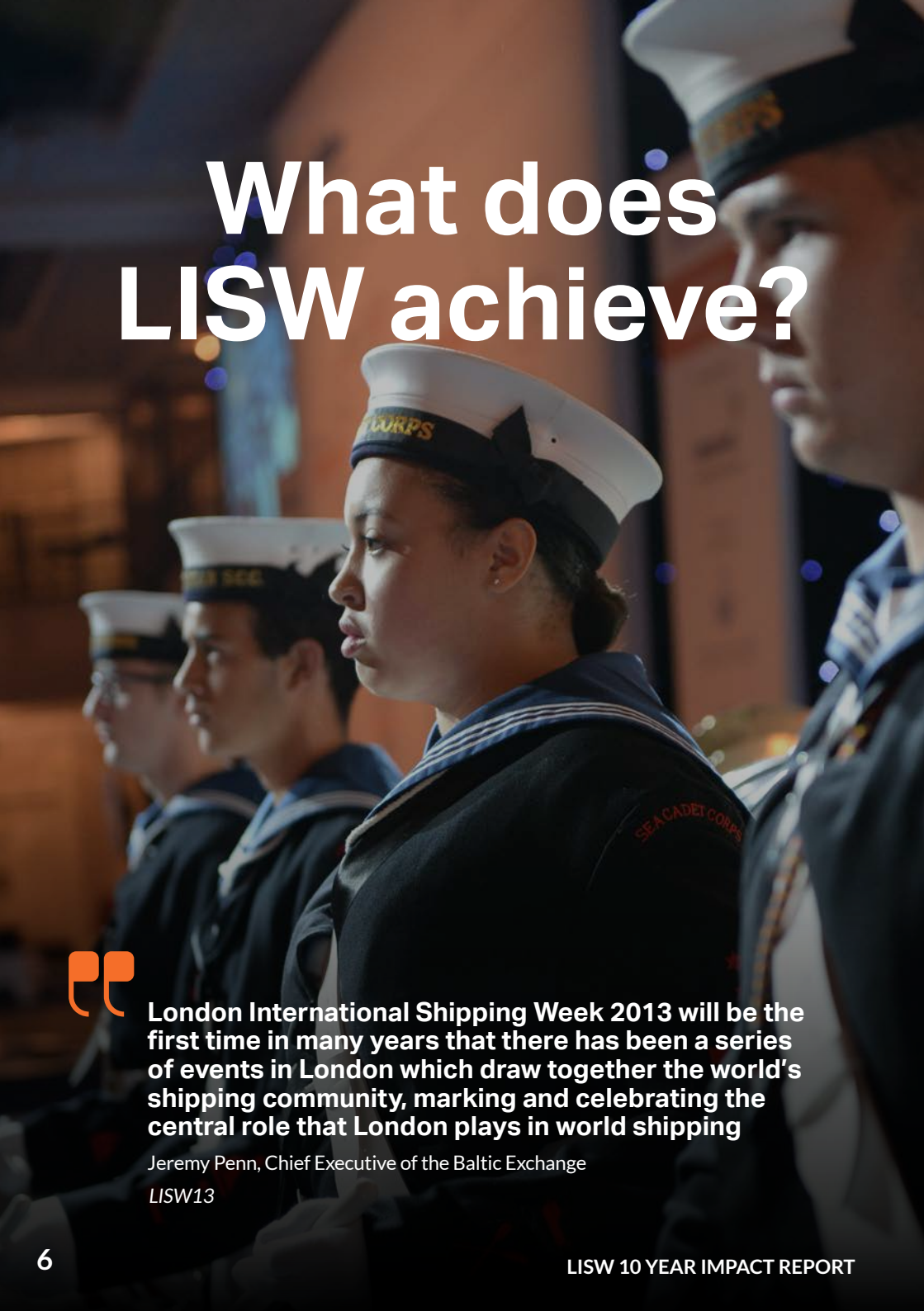
*LISW19*



more than the 1,000 articles they produced during the week-long event alone during Covid-hit LISW21. While just short of 600 guests attended the first Gala Dinner in 2013, a 2,000 capacity venue Evolution London has been chosen for LISW23 and circa 800 delegates are expected to attend the headline conference due to be held for the second time at the International Maritime Organization, the day before.

LISW is now a fixture in the calendars of its Supporting Organisations and Sponsors, from international trade associations to individual companies and entities, which have leveraged LISW so effectively to host their events and attract their members and customers. Their involvement has grown significantly over the 10 years to the extent that they see LISW as the global must-attend event of the year. The global shipping community, and particularly its decision makers, choose LISW as their premier event for productive business networking and blue sky thinking, joining their shipbrokers, insurance representatives, lawyers, bankers, advisers and analysts from the world's number one financial and commercial maritime cluster, the foundation of everything that LISW stands for and represents. ▲

# What does LISW achieve?




**London International Shipping Week 2013 will be the first time in many years that there has been a series of events in London which draw together the world's shipping community, marking and celebrating the central role that London plays in world shipping**

Jeremy Penn, Chief Executive of the Baltic Exchange

LISW13





Creates a highly respected shop window for London and UK maritime to showcase their goods and services to an international audience

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Shines the global spotlight on the crucial role that London and its cluster stakeholders play in influencing and growing the global maritime sphere

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Increases international engagement in the major issues facing global maritime and London as a major cluster

---

Ensures London and the UK have a voice when it comes to showcasing the strength of their capability internationally

---

Succeeds in selling the economic and social importance of the UK maritime industry to the UK Government, so ensuring maritime stays high on the Government's legislative and funding agendas

---

Creates the supportive framework for public/private maritime initiatives such as the Growth Strategy; Maritime 2050; and the Clean Maritime Plan

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Creates an international platform for blue sky thinking and thought leadership

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Attracts thousands of potential investors and business leaders into London every two years

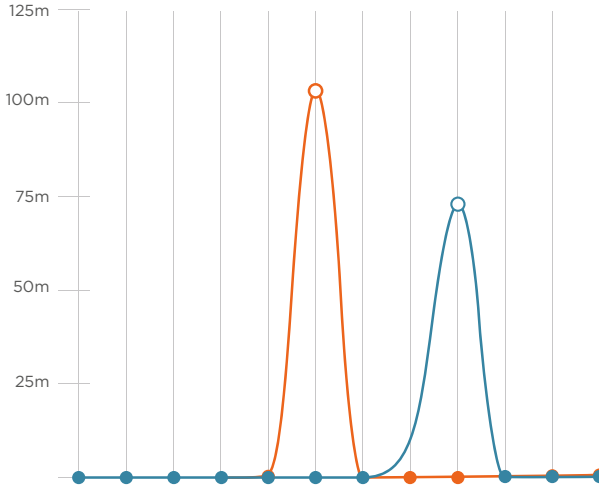
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Sharpens the local, national and international media spotlight on the London and UK maritime sectors



# Competition to LISW

## Potential reach 2013



- NorShipping | Global News
- London International Shipping Week | Global News

Jan 1, 2013 - Dec 31, 2013

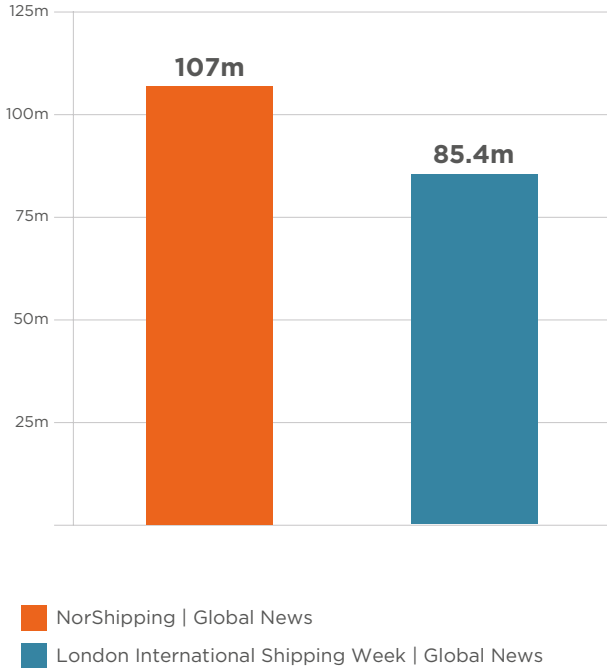


**The week went very well for us with a successful event. I attended a few events throughout the week, and the networking between sessions as well as at the days' end was invaluable and meeting up with many friends and making new connections is what these programmes are about**

Ben Milligan, Research Analyst for UCL, Reducing Greenhouse Gas Emissions from Shipping

LISW15

## Potential reach 2013



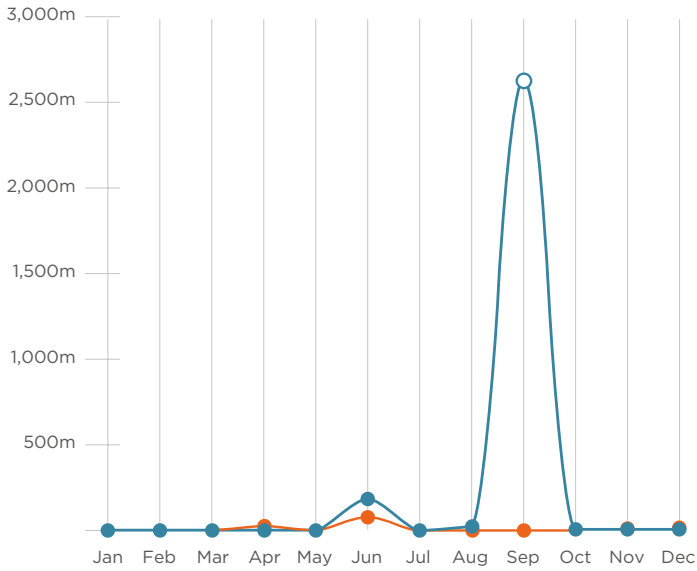
Jan 1, 2013 - Dec 31, 2013



**London International Shipping Week is an exciting new venture which will highlight London's status as one of the top maritime hubs in the world and bring key players from shipping around the globe to the UK capital – with increased business and investment for UK maritime services bound to follow**

Mark Brownrigg, OBE, Director-General of the UK Chamber of Shipping  
*LISW13*

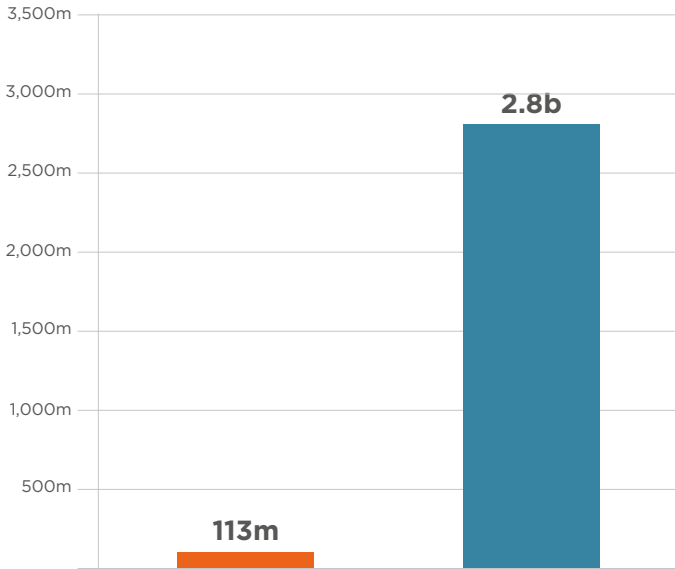
## Potential reach 2019



- NorShipping | Global News
- London International Shipping Week | Global News

Jan 1, 2019 - Dec 31, 2019

## Potential reach 2019



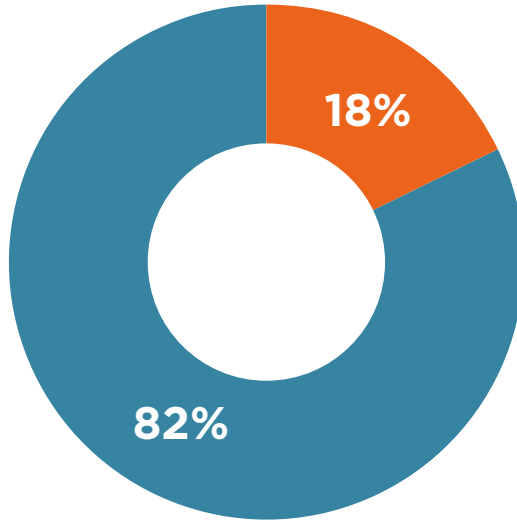
 NorShipping | Global News



 London International Shipping Week | Global News

Jan 1, 2019 - Dec 31, 2019

*Potential Reach provides insight into the number of potential viewers that have been exposed to a set of media coverage.*

## Share of voice 2019



-  NorShipping | Global News **473**
-  London International Shipping Week | Global News **2.2k**

Jan 1, 2019 - Dec 31, 2019

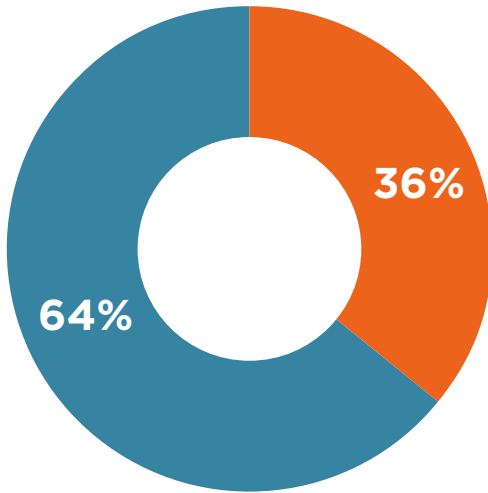


**Excellence is the ethos behind London International Shipping Week (LISW). We are not here solely to celebrate the UK's maritime past, we are here to help build a maritime future too**

Jim Stewart, Chairman Maritime UK

LISW13

## Share of voice 2013



- NorShipping | Global News **290**
- London International Shipping Week | Global News **526**

Jan 1, 2013 - Dec 31, 2013





LISW19 brought together the whole of the international shipping community to a fantastic range of events covering the current topics across our industry. The experts in the field discussing relevant issues in top quality venues with informed audiences has allowed businesses, government and international legislatures such as the IMO to make better decisions going forward. Well done to all involved in organising such a great event

Sir Michael Bibby, President, UK Chamber of Shipping

LISW19



I found it a very stimulating conference. The level of debate was very high, and the discussions were extremely engaging. There was a fantastic range of topics and presentation styles, which made for a very interesting day. I came away from the summit with a lot to think about and hope that other fellow attendees did too. Putting top executives in the hot seat was a high point for me

Claire Pekcan, Associate Professor at Warsash Maritime Academy (talking about the ISSS conference)

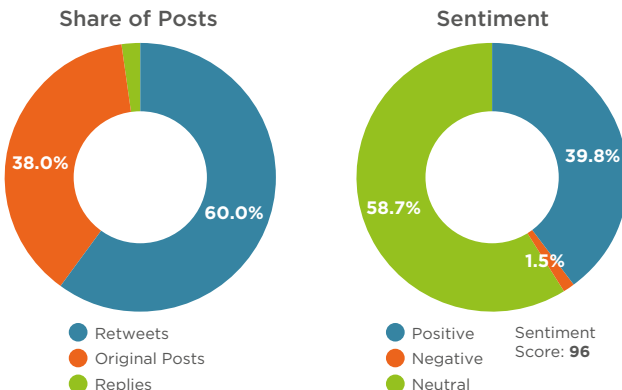
LISW15

# Media & PR reach of LISW

**In LISW13, 25 accredited press attended LISW. This rose to 40+ in 2015; 70+ in 2017. The event, which had 12 official media partners, secured a global Twitter reach of 6 million plus.**

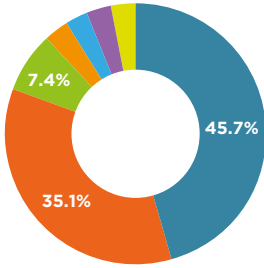
LISW15 saw press momentum take off with 10,000 articles published in the two-year period. LISW17 saw a 70+ press attendance at the headline conference and an extended Twitter reach of 11.3 million. A total of 66 major sponsors backed LISW17 versus 53 in 2015 while 152 international maritime organisations lent their support to LISW17, a near doubling of the 80 in LISW15. LISW17 became far more cutting edge and managed to 'trend' during the week on Twitter alongside X Factor. It highlighted the complete shift in how the industry was starting to become a focal point. ▲

## Social media (Twitter)

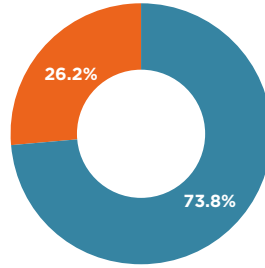


# Social media (Twitter)

Top Sources

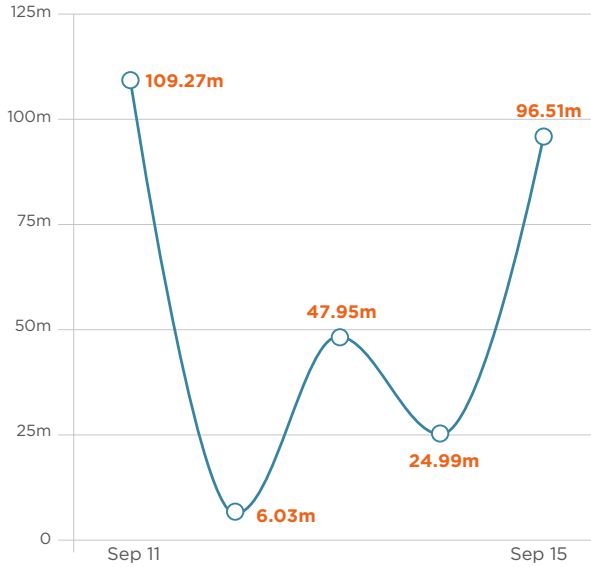


Demographics



# Potential reach of Press Coverage

LISW September 11 - 15 2017



London International Shipping Week

**LISW19 saw media activity heighten with a 1,555 Twitter contributors with 29.7 million Twitter reach**

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**During the Covid-hit LISW21, 20,805 people registered for circa 160 LISW21 events, of which 5,540 attended in person.**

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**An additional 30,600 people attended the defence exhibition DSEI virtually (10,600) or in person (20,000+). LISW21 and DSEI were marketed together as DSEI happened during LISW21**

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**37% of the events were virtual; 24% were hybrid; 39% were in-person**

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**1,690 pieces of coverage with a 1,900,000,000 potential reach in international, national and regional news**

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**25,700,000 hashtag reach on Twitter**

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**13.6 million viewers in broadcast**

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**50+ accredited media**





**London International Shipping Week – like London International Fashion Week, but \*ten times as glamorous\* #LISW15**

David Osler, Lloyd's List reporter, commenting on Twitter

LISW15

## Broadcast Media



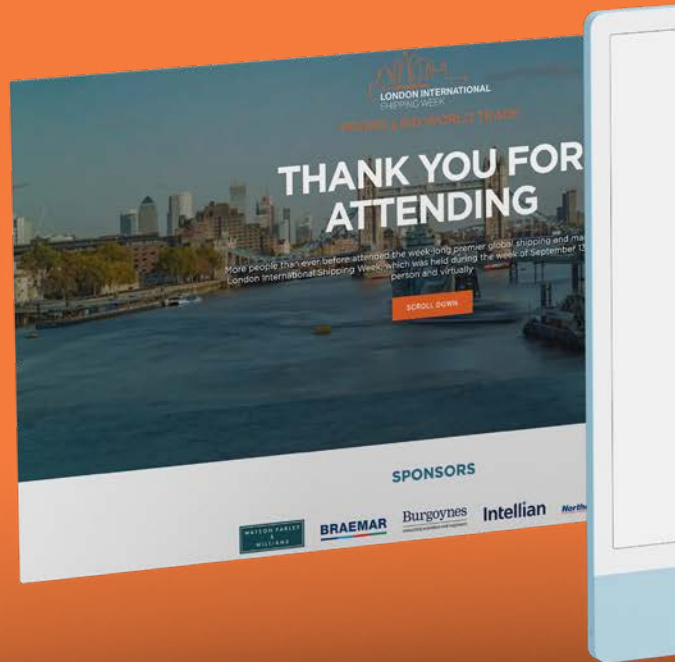
**The increased willingness of HM Government, at ministerial level, to engage directly with domestic and international ship operators, cargo owners and the essential maritime commercial services based in London and the UK during LISW21 was greater than ever before, demonstrating the UK's eagerness to promote the importance of shipping and the global supply chains**

Denis Petropoulos, Chairman, Baltic Exchange

LISW21

# LISW Website

The map highlights where users were based when accessing LISW's website. It's a good insight to reflect the international aspect of the shipping event. It also highlights the benefits of LISW21 being hybrid because other maritime figureheads were able to participate despite not being physically present in London.





**For me, the key takeaway from London International Shipping Week is that whilst the UK is a world leader in maritime, especially in the areas of environmental innovation and business services, that status is not guaranteed. In an increasingly competitive global industry, we must invest in and support the industry – so it can grow and meet the challenges of tomorrow**

Robert Courts MP, Minister for Aviation, Maritime & Security

LISW21



# Growth of LISW events over the 10 years

**Over the past decade, LISW has seen continual growth in both the number, size and importance of the events being staged during the week. Events are the cornerstone of the success of LISW because they bring the international shipping industry into the capital. And the continued and increased participation by the global shipping industry in the five previous instalments of LISW and the 2023 event coming up is a strong indication of the importance the event is held in internationally.**

Because of GDPR rules, Shipping Innovation only holds databases for those attending the key LISW events such as the Stock Exchange opening, the Headline Conference and Gala Dinner as well as a variety of other events during the week. Supporting Organisations and Sponsors run their own events and are responsible for inviting attendees. They report attendance figures back to Shipping Innovation as part of the event reporting process.



## Industry participation barometer

### Key statistics

Ranking	LISW13	LISW15	LISW17	LISW19	LISW21	LISW23*
Events	59	100+	109	260+**	160***	350****
Supporting Organisations (SO) and Sponsors	125	141	147	170	158	200
Estimated attendees	8,000	10,000	15,000 - 18,000	20,000+	5,000 in person plus 15,000 estimated online	30,000+ in person plus 20,000 online

- \* Estimated
- \*\* Includes 60 HM Government one-on-one meetings
- \*\*\* Covid affected. Events were in-person and virtual
- \*\*\*\* Estimated number based on the number of SOs and Sponsors registered (the two entities who are eligible to hold events).

*It must be noted that the number of events listed is what is documented via stakeholders. We are aware of additional events being staged each instalment under the auspices of LISW by companies and entities not registered as SOs or Sponsors. These include member companies of SOs.*



**I am delighted to visit LISW21. It was a great demonstration of the importance the Maritime Sector plays in our economy. As we move into a post pandemic world, we need to keep on promoting this industry. I must also congratulate Shipping Innovation for their expert organisation of this excellent event**

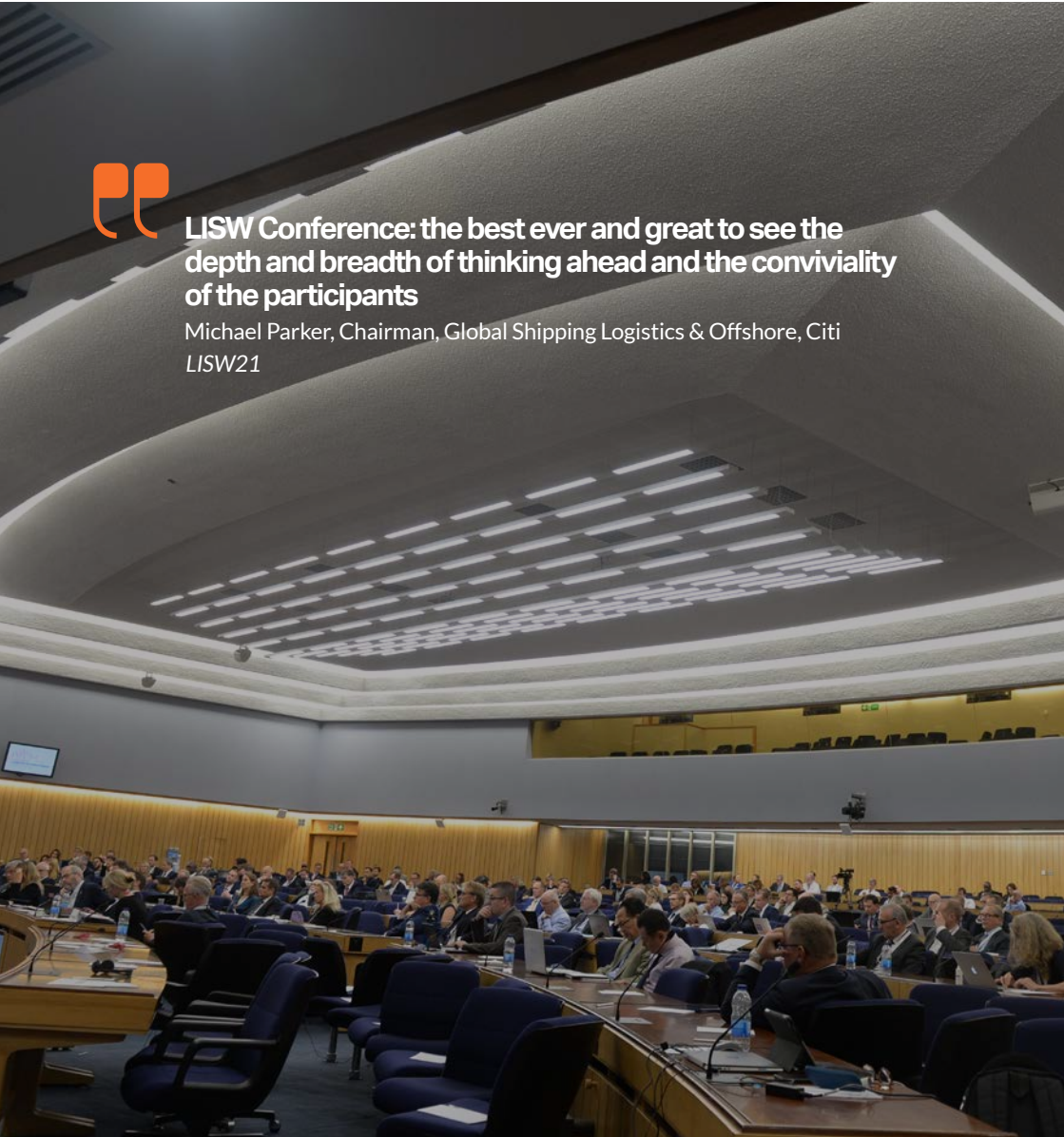
The Hon. Vijay Daryanani MP, Minister for Business, Tourism and The Port, HM Government of Gibraltar

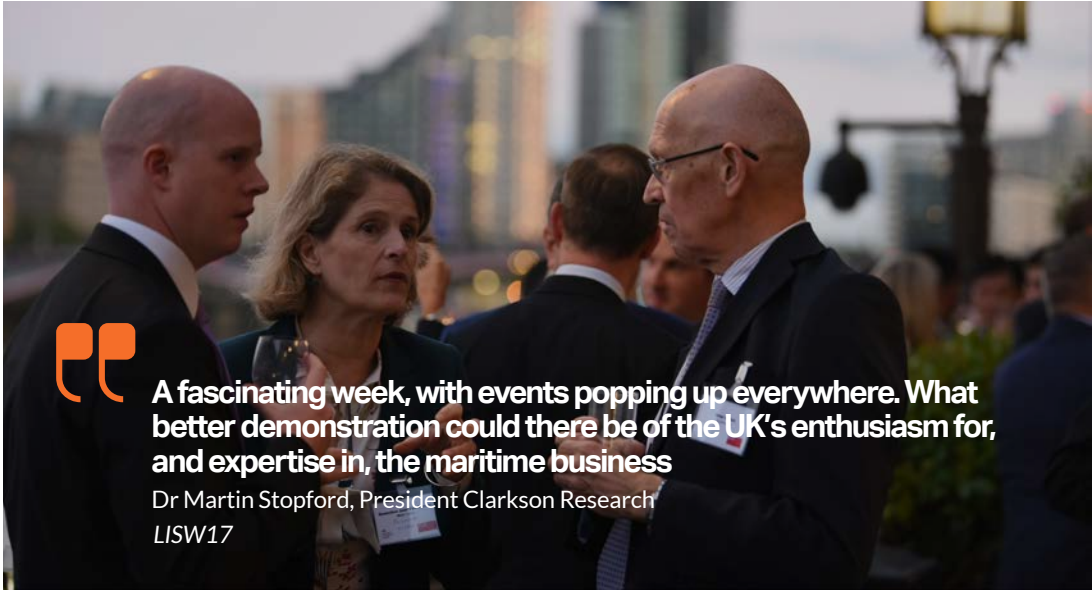
LISW21



**LISW Conference: the best ever and great to see the depth and breadth of thinking ahead and the conviviality of the participants**

Michael Parker, Chairman, Global Shipping Logistics & Offshore, Citi  
*LISW21*





**A fascinating week, with events popping up everywhere. What better demonstration could there be of the UK's enthusiasm for, and expertise in, the maritime business**

Dr Martin Stopford, President Clarkson Research  
LISW17

## Growth of LISW events over the 10 years

The Covid pandemic proved to be an interesting time for LISW21. Not only did it manage to go ahead just a month or so after the UK opened up, and a month before the onset of the Omicron variant, but it opened the eyes of the international shipping industry to the power of virtual video meetings. It also reminded the global shipping industry, when international borders finally opened up at the end of 2021 and the early months of 2022, of the major importance of face-to-face connectivity.

As a result, it is anticipated that 2023 will be populated with a larger than normal arrangement of in-person events during the week, interspersed with online debates and webinars. As already mentioned, this has been backed up by the stronger than normal support for LISW23 from Supporting Organisations and Sponsors.

The size and scale of the events have intensified over the years with visitors commenting on the impressive array of venues from corporate



## Growth of LISW events over the 10 years

offices, to Livery Halls, to maritime establishments like Trinity House and the Maritime Museum in Greenwich, Royal Navy warships, Northern Lighthouse Board vessels, The London Stock Exchange, Tower Bridge, both Houses of Parliament, Banqueting House, Number 10 Downing Street, a variety of clippers and boats on the River Thames, HQS Wellington, lawyers' offices, and the list goes on.

This will be replicated and expanded in 2023. The advent of enhanced digitalisation and with it very effective video conferencing, means the pull and appeal of LISW23 to new global audiences will be stronger.

You don't have to be in London to be part of London International Shipping Week and the notion that a Sponsor can have an in-person event during LISW23 – as well as a separate webinar bringing in three of its global offices to debate a key maritime topic to an online audience of 400 – is totally feasible. ▲





# London's position as an International Maritime Centre



**With so many excellent and informative events crammed into this exciting week - it was difficult to visit all that were interesting and relevant. LISW should consider becoming an annual event**

Phil Tinsley, Manager, Maritime Security, BIMCO

LISW17

**London's position as an international maritime centre has ebbed and flowed during the 10 years certainly when it comes to its ranking as a major finance and law centre. While London headed up this category in the 2015, 2017 and 2019 Menon Economics Leading Maritime Cities Study, in conjunction with DNV, its overall ranking as a leading maritime city was 6th and 5th for 2017 and 2019 respectively.**

The UK Chamber said at the time that: Despite London's progress, it's a shame that the Menon study covers cities rather than nations – not all of the UK's shipping industry is based within its capital. Many are headquartered in regional maritime clusters such as Liverpool and Aberdeen. Indeed, Lloyd's Register recently established its global technology centre in Southampton.

“Mersey Maritime, the cluster at Liverpool, was established in 2003 to represent the interests of Merseyside's maritime sector, in partnership with local authorities and academia.



## London's position as an IMC

Since then, the cluster has gone from strength to strength, with investments running to millions of pounds, which has helped the region boost apprenticeships, job creation and economic growth. Maritime UK, the promotional body for the UK maritime sector, is now working to take this successful model nationwide, starting with Hull.

“It is hoped that these new regional clusters will help build up the country’s maritime industry outside of London and help rebalance the UK’s economy – particularly in areas like Hull that have traditionally been port cities but in which the maritime industry has been weakened in recent years.”

Having said that, while London dropped to 2nd behind New York in the 2022 finance and law category in the Menon report, a 4th position in the maritime technology category as well as a 2nd position in the attractiveness and competitiveness category saw London zoom up the overall rankings in 2022 to 3rd, behind Rotterdam and Singapore.

Menon Economics Leading Maritime Cities Study

### LONDON

2015	2017	2019	2022
6th	5th	5th	3rd





Xinhua-Baltic International Shipping Centre Development Index

Ranking	2021	2020	2019	2018	2017
1	Singapore	Singapore	Singapore	Singapore	Singapore
2	London	London	Hong Kong	Hong Kong	London
3	Shanghai	Shanghai	London	London	Hong Kong
4	Hong Kong	Hong Kong	Shanghai	Shanghai	Hamburg
5	Dubai	Dubai	Dubai	Dubai	Shanghai

According to the report, Singapore has been rated as the top location due to the size of its port, number of internationally-focused shipbrokers, financiers, lawyers and insurers based there and its supportive government policies. Despite a significant drop in global trade and business disruptions in 2020 due to the pandemic, the relative positions of the world's leading maritime centres have remained unchanged. London, Shanghai, Hong Kong and Dubai were the next four strongest centres, as they were the prior year.


According to the PwC competitiveness study into UK Maritime Services, the UK is the leading global centre for maritime professional business services with the largest market share in insurance, law and shipbroking. But there is the warning that competing centres are challenging the UK's lead and gaining share. ▲

**Strengths**

- Deepest talent pool and world class education
- Leader in maritime professional business services (MPBS) technology
- Strong charterer presence
- Cluster effect of existing MPBS companies
- Trusted business environment with an impartial legal system
- Attractive quality of life

**Areas for improvement**

- Ship owner presence
- Availability of ship finance
- Degree of Government support relative to some competing clusters



# Growth of the UK maritime sector over the past 10 years



LISW17 provided the perfect platform for Liverpool and London Propeller Clubs to host a joint event, and with so many shipping people in central London for the week, it meant we could maximise the opportunity, welcoming over 120 guests to the Naval Club on the night

Sue Henney, Port Secretary, Liverpool Propeller Club

LISW17

## Key Pointers

According to the Maritime UK's ***State of the Maritime Nation 2022*** report, the UK Maritime Sector makes a substantive macroeconomic contribution to the UK through turnover, Gross Value Added (GVA), employment and through the compensation of employees (COE). It is estimated that the sector directly supported just over £55 billion in business turnover, £18.7 billion in GVA and 227,100 jobs for UK employees in 2019. The marine engineering and scientific (MES) and shipping industries are the largest constituent – as measured through the GVA generated by each job – exceeds that of the national average.

Average productivity in each maritime industry also exceeded the national average in each year from 2010 to 2019, barring the leisure marine industry.



**Another hugely successful LISW bringing together the best of the global maritime industry for some great discussion, debate and networking at this pivotal moment for our Industry as it faces the tremendous challenges of decarbonisation and new and disruptive technologies and at a time when capital is in such short supply**

Harry Theochari, Senior Consultant,  
Norton Rose Fulbright

LISW21

The Maritime Sector also helped to raise billions of pounds each year for the UK Exchequer and made a sizeable contribution to UK trade through exports of goods and services. The sector contributed an estimated total of just under £5.2 billion in tax revenues in 2019, or 0.63% of total UK tax revenues, spread across Income Tax, NICs, VAT, Corporation Tax and Business Rates. The Maritime Sector exported £15.1 billion of goods and services in 2019, or around 2.2% of the UK total.

After quantifying the indirect economic impacts through the industry supply chains and induced effects on the wider employee spending, it is estimated that the Maritime Sector helped to support a total of £48.9 billion of GVA in 2019. This implies that, for every £1 of GVA directly generated by the Maritime Sector, a further £1.62 was supported through its associated supply chains (indirect impacts) and wider spending (induced impacts) across the UK economy.

These aggregate economic impacts associated with the Maritime Sector also extend to turnover, employment and the compensation of employees.



**I was delighted by the success of London International Shipping Week 2017. The week is now one of the biggest global maritime events and continues to be a great opportunity to showcase the UK's world leading maritime sector – winning business, increasing exports and attracting inward investment**

John Hayes, UK Shipping and Ports Minister

*LISW17*



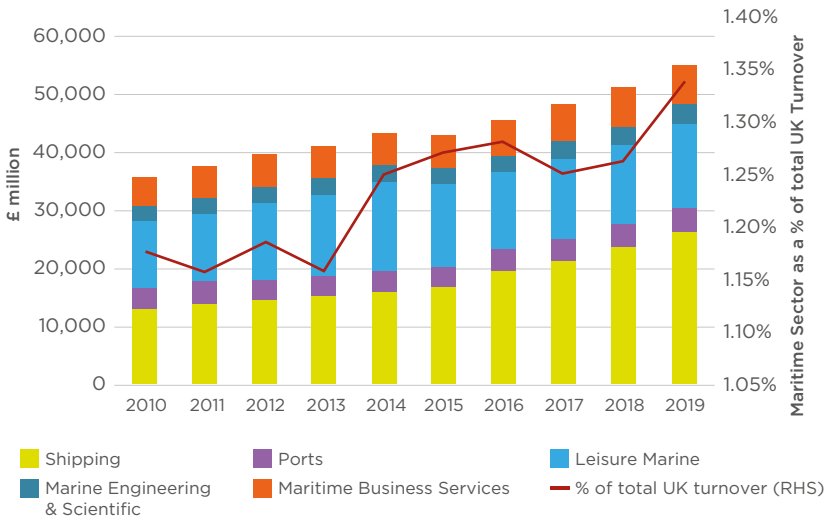
It is estimated that the Maritime Sector helped to support a total of £116.0 billion in turnover, 1,064,000 jobs and £23.4 billion through the compensation of employees in 2019.

While the economic contribution of the industry is spread across all UK regions, London contributes the most to turnover, GVA and employee compensation (in terms of both direct and aggregate impacts) as well as employment (in terms of aggregate impact). In 2019, it is estimated that the industry in London directly contributed £15.3 billion of turnover (27.5% of the industry) and 45,900 jobs (20.2%), although the latter is slightly lower than the direct employment effects of the South East region which accounted for 20.7% of the total. After indirect and induced effects are considered, the aggregate contribution from London rises to £29.0 billion of turnover (29.5%) and 149,500 jobs (26.9%).

## Growth of the UK maritime sector over the past 10 years

In 2013, Stephen Hammond, the UK Shipping Minister, said maritime services contributed ‘at least £14bn’ against a revenue of circa £31.7bn to the UK economy annually. He was quoted in the LISW 2013 Event Guide as saying that ‘contributing £13.8bn to the UK economy directly and enabling a further £17.9bn, the UK’s maritime industry accounts for 2.1% of the entire economy, supports one in every 50 jobs and creates £8.5bn for the UK Exchequer. ▲

### Estimated turnover of the Maritime Sector, and expressed as a share of total UK turnover from the non-Financial Business Population, 2010 to 2019



**London has long been a centre of excellence for international shipping. LISW showcases how this World Capital City remains at the forefront of leading shipping industry developments in the 21st Century**

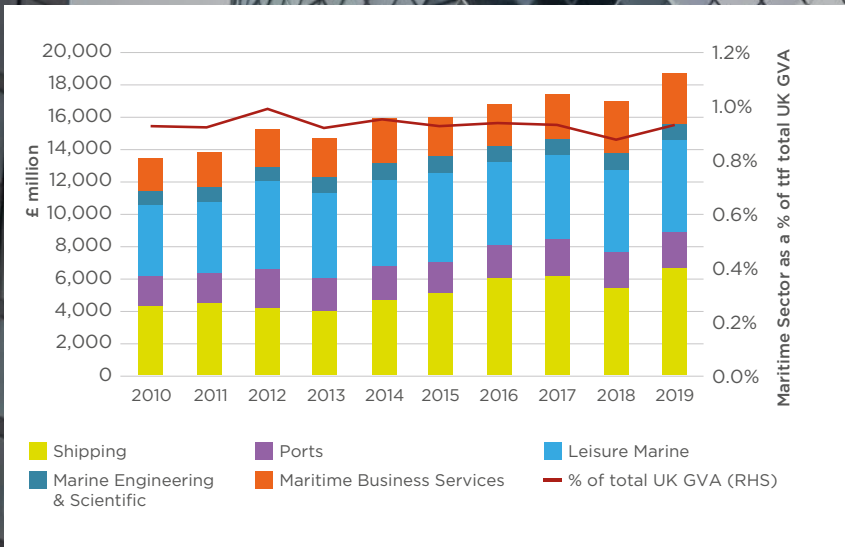
Clemence Cheng, CEO & Managing Director, Hutchison Ports/Hutchison Group  
LISW17



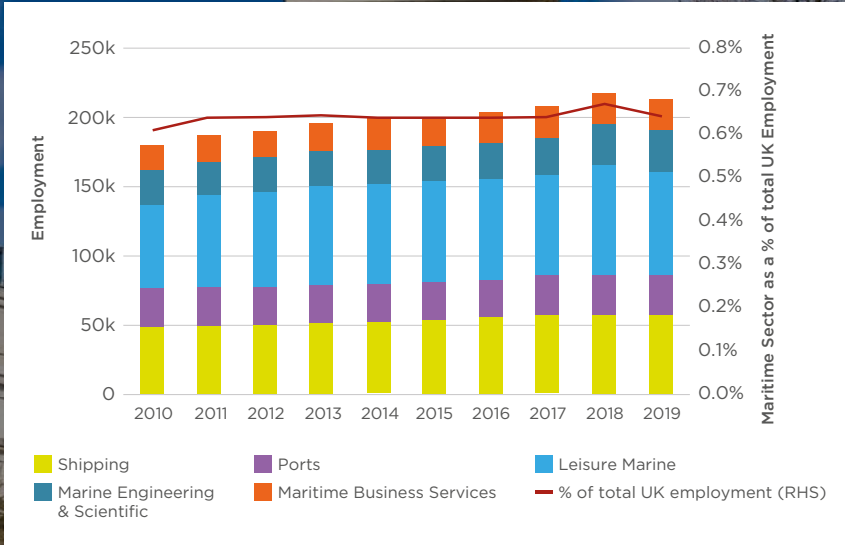
I was delighted to meet so many global leaders, business champions and policy makers to discuss Maritime's place at the heart of UK trade - a position cemented by commitments from this Government across people, skills, safety and environment

Nusrat Ghani MP, Maritime Minister  
LISW19

### Direct contribution of the Maritime Sector through GVA, and the sector's share of total UK GVA, 2010 to 2019



## Direct economic impact through employment, and the sector's share of total UK employment, 2010 to 2019



LISW was all it promised and more in 2015. Our event at Trinity House proved to be a great opportunity to showcase the Isle of Man's maritime offering in a fantastic setting with a bit of unique entertainment thrown in. In two years LISW has established itself as a must-go fixture in the shipping calendar and is a great week to network with some excellent events in great locations. We will definitely be planning for LISW17

Dick Welsh, Director, Isle of Man Ship Registry

LISW17

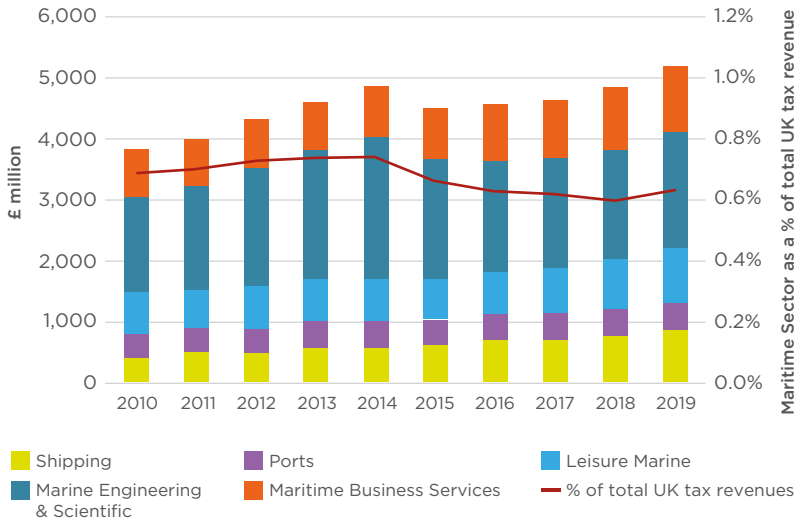




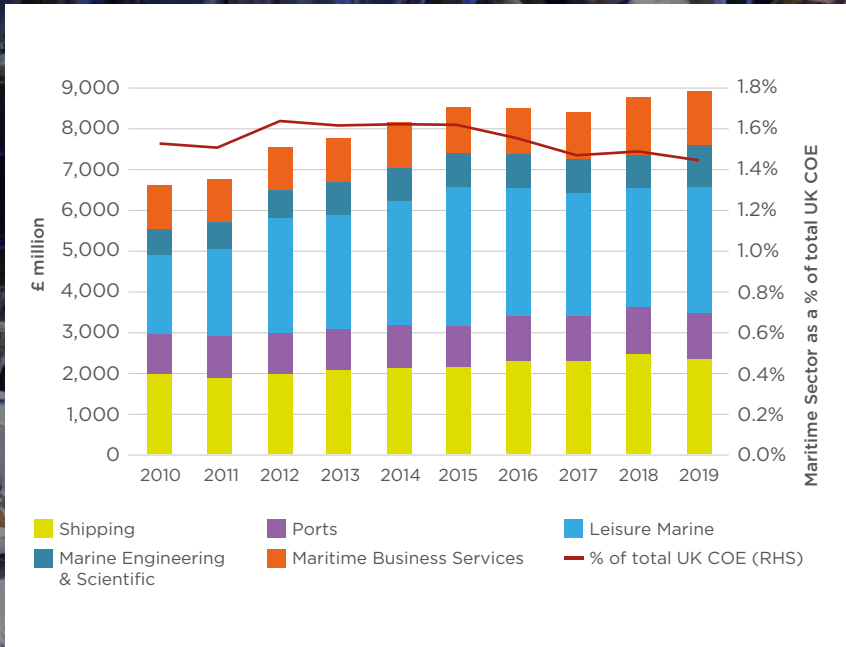
**A truly great week – besides meeting many old and new friends, I learnt so much about the exciting initiatives which the Shipping Industry is adopting to meet the challenges of climate change**

The Rt Hon. Dame Elizabeth Gloster DBE, Arbitrator and Chair of LegalUK  
LISW21

**Direct contribution of the Maritime Sector through the compensation of employees, and the sector’s share of total UK employee compensation, 2010 to 2019**



## Direct contribution of the Maritime Sector to the UK Exchequer, and the share of total UK tax revenues, 2010 to 2019



**A tremendous opportunity to catch up with existing clients, meet potential new clients and participate in stimulating talks and seminars on the hot topics of the moment for the international shipping community**

Mark O’Neil, CEO, Columbia Shipmanagement  
LISW17



11-15 SEPTEMBER 2023

**LONDON INTERNATIONAL**

SHIPPING WEEK

A stylized graphic of the London skyline in orange and blue, featuring the Shard and other buildings. The word 'YEARS' is written in blue within the graphic.

11-15 SEPTEMBER 2023  
**LONDON INTERNATIONAL**  
SHIPPING WEEK

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