

PRESS RELEASE



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FINAL

NAVIGATE & HELIX MEDIA ANNOUNCE TIE-UP

Specialist shipping public relations firms form partnership to service the growing communications needs of the global maritime industry.

LONDON & SINGAPORE: Specialist maritime public relations agencies Navigate PR and Helix Media today announced a strategic partnership which will see them extend their reach by providing seamless corporate communications activities to maritime industry clients in Europe and Asia.

Based in London and Singapore respectively, both firms specialise in the maritime sector and represent a range of blue chip clients including AET, Korean Register of Shipping, the Baltic Exchange, Neptune Orient Lines, the Isle of Man Ship Registry and Thome Ship Management.

The partners in both agencies have come together in the shared belief that the maritime sector has a greater need than ever for clear, plausible and transparent communication. This includes assisting maritime companies to promote themselves to an international customer base as well as enabling them to present their side of the story to regulators, environmental lobbyists, investors and other pressure groups. Navigate and Helix have a global reach across a range of markets.

Navigate director **Bill Lines** said:

“Navigate and Helix share a philosophy that to serve the maritime sector, you need to be part of it. From vessel operations to freight derivatives, marine insurance to classification, the sector has its own specialist language, publications and challenges. Navigate and Helix understand the entire spectrum of shipping related activities and provide expert advice to companies seeking to enhance their industry profile.”

Helix managing director **Edward Ion** added:

“This partnership is about both agencies delivering high quality, specialist corporate communications strategies to our maritime clients. We operate in a global business and we need to provide global

solutions. Having a presence in the dynamic shipping centres of London and Singapore will give the partnership companies the ability to service clients in both Europe and Asia in a co-ordinated and seamless manner with a unified standard of professionalism.”

Navigate PR was established in 2004 and is based at the Baltic Exchange, London. Its sister company Navigate Events runs a range of maritime conferences.

Helix Media was established in 2005 and is based in Singapore. The agency has built up a maritime industry corporate communications practice and media crisis response unit for the shipping industry and services a range of clients across the major maritime centres of Asia.

The partners of Navigate and Helix Media have spent most of their working lives in the shipping and maritime sectors as journalists, publishers, event managers and corporate communications/marketing professionals. Together, they are able to offer unrivalled expertise to the international shipping industry.

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