



AsiaLink

Offshore Maritime Equipment

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- Trusted bridge between Greater China and South-eastern Europe
 - Client-centric solutions: sourcing, market-entry, compliance, and logistics
 - On-the-ground expertise ensures risk mitigation and operational precision
 - Connecting manufacturing strength in China with European market opportunities
 - Value-driven approach: safeguarding interests, reducing risks, enabling sustainable growth

Cheoy Lee Shipyards – Hong Kong

- **Established:** 1870s
- **Specialisation:** Shipbuilding and maritime equipment manufacturing
- **Capabilities:** Design and construction of various vessels, including luxury yachts, tugs, ferries, and commercial craft
- **Facilities:** Primary production facility located in Zhuhai, China, spanning 12 hectares with state-of-the-art machinery
- **Track Record:** Delivered over 5,300 vessels worldwide
- **Strategic Fit:** Aligns with AsiaLink's commitment to providing high-quality maritime equipment solutions

Shandong Haiding Shipbuilding Co., Ltd.

- **Established:** 1993; re-organised in 2021
- **Specialisation:** Ship design and manufacturing
- **Capabilities:** Production of cutter suction dredgers, amphibious dredgers, and other marine equipment
- **Facilities:** 59,400 m² highly standardised factory with over 80 employees, including senior ship technicians and quality inspection engineers
- **Global Reach:** Clients from 132 countries and areas
- **Strategic Fit:** Enhances AsiaLink's ability to offer reliable, compliant, and scalable maritime solutions

Greece

- Number of Ports:
13
- Number of Vessels Served:
477115
- Number of Companies Owning Offshore Maritime Boats:
110
- Number of Shipyards (manufacturing)
2

Georgia

- Number of Ports:
4
- Number of Vessels Served:
16191
- Number of Companies Owning Offshore Maritime Boats:
9
- Number of Shipyards (manufacturing)
0

Bulgaria

- Number of Ports:
2
- Number of Vessels Served:
2851
- Number of Companies Owning Offshore Maritime Boats:
4
- Number of Shipyards (manufacturing)
0

Greece

- Greece is a global shipping leader, yet its domestic maritime equipment sector remains underdeveloped. The country imports a significant portion of its maritime equipment, indicating a gap in local manufacturing capabilities
- Recent revitalisation of shipyards, such as the restart of Skaramangas shipyard and increased activity in Halkida, signals potential for growth in domestic maritime manufacturing. KPMG Assets
- Greece has submitted its long-awaited maritime spatial plans to the European Union, aiming to organise maritime activities in line with EU regulations. This move is expected to enhance the regulatory framework for maritime operations

Georgia

- Georgia's ports are experiencing significant economic expansion, with a 7% increase in economic impact in 2024. Grice Connect
- The country is investing in modernising its port facilities and logistics infrastructure, aiming to enhance its position as a regional trade hub. Georgia Trend Magazine
- There is a growing demand for modern maritime equipment to support the expanding logistics and shipping sectors.

Bulgaria

- Bulgarian ports face challenges related to environmental and energy resilience, impacting their operational efficiency. black-sea-maritime-agenda.ec.europa.eu
- Bulgaria aims to be a key player in European shipbuilding, with aspirations to become a hub for yacht building, joining the European Boating Industry (EBI). Boat Industry
- The country is focusing on enhancing its maritime infrastructure and capabilities to meet EU standards and attract international investment.

Selective Partnerships Not Mass Brokerage

We don't trade in volume; we represent curated manufacturers and align them with serious buyers.

Dual Perspective Advantage

Simultaneously embedded in Greater China and South-eastern Europe, we balance the needs of both sides without bias.



Commercial Discipline Not Opportunistic Deals

Every project is structured for margin protection, clear commitments, and repeatable scaling — not one-off wins.

Strategic Market Readiness

Beyond compliance, we position products and suppliers for premium acceptance in South-eastern European markets.

Hong Kong: Gateway to Greater China

- › Proximity to leading manufacturers across Mainland China, Taiwan, and wider Asia Pacific
- › On-the-ground vetting, negotiation, and relationship management
- › Embedded in regional trade, compliance, and financial flows

Athens: Gateway to Europe

- › Direct access to EU buyers, distributors, and retail decision-makers.
- › Strategic location bridging Balkans, Anatolia, and Caucasus
- › Alignment with EU regulatory, logistics, and market-entry standards

Seamless bridge between two worlds

- Real-time coordination across supply and demand sides •
- Balanced representation that protects both manufacturer and client interests •
 - Faster, lower-risk, and more commercially aligned cross-border scaling •

Local Presence

Local teams in Hong Kong, China, Taiwan, Greece and Georgia.
Cultural & regulatory fluency

Shipping Complexity

Oversized maritime equipment requires specialised carriers, port handling, and insurance.
Regulations vary by country.

Mitigation Measures

End-to-end coordination from manufacturer to client ensures predictable delivery and maintains equipment integrity

Partnered with: BQC, Redline, AIA Group

- Custom Equipment Support
- Technical Oversight
- Project Alignment
- Operational Value



- De-risk delivery
- Cut hidden costs
- Assure acceptance
- Align with projects



- Secure transactions
- Insurance coverage
- Banking partners
- Funding alignment



HOW WE PARTNER

- › **Direct access:** Work only with vetted Asian manufacturers (e.g. Choylee, Haidian) under transparent terms.
- › **On-the-ground presence:** Teams in Hong Kong, Athens, and Tbilisi ensure local handling and compliance.
- › **Process integration:** Act as an extension of client procurement teams — not a trader or middleman.
- › **End-to-end oversight:** From technical pack validation to shipment, port handling, and after-delivery support.

› **Requirement Definition**

Work with operators and shipyards to confirm vessel/equipment specifications and timelines.

› **Supplier Coordination**

Engage only approved partners (Cheoy Lee, Haiding) to ensure capability and compliance.

› **Documentation & Compliance Check**

Verify export licences, classification certificates, and EU import requirements.

› **Shipping Oversight**

Monitor milestones, coordinate schedules with port capacity, and flag potential delays.

› **Delivery & Post-Delivery Validation**

Confirm arrival, condition, and adherence to agreed specifications.

Contacts Us



Email

asialink@am-ho.com



Website

asialink.am-ho.com



Office

702, Kowloon Building,
555 Nathan Road,
Kowloon, Hong Kong