

## PROMOTION OF THE 2018 WMD THEME

### **(SLIDE 1)**

As you may know, IMO is celebrating this year the 70th anniversary of the adoption of the IMO Convention, as well as the 60th anniversary of its entry into force. The World Maritime Day theme chosen for 2018 was therefore:

**"IMO 70: Our Heritage – Better Shipping for a Better Future".**

### **(SLIDE 2)**

This theme gives IMO the opportunity to highlight its long heritage of achievement in:

- developing a robust regulatory regime for international shipping and;
- supporting that regime with a comprehensive programme of capacity building and technical assistance.

As a result, shipping has become safer, cleaner, more secure and more efficient over many decades – "better", in other words.

At the same time, the theme also gives IMO the opportunity to:

- look ahead to a sustainable future and the central role that IMO and shipping will play in bringing it about; and
- emphasize, once again, how important shipping is in the lives of ordinary people, all over the world - even though they may not be aware of it themselves.

The Secretary-General's message on this year's theme for World Maritime Day was recorded in Church House, where the first-ever meeting of IMO was held, and I would like to share it with you:

**(PLAY VIDEO)** [https://www.youtube.com/watch?v= TIR9X\\_nKo8&feature=youtu.be](https://www.youtube.com/watch?v=TIR9X_nKo8&feature=youtu.be)

### **(SLIDE 3)**

World Maritime Day will be formally celebrated at IMO Headquarters on 27 September 2018. IMO Member States and observer international organizations are encouraged to celebrate the Day throughout the year and to inform the Organization as early as possible of any planned activities. You can also share your pictures via Twitter or by sending them to the email address on screen.