



**SMM**

[smm-hamburg.com](http://smm-hamburg.com)

the leading international  
maritime trade fair



53° 33' 47" N, 9° 58' 33" E  
**hamburg**

# setting a course

**8-11 sept 2020**

**hamburg**

see  
what makes  
SMM the #1  
[smm-hamburg.com/trailer](http://smm-hamburg.com/trailer)



**Hamburg Messe**



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## it's SMMart to join the world's #1 event for the maritime industry

When it comes to meeting up with all the leading stakeholders of the global maritime industry, there's no place like SMM. It's here where the key players of the various sectors discuss and introduce solutions that define benchmarks for the age of Green and Smart Shipping.

The bi-annual trade fair and its accompanying conferences offer an unparalleled platform for inspiration, networking and business for exhibitors and visitors alike. Harboured by Hamburg, Germany's beautiful maritime metropolis, SMM welcomes anyone who is interested in the future of the shipping industry.

Harness the power of SMM and secure your stand today at [smm-hamburg.com/exhibit](http://smm-hamburg.com/exhibit)

### key figures of SMM 2018

**2,249** | **67**  
exhibitors from | countries

**97%**

**engaging peers and target groups at SMM**

97%\* of the exhibitors succeeded in laying the foundations for future business by meeting all or nearly all of their key business partners and reaching out to new target groups at SMM 2018.

all trending topics on more than **90,000 m<sup>2</sup>**

**70** international speakers in 5 dedicated conferences

**29** national pavilions

**27** delegations from politics, business and international navies

the must-attend event for the maritime industry  
**round 50,000 visitors from 125 nations**



**95%**  
a marketplace for commercial success

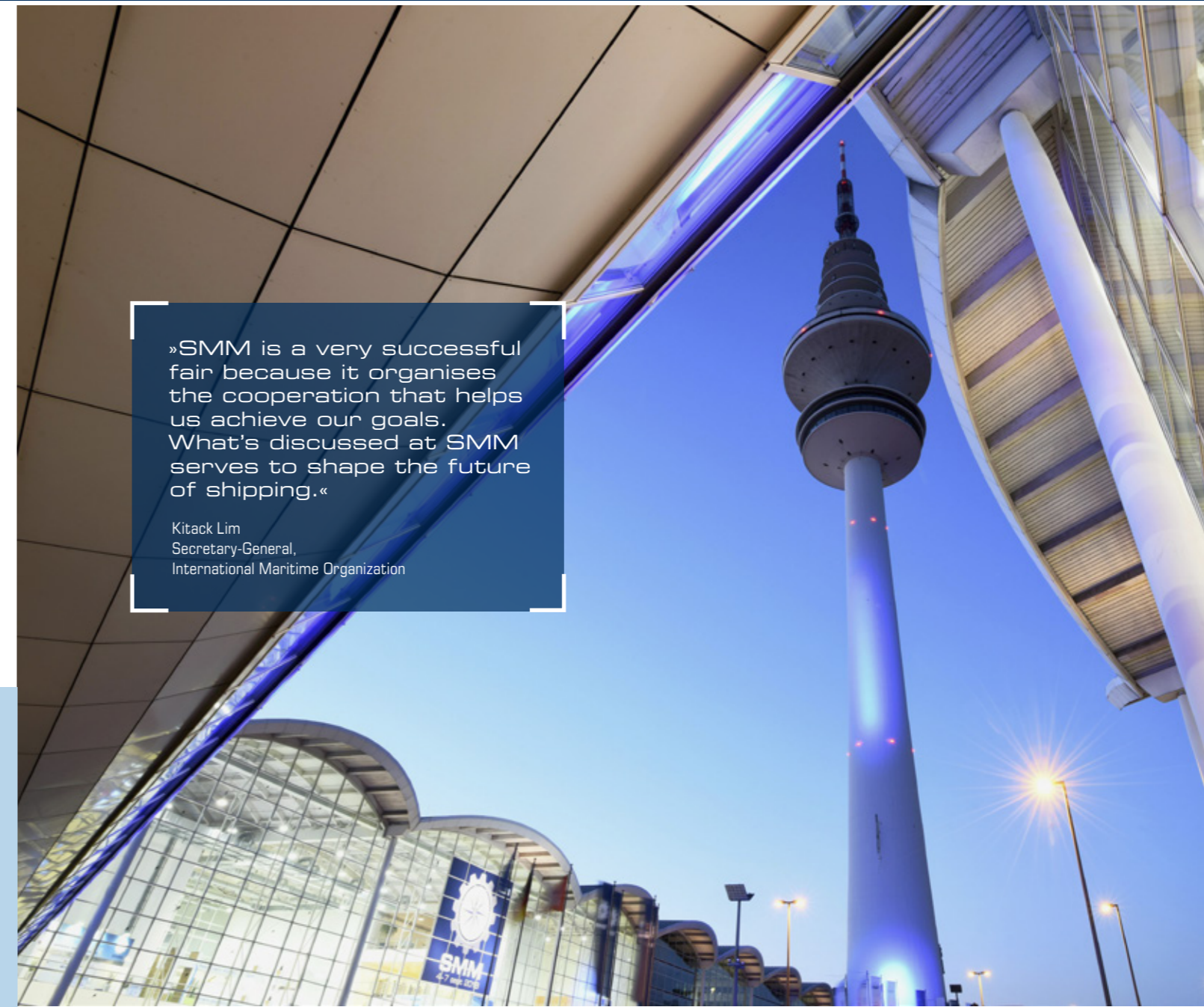
95%\* of the exhibitors considered SMM 2018 an excellent to satisfactory opportunity to expand the commercial success of their company.

**93%**

**the most important maritime industry fair**

93%\* of all visitors regard SMM as important to very important for their business or organisation.

\*Data from an independent trade fair survey at SMM 2018



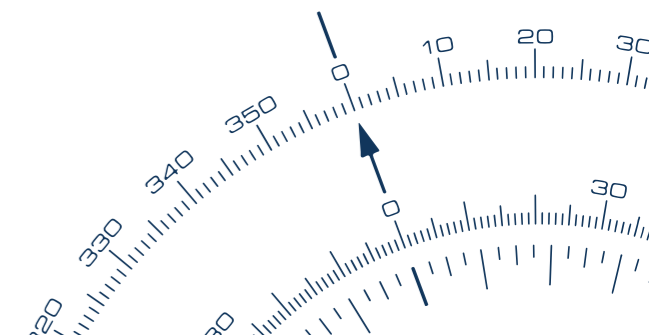
»SMM is a very successful fair because it organises the cooperation that helps us achieve our goals. What's discussed at SMM serves to shape the future of shipping.«

Kitack Lim  
Secretary-General,  
International Maritime Organization

## new technologies and themes successful premieres at SMM 2018

Besides offering a comprehensive overview on fields like digitalisation, green propulsion and maritime security, SMM is also known for highlighting special topics as well as setting up successful formats. At SMM 2018, exhibitors and visitors enjoyed a range of on-site innovations:

- Maritime 3D-Printing Show Area
- SMM Hackathon
- Forum "Maritime Career Market"
- Cruise & Ferry Route
- Extended Interior Outfitting exhibition area
- TradeWinds Shipowners Forum
- Offshore Dialogue focused on arctic and deep-sea technology





»The shipping industry is in a phase of upheaval. The main drivers of this change are digitalisation and the increasing demands on climate and environmental protection. SMM as the leading trade fair for the maritime industry opens up excellent opportunities to discuss these challenges intensively with all stakeholders.«

Alfred Hartmann  
President, German Shipowners' Association

## time to think beyond daily business where leaders get inspiration: SMM conferences

Welcome to the forefront of progress within the maritime industry: attending one of the high-profile conferences, dialogue sessions or workshops at SMM will give you new insights into the key topics of the different sectors and many exclusive networking opportunities.

Enjoy path-breaking presentations and inspiring discussions, exchange ideas with leading international speakers and experts. If you want to be present at a conference as a sponsor and to steer the audience's attention to your subject or innovation, please feel free to contact us.

For more information about the conferences at SMM 2020, please visit [smm-hamburg.com/programme](http://smm-hamburg.com/programme)

### your conference ticket

Places are limited and early booking is recommended. If you would like to attend a conference, please contact:

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Simone Nakötter  
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### book your own conference room

We're dedicated to making your own event a success. Get in touch to request help and support with organising individual workshops, events, conferences or meetings.

Carola Tepper  
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## choose your event from discussing the future to meeting high potentials

The Maritime Future Summit marks the start of the conference series. Held on the eve of SMM, it attracts thought-leaders of the maritime industry who share their views on the most pressing topics. On the first day of SMM, TradeWinds Shipowners Forum provides a first-class interactive discussion format. The following day has gmec, the global maritime environmental congress, debating the challenges of green change.

On 10 September, the time has come to tackle the exploitation of marine resources at Offshore Dialogue. It's also the start of MS&D, the international conference on maritime security and defence, which will again stretch over two days and take up political, technological and strategic challenges of the maritime industry. On the final day, the Maritime Career Market provides companies and institutions an excellent opportunity to get in touch with potential employees.

### be connected 7 sept 2020

How quickly and radically will digitalisation and automation change the shipping industry?

[smm-hamburg.com/mfs](http://smm-hamburg.com/mfs)

### Maritime Future Summit

in cooperation with  
**HANSA**  
INTERNATIONAL MARITIME JOURNAL

### the changing face of shipping 8 sept 2020

What is the future of ship financing, owning and operations?

[smm-hamburg.com/sof](http://smm-hamburg.com/sof)

TradeWinds Shipowners Forum

organised by  
**TradeWinds**

### setting a green course 9 sept 2020

How will connectivity, data analytics, smart innovation and green technologies transform the maritime industry?

[smm-hamburg.com/gmec](http://smm-hamburg.com/gmec)

### global maritime environmental congress gmec

in cooperation with  
**Seatrade**  
MARITIME TECHNOLOGY & SERVICES

### maritime technologies for future needs 10 sept 2020

An expert discussion on sustainable deep-sea mining and Arctic shipping: What innovative maritime technologies available today can be used and how would this affect our pristine ecosystems?

[smm-hamburg.com/od](http://smm-hamburg.com/od)

in cooperation with  
**GMT**  
Global Maritime Technology

### secure your position 10 - 11 sept 2020

How can the maritime industry prepare for security issues such as future military and non-military threats or technological developments of manned and unmanned platforms?

[smm-hamburg.com/msd](http://smm-hamburg.com/msd)

### international conference on maritime security and defence MS&D

in cooperation with  
**NAVAL FORCES**  
INTERNATIONAL MARITIME JOURNAL

### secure your future 11 sept 2020

Looking for talents for your business?

[smm-hamburg.com/mcm](http://smm-hamburg.com/mcm)

### Maritime Career Market

2018 in cooperation with

VDI VDMA VSM  
VDR



pre-configured and tailor-made  
sponsoring opportunities  
**we're here to help  
your brand stand out**

At SMM and its conferences, you have many options to reach high-value target groups with utmost accuracy. Take advantage of our sponsoring opportunities to secure an optimal presence of your brand. Just give us a call, and we'll find out what suits you best.

We have vast experience in supporting companies with a range of measures that effectively maximise the visual impact of a brand. Depending on your specific needs, you may opt for one of our sponsoring packages – or you may challenge us to develop a tailor-made solution together with you. We're open for individual formats and love to listen to your ideas to help you stand out in the way you want.

Our sponsoring packages enable you to

- ensure the desired level of attention for your brand
- reach specific target groups effectively
- generate high-impact visibility among all visitors, before and during SMM
- address VIPs or conference delegates and audiences in an exclusive and uncluttered environment

For more packages and detailed information, please visit [smm-hamburg.com/sponsoring](http://smm-hamburg.com/sponsoring)

**your individual sponsoring package**

Please do not hesitate to contact us for a solution tailor-made to your specific needs.

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As sponsors of SMM 2018, these companies enjoyed a particularly high level of attention:

**main sponsor**



**sponsors**



from in-app advertising to  
lead-tracking and beyond  
**we pave the way for  
your business success**

Exhibiting at SMM is all about raising attention, initiating communication and, last but not least, generating business success. That's why we offer you a wealth of marketing tools that help you make the most of your appearance at SMM. One that comes for free is our hashtag #SMMfair – please use it when posting on social media.

To attract the attention of your target groups at an early stage, we also offer marketing measures prior to SMM. The wide range of options includes newsletter ads to feature your product as well as an online and in-app presence including banners and logos.

At the event, our numerous on-site ad spaces and digital signage solutions help you raise attention. Moreover, our Smart Matching service in combination with our Online Exhibitor Directory recommends your brand to potential leads that you can manage easily with our LeadTracking service and export into your CRM system.

Our marketing tools enable you to

- reach out to new and existing customers long before and during SMM
- raise attention for your themes, products and exhibition appearance
- distinguish your brand from competitors
- facilitate your customers' route to your stand and manage leads comfortably

To explore our media services and book your individualised marketing package, please go to [smm-hamburg.com/adv](http://smm-hamburg.com/adv)

Our Media Service Team is happy to guide you through our range of advertising options.



join our theme routes  
**we lead the visitors  
to your stand**

With five theme routes, we make it easy for visitors to find exhibitors in their area of interest. It's smart to join, if one of them fits your offering. Participating exhibitors will be colour-marked specifically in all the exhibitor directories online and offline and in the SMM app. Visitors can view them on any device and arrange a personal shortlist. The exhibitors of each route are also marked in the hall plans of the visitor guide.

- D** Digital Route
- G** Green Route
- S** Security Route
- C** Cruise & Ferry Route
- J** Job Route



### MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM

Calling the leaders of a booming industry: MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM, celebrates its world premiere from 11 – 13 September 2019 in Hamburg. The specialised trade fair will showcase interior design, equipment and technology for ocean and river cruise ships, ferries and mega yachts.

A must-attend event for anyone who wants to meet with senior buyers, planners and key decision-makers from the world's leading cruise and ferry lines, shipyards, and interior design studios. Co-located with the 10th Seatrade Europe, the three-day-event benefits from the attendance of the cruise industry's leading players and thousands of professional visitors. Be part of it and book your stand now at [marineinteriors-expo.com/exhibit](http://marineinteriors-expo.com/exhibit)

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11 – 13 September 2019

**MARINE INTERIORS**

Cruise & Ferry Global Expo  
Powered by SMM

### Seatrade Europe Cruise and River Cruise Convention

The European gateway for the international cruise industry: from 11 – 13 September 2019, Seatrade Europe will celebrate its 10th anniversary of connecting the European cruise community. Co-located with MARINE INTERIORS, the highly popular event will combine a showcase exhibition, innovative conference and unrivalled networking opportunities.

Set to welcome approximately 5,000 participants from all over the world, including 250 exhibitors from 50 countries, Seatrade Europe stands as the ultimate platform for anyone in this fast-growing market. Don't miss this opportunity and book your stand now at [seatrade-europe.com/exhibit](http://seatrade-europe.com/exhibit)

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11 – 13 September 2019

**Seatrade europe**

Cruise & River Cruise Convention

### INMEX SMM India

South Asia's largest maritime exhibition and conference: from 3 – 5 October 2019, INMEX SMM India will again live up to its claim of being the driving force of the South Asian maritime business. Already for the third time, global fair organisers Hamburg Messe und Congress GmbH and Informa Exhibitions are setting up this three-day event attracting around 6,300 professional visitors and key buyers.

More than 300 exhibitors from all over the world will seize the opportunity to present themselves to the Indian subcontinent and benefit from the enormous market potential. Make sure to grow your international network and showcase your innovative products and services by booking your stand at the fair today. Join this prestigious international event at [inmex-smm-india.com](http://inmex-smm-india.com)

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3 – 5 October 2019

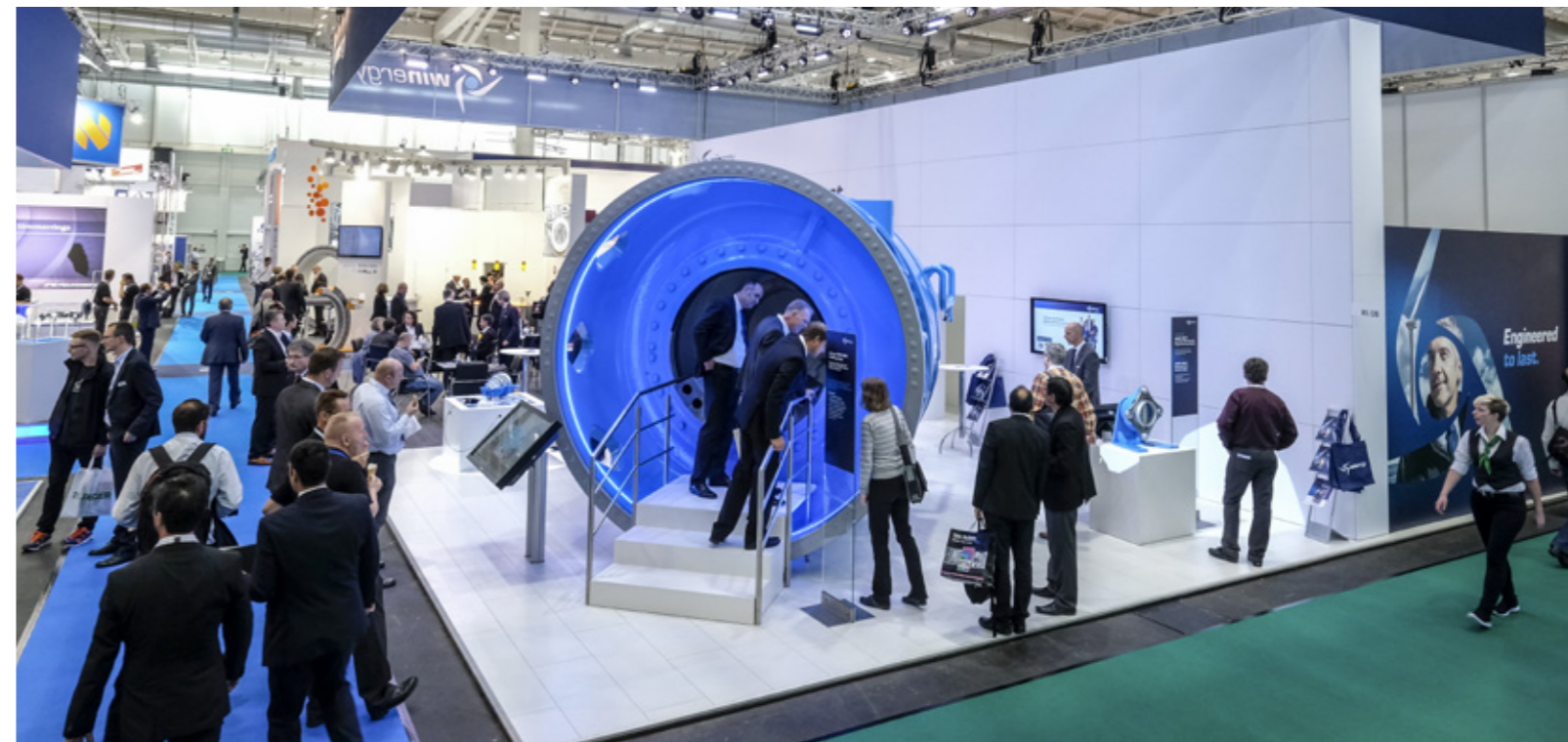
### WindEnergy Hamburg

Join the Global Wind Summit: from 22 – 25 September 2020, Hamburg will welcome 35,000 visitors from more than 100 countries as WindEnergy Hamburg takes place together with the WindEurope Conference, the globally leading expert congress for the wind industry. As the world's biggest wind expo, WindEnergy Hamburg will attract about 1,400 exhibitors from 40 countries, reflecting the multifaceted dynamics of the wind industry along the entire value chain.

A unique place for business, conversations and connections which is perfectly complemented by the WindEurope Conference. The congress event will underscore its reputation as the authoritative forum for dialogue and debate between the brightest and most influential voices in the wind industry. Be part of this highly anticipated gathering and book your stand at [windenergyhamburg.com/exhibit](http://windenergyhamburg.com/exhibit)

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20 – 25 September 2020



 **Hamburg Messe****Hamburg Messe und Congress GmbH**

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German Shipbuilding &  
Ocean Industries Association



German Shipowners' Association



German Ship  
Suppliers' Association

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