

3-6 sept 2024
leading international
maritime trade fair
smm-hamburg.com



Press Release · Pressemitteilung

SMM 2024: Larger special area MARINE INTERIORS @SMM

From 3 to 6 September, SMM 2024 will once more be the maritime industry's centre of attention. Organisers expect more visitors and exhibitors than last time; the exhibition halls are nearly fully booked. This year's SMM focuses on decarbonisation of the shipping industry. International exhibitors, including start-ups, will showcase smart and efficient solutions. MARINE INTERIORS @SMM is a fixture at SMM. Other topics high on the agenda include Artificial Intelligence (AI) and recruiting young talent.

Hamburg, 3-05-2024 – Less than five months before the beginning of the trade fair, the industry is showing huge interest in SMM: "We are expecting more than 2,000 international exhibitors from 70 nations to be here from **3 to 6 September 2024**. This means we are almost fully booked," says **Claus Ulrich Selbach**. "We are overwhelmed by the response. We are actually setting-up an additional hall to accommodate all requests," says Business Unit Director Maritime and Technology Fairs & Exhibitions at Hamburg Messe und Congress. "Ticket sales are likewise very strong and we are anticipating an attendance of over 40,000," Selbach adds.

Cruise industry: Innovator for sustainability

With a total of 130 exhibiting companies from 20 countries specialising in ship interior design, the special exhibition section **MARINE INTERIORS @SMM** will be significantly larger this year. The **Cruise Lines International Association (CLIA)**, an official SMM Partner, will be represented for the first time: On the Cruise & Ferry Stage, the leading organisation of the cruise industry will hold various sessions on sustainable cruises – a subject the cruise sector is placing great emphasis on, as a look at the global orderbook shows: From now until the end of 2026, 41 new cruise ships will be delivered; 27 of them will be equipped with alternative propulsion systems. This includes LNG-ready engines, and many LNG-fuelled ships will also be methanol-ready. "The introduction of these new technologies and the many pilot programmes and trials in place reveal how the cruise industry is an innovator and early adopter of technologies that are helping us sail to a more sustainable future," says CLIA CEO **Kelly Craighead**.

Future Fuels Arena and AI CENTER

Other main topics at SMM 2024 will address key needs of the industry: In recognition of the rapidly growing importance of smart innovations, SMM will provide a section specifically dedicated to Artificial Intelligence for the first time: At the **AI CENTER**, start-up companies will highlight AI technologies and projects for the maritime industry (Hall B6). "AI fundamentally changes our economy and our business processes – across all industries. It harbours many opportunities for the

shipping sector, as well,” says **Petra Vorsteher**, Co-Founder and CEO of AI.HAMBURG and initiator of the AI CENTER. Examples include innovative solutions enabling ships to operate more efficiently. But the key to carbon-neutral shipping is alternative fuels. They are an essential prerequisite for a successful Mission Zero Emission. “Shipowners have been reducing their emissions by as much as 30 per cent through efficiency enhancements. An additional 10 per cent is possible. But the rest must come from alternative fuels,” says **Dr Martin Kröger**, Managing Director of the German Shipowners Association (VDR). At the global maritime environmental congress (gmec) experts will discuss the pros and cons of various alternative fuels. Great hopes are being placed on hydrogen. Companies specialising in this clean technology and its derivatives will have a dedicated exhibition area of their own for the first time, the **Future Fuels Arena** (Hall A2).

Sustainability & Recruiting

The maritime industry is hoping that its eco-friendly mindset will attract the young talent it urgently needs. To support the sector’s recruiting efforts, SMM 2024 will put the spotlight on this topic. For the first time, the **Maritime Career Market** and the **Career Forum** will take place on two days (Hall B2). “Young people are especially concerned about sustainability. At the Maritime Career Market, companies can demonstrate how much the maritime industry has to offer,” says SMM Director **Christoph Lücke**. This is where young jobseekers can meet potential employers. They will receive information about jobs on shore and at sea as well as training programmes, career opportunities and job openings in the maritime sector.

Asia showing strong presence at SMM 2024

After the pandemic more Asian exhibitors and visitors are reporting back after the pandemic. In particular, **China and Korea**, the two leading shipbuilding nations, will have a stronger presence again at SMM 2024. The second key factor is the unique standing of SMM in the marine industry. Those who travel to Hamburg in September will be able to meet international exhibitors, explore state-of-the-art technologies, and attend conferences featuring renowned speakers as well as attractive networking events. “The high quality and the internationality and density of key industry players at SMM are unparalleled world-wide,” says Selbach.

About SMM

The leading international maritime trade fair takes place in Hamburg from 3 to 6 September 2024. More than 2,000 exhibiting companies and around 40,000 visitors from over 100 countries are expected to attend. Covering the entire value chain of the maritime industry on 90,000 m² in twelve exhibition halls, SMM is the world’s foremost platform for innovation and the latest technologies in the maritime sector that brings together business leaders from around the world. Themed “SMM – driving the maritime transition”, the 31st SMM will focus on the maritime energy transition and the digital transformation. An attractive conference programme and a wide range of networking



opportunities will supplement the exhibition. For the first time, the conferences will take place on open stages inside the exhibition halls – free of charge, and accessible to all fair visitors.

For more information please visit [SMM – driving the maritime transition | 3 – 6 sept 2024 - SMM \(smm-hamburg.de\)](https://www.smm-hamburg.de) or go to [LinkedIn](#).

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About the MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM

The MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM was launched in 2019 as the first stand-alone B2B trade fair for interior design, equipment and technologies for passenger ships. Exhibitors from all areas related to ship interior design attended the second edition of the Hamburg event from 06 to 08 September 2023, meeting top-level visitors including decision-makers from shipowning companies, shipyards and design studios. The expo was accompanied by networking events and conference sessions featuring top-ranking experts who discussed all of the industry's current key topics. MARINE INTERIORS takes place every two years and is co-located with Seatrade Europe – Cruise and River Cruise Convention.

For more information please visit www.marineinteriors-expo.com or go to LinkedIn: [in](#)

Press contact: Nele Bruns, ph. +49 40 3569-2439

E-Mail: nele.bruns@hamburg-messe.de