



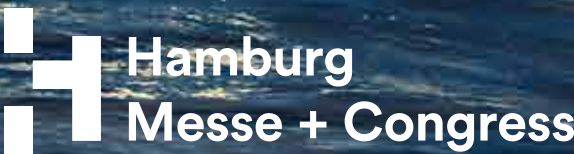
smm-hamburg.com

the leading international
maritime trade fair



driving the maritime transition

6 - 9 sept 2022
hamburg



SMM 2022 bringing us together again - live

After the last physical event in September 2018 and the virtual SMM DIGITAL in February 2021, the movers and shakers of the maritime transition will finally be meeting in person again. With a carbon-free future on the agenda, leading thinkers, companies and organisations are coming together to present innovations and discuss challenges in all fields of our industry. Join them at an event we've all been waiting for.



the most innovative SMM is coming **it's all about change**

The need for innovation is increasing in every sector. We make no exception to this, so the upcoming **30th edition of SMM** will offer some exciting **new topics and presentation concepts**. Enjoy an ultimate opportunity to show expertise and to network within our global community.

We look forward to seeing as many of you as possible live on the exhibition floor and at the accompanying conferences. Discover your benefits as an exhibitor and join us from **6 – 9 September 2022** in the heart of the beautiful maritime metropolis of Hamburg.

the world's #1 event for the maritime industry

key figures of previous SMM

The leading international trade fair for the maritime industry brings together decision-makers and industry professionals from all sectors. Impressive key figures make SMM the #1 platform for initiating and expanding business relationships as well as for dialogue on current topics.

70 international speakers at
five dedicated conferences

29 national
pavilions

27 delegations from
politics, business and
international navies

13
exhibition
halls

5
high-profile
conferences

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



all trending topics
on more than
90,000 m²

the world's #1 event for the maritime industry

key figures of previous SMM

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

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.

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.

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

60 hours of high-class content

2 freely accessible streaming channels

4 days of information exchange and community interaction

848

virtual business meetings via MariMatch @SMM DIGITAL run by Enterprise Europe Network



7,000+ viewers from

80 nations

100+ panels, talks and presentations on a wide range of topics

160+ renowned industry experts from all sectors

connecting the community during the pandemic

key figures of SMM DIGITAL

In February 2021, SMM DIGITAL successfully streamed a 60-hour, high-class programme to viewers around the globe. The event was applauded by participants from 80 nations and keeps on inspiring the industry as all of the streamed content will remain available until the end of 2021 at www.smm-hamburg.com/streams

why SMM in the words of industry leaders

»SMM as the leading international maritime trade fair is always part of our event calendar as an exhibitor. We are very much looking forward to seeing our customers and partners in person again in September 2022 at SMM in Hamburg.«

Dr Klaus Borgschulte
Managing Director, Lürssen

»For us, SMM is the ideal platform to get a complete overview of the latest technical innovations and to meet important suppliers from all over the world.«

Richard von Berlepsch
Managing Director Fleet Management, Hapag-Lloyd

»SMM is a great platform to meet old and new partners and customers from all over the world in just four days. And SMM's slogan "Driving the maritime transition" is exactly what MAN Energy Solutions stands for ...«

Wayne Jones OBE
Member of Executive Board – Global Sales &
After Sales, MAN Energy Solutions

this is SMM
impressions from the event





more topics and even more networking **what's new in 2022**

We are constantly improving SMM to remain the state-of-the-art business and networking platform for the maritime industry. In response to rising market needs, we'll be introducing and expanding new **key areas** as well as offering you new possibilities for **presentation, interaction and networking.**

key area green technology

hydrogen

Developing zero-carbon propulsion systems is essential to achieve our industry's climate protection goals. Hydrogen technology offers promising solutions, with smaller vessels already running on it. SMM is proud to dedicate hall A5 exclusively to manufacturers, suppliers, consultancies and other services in this innovative field.

key area general outfitting **MARINE INTERIORS** **@SMM**

An important part of SMM for many years, the general outfitting sector is receiving more attention than ever. That's why at SMM 2018, in addition to hall B5, we created a dedicated area for marine interiors in hall B8. This will be continued at SMM 2022, where interior design, equipment and technology for passenger ships will come into even sharper focus. Hall B8 will provide a perfect exhibition and networking space as well as a MARINE INTERIORS stage for presenting state of the art solutions to the industry's decision-makers.

Welcome to the home of cruise business: with SMM and MARINE INTERIORS Cruise & Ferry Global Expo alternating yearly, Hamburg offers interior designers, architects and manufacturers a unique and continuous presence on the European and global markets.

key area additive production **maritime 3D printing**

Due to the increasing demand for additive production solutions and the massive interest from leading suppliers from around the globe, we nearly doubled the size of our maritime 3D printing show area. We already look forward to welcoming exhibitors from three continents and invite you to join the show in hall A2.

presentation and networking transition stages

A first at SMM 2022 is the concept of transition stages – theme-specific presentation areas that let exhibitors introduce their innovations, product highlights and projects during individual sessions in front of a professional audience. Following the presentations, the areas will be used for networking from 5 p.m. onwards under the motto “It’s wine o’clock”.

Green Transition Stage in hall A5: alternative propulsion and environmental technologies to reduce emissions

Digital Transition Stage in hall B6: digitalisation in the maritime industry

MARINE INTERIORS Stage in hall B8: marine equipment and interior design

The complete programme and the location of the stages will be published in summer 2022.

presentation and networking **speaker slots** **@transition stages**

Besides informative sessions and presentations on the thematic focus of the respective stage, 10-minute speaker slots offer a great opportunity to exclusively address potential customers. The slots are reserved for accredited exhibitors. You may apply for only one slot per stage. Applications will open in spring 2022.



presentation and networking **new stand party concept**

SMM is inviting you to build up your networking activities. From Tuesday to Thursday from 5 p.m. onwards, you may start smaller or larger events at your stand, e.g. standing receptions, parties, catering, musical entertainment. Events that run past 6 p.m. are subject to registration, but remain free of charge until 7 p.m. Only from 7 p.m. onwards will a fee be charged.

presentation and networking **start-ups @SMM**

We're proud to support the maritime industry leaders of tomorrow by launching a package that helps start-ups raise awareness of their innovations. The package includes:

- stand-sharing with main exhibitors (matchmaking service by HMC)
- start-up area (presentation area with lounge character)
- special start-up programme
- maritime start-up night

For more details, please contact
Simone Nakötter | +49 (0)40 3569 2146 | simone.nakoetter@hamburg-messe.de

why SMM in the words of industry leaders

»As a technical provider for marine energy transition growth, we need SMM as the perfect international stage to display our technologies in MHI Group for decarbonising the maritime shipping industry.«

Toshiaki Hori
President and CEO, Mitsubishi Heavy Industries
Marine Machinery & Equipment

»SMM is an excellent arena for Kongsberg Maritime to meet with customers and partners to discuss the latest innovations and future trends for the maritime market.«

Bård Bjørnløv
Executive Vice President Global Sales and Marketing, Kongsberg Maritime

»One of SMM's defining qualities is its ability to bring together people from the entire spectrum of the maritime business. There is a real buzz every day of the fair. It is a place to inspire and be inspired, coming face-to-face with the individuals, technologies and services that will write the next chapters in the story of how we conduct responsible commercial activity within the ocean environment. We are already looking forward to September 2022.«

Knut Ørbeck-Nilssen
CEO Maritime, DNV

leading minds, pressing topics **SMM conferences**

Never in history have we understood so well how systems are interconnected and that we need to join forces to successfully drive the maritime transition. Here's a great opportunity to do so. Attending one of the high-profile conferences, dialogue sessions or workshops at SMM will give you new insights into the challenges within the different sectors and bring many exclusive opportunities for cooperation and networking.

Maritime
Future
Summit



smm-hamburg.com/mfs

be connected

- Ultra-X: Ultra-light, ultra-strong, ultra-anti-corrosion, etc.
- Composites as new normal
- Strength + function
 - Intelligent & adaptive
 - Embedded electronics /sensors
 - Embedded heat exchangers/ photovoltaics
- Explore new shape and form of a vessel



Source: <http://www.seawarbler.com/>

SMM conferences Maritime Future Summit

First things first: the Maritime Future Summit marks the start of the conference series. Held on the eve of SMM, 5 September 2022, it brings together thought leaders from the maritime industry, who share their views on groundbreaking questions.

in cooperation with **HANSA**
INTERNATIONAL MARITIME JOURNAL

New Dawn



Amd Becker
Chairman
HSM Hanse
Ship
Management
AG



Jan Hagemann
CEO
Five Oceans



TradeWinds
Shipowners Forum
4 September 2018 / Hamburg



TradeWinds Shipowners Forum

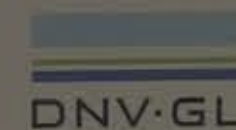
Global partner



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Sponsors



SMM conferences TradeWinds Shipowners Forum

On 6 September 2022, TradeWinds Shipowners Forum provides a first-class interactive discussion format. The agenda of this event usually centres on the most pressing economic issues.

organised by **TradeWinds**

setting a green course

SMM conferences gmecc

Wednesday 7 September 2022 will see gmecc, the global maritime environmental congress, debating the challenges of green change. Participants will enjoy path-breaking presentations, inspiring discussions and an exchange of ideas with leading international speakers and experts.

in cooperation with **Seatrade Maritime**

SMM conferences **Offshore Dialogue**

8 September 2022 offers a unique opportunity to address the challenges of sustainable ocean use. At the Offshore Dialogue, high-profile industry experts will dive deep into technologies and frameworks that enable the safe use of finite and renewable resources.

in cooperation with



Offshore



technologies
future needs

Offshore
Dialogue



smm-hamburg.com/ed



SMM conferences MS&D

Tackling political, technological and strategic challenges of the maritime industry, MS&D, the international conference on maritime security and defence, will stretch over two days, taking place on 8 and 9 September 2022. The event traditionally brings together high-ranking delegations from navies and renowned experts from the defence industry.

in cooperation with **NAVAL FORCES**
INTERNATIONAL FORUM FOR MARITIME POWERS



SMM conferences Maritime Career Market

On 9 September 2022, the final day of SMM, the Maritime Career Market provides companies and institutions with an excellent opportunity meet potential employees. Use this well-established format to present your academic or career offerings and let talented graduates and established professionals get in contact with you.

in cooperation with



Maritime
Career
Market



leading the visitors to your stand

SMM theme routes

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 online and offline exhibitor directories and in the SMM app. Visitors can arrange a personal shortlist and approach your stand without any detour.

D Digital Route

S Security Route

G Green Route

C Cruise & Ferry Route

J Job Route

Become part of the theme routes and attract the right audience to your stand. Applications will open in good time ahead of SMM.

make SMM your brand arena **sponsorship**

At SMM, you can reach high-value target groups without any scatter. We offer various advertising, sponsorship and presence opportunities to make your brand stand out on our physical and digital platforms. Choose from efficient measures that generate high-impact visibility among all visitors, reach selected audiences or address VIPs in exclusive and focused environments. Or can we help you with a tailor-made solution? Let's talk!

For more details, please contact
Christoph Lücke | +49 (0)40 3569 2135 | christoph.luecke@hamburg-messe.de

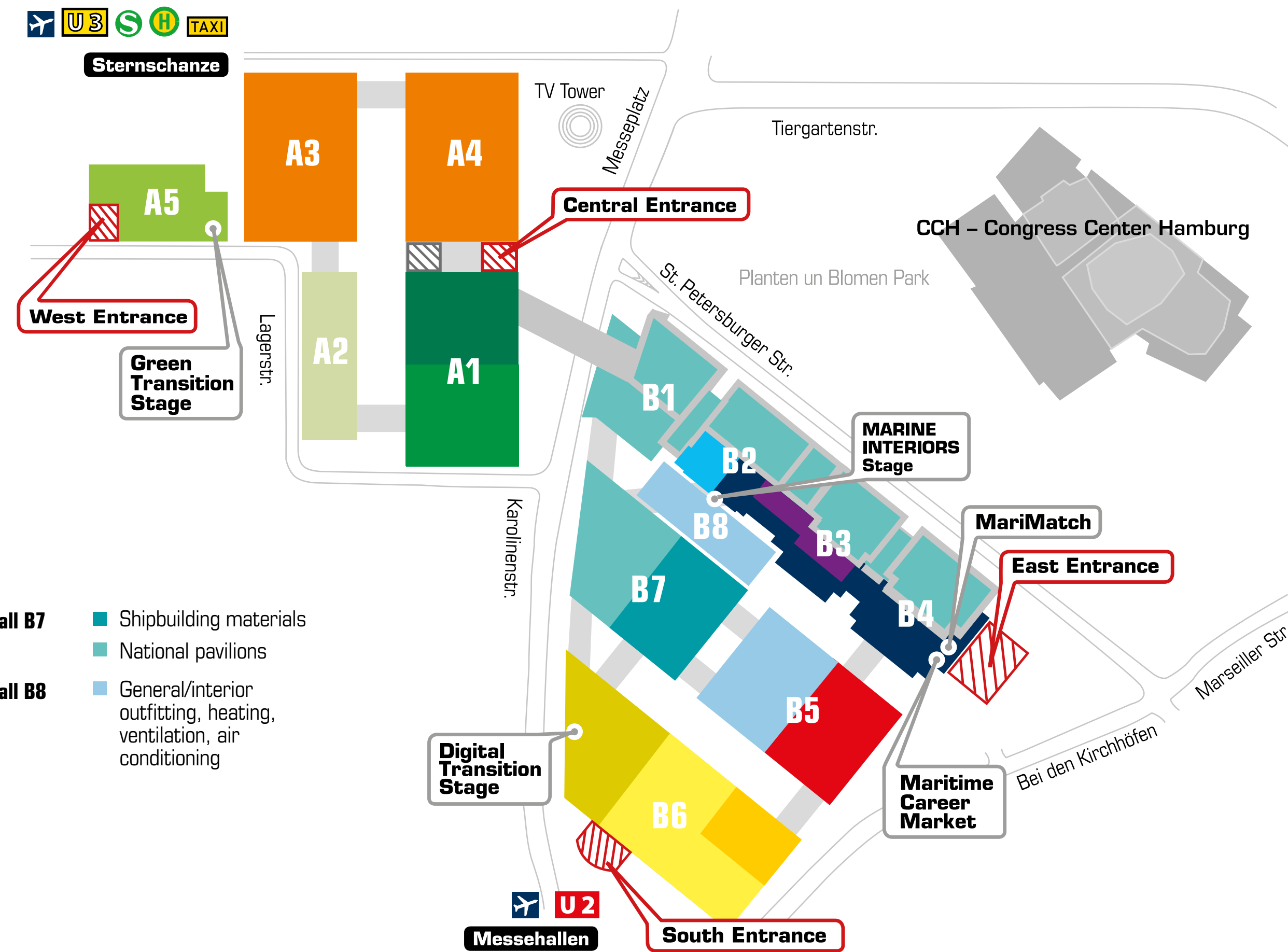
additional exhibition spaces **open-air site**

Set your brand apart from the crowd and impress your visitors out in the open-air too – with large-scale presentations and live action. Available in the direct vicinity of halls A and B, our open-air site provides additional exhibition space to showcase your exhibits in operation or to complement your indoor stand with a satellite stand. For special technical requirements, we offer dedicated “action zones” and are able to support you, for example with an installation of a water basin for underwater product demonstrations.

secure your space area plan

Our halls are dedicated to specific industry sectors, meeting the needs of exhibitors and making things extremely efficient for visitors. See where you can be present on the exhibition site and where transition stages relevant to you are located. Situated in the heart of the city, the exhibition ground is easily accessible by public and private transport.

- | | | | |
|-------------------|---|-------------------|--|
| Hall A1 | ■ Ship operation equipment, environmental technologies | Hall B2/B3 | ■ Maritime security and defence |
| | ■ Deck equipment, cargo handling systems | Hall B3/B4 | ■ Shipyards, shipbuilding industry |
| Hall A2 | ■ Pumps, valves, compressors | | ■ National pavilions |
| Hall A3/A4 | ■ Prime movers and propulsion systems | Hall B5 | ■ General/interior outfitting, heating, ventilation, air conditioning |
| Hall A5 | ■ Systems and components for alternative fuels and alternative propulsion | | ■ Safety equipment, fire protection, marine coatings, corrosion protection |
| Hall B1 | ■ National pavilions | Hall B6 | ■ Navigation and communication |
| Hall B2 | ■ Shipyards, shipbuilding industry | | ■ Electric equipment, electric drives, automation, lights, sensors and indicators, software and IT |
| | ■ Production equipment, ship engineering and design | | ■ Marine technology |
| | ■ National pavilions | | |



secure your space sizes & prices

From small stands to national pavilions – SMM offers a wide range of options for individual presentations. Apply by no later than **17 September 2021** and secure your space at www.smm-hamburg.com/exhibit

Stand type

Fee

Row stand (1 side open)	299 EUR net/sq. m.
Corner stand (2 sides open)	329 EUR net/sq. m.
Front stand (3 sides open)	349 EUR net/sq. m.
Island stand (4 side open)	359 EUR net/sq. m.
Open-air site	190 EUR net/sq. m.
Official national pavilions	359 EUR net/sq. m.
Maritime Career Market	950 EUR net/sq. m.

infection prevention measures hygiene and safety

In close cooperation with public authorities and institutions, we have developed a catalogue of COVID-19 measures that keep people safe at our events while still allowing them to have an enjoyable and informative experience. The measures will be adjusted according to the current development of the pandemic as well as to any changes made by public authorities and institutions.

To get an overview, please visit www.smm-hamburg.com/safety



home of SMM beautiful hamburg

Come for SMM, but stay for the weekend to experience Germany's beautiful maritime metropolis. Take a boat tour of the harbour along the beach clubs on the Elbe River and the city's most magnificent landmark, the Elbphilharmonie. The concert hall is ranked in *TIME* magazine's list of the "World's Greatest Places" and stands as a symbol of Hamburg's power to bridge maritime tradition and modernity.

To plan your trip and find out more about the city's many highlights, hotels, restaurants, bars and world-famous nightlife, please visit www.smm-hamburg.com/hamburg

SMM worldwide representatives **organisational excellence**

We offer you all the services you need around SMM, from personal advice and support on and around your stand, to travel and accommodation information, to catalogue and ticket sales. To serve you locally and in your national language we provide a network of foreign representatives in over 40 countries around the world. Let us know what you need – we look forward to perfectly organising your SMM participation.

Get in touch with the foreign representative for your region:
www.smm-hamburg.com/rep

**MARINE
INTERIORS** | Cruise & Ferry
Global Expo
Powered by SMM

GETTING READY FOR A NEW ERA

Interior Design, Equipment and
Technology for the Cruise & Ferry Industry

6 - 8 September 2023, Hamburg
marineinteriors-expo.com

Secure
your space at
**MARINE
INTERIORS
@SMM 2022**

**Save
the date**



coming up **INMEX SMM India 2021**

INMEX SMM India, South Asia's largest maritime exhibition and conference, is scheduled to take place from 15 – 17 December 2021 at the Bombay Exhibition Center in Mumbai. It's the place to present your business to industry leaders, key decision-makers, trade organisations and government agencies from India, South Asia and around the globe. All activities will be promptly adapted to any changes in the current pandemic situation.

Register your interest: www.inmex-smm-india.com

For more details, please contact
Christoph Lücke | +49 (0)40 3569 2135 | christoph.luecke@hamburg-messe.de

coming up WindEnergy Hamburg 2022

The global rendezvous for the wind energy industry awaits you in Hamburg from 27 – 30 September 2022: WindEnergy Hamburg, the world's biggest expo for on & offshore wind energy. WindEnergy Hamburg reflects the multifaceted dynamics of the wind industry along the entire value chain. From planners, manufacturers, suppliers and financiers to operators and service providers – onshore and offshore – leading industry representatives, young, innovative entrepreneurs and giants of the sector meet here at the international marketplace of the wind industry.

With great potential for innovation and genuine pioneering spirit. Benefit from conference sessions organised by WindEurope, GWEC and many other partners. Be part of it and present your products and services along with more than 1,400 exhibitors to the roughly 35,000 visitors from more than 100 countries in one of nine exhibition halls.

Book now: www.windenergyhamburg.com

For more details, please contact
Andreas Arnheim | +49 (0)40 3569 2263 | andreas.arnheim@hamburg-messe.de

in co-operation with:

global partner:

european partner:

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The global on & offshore event

any questions?
**we are here
to serve you**

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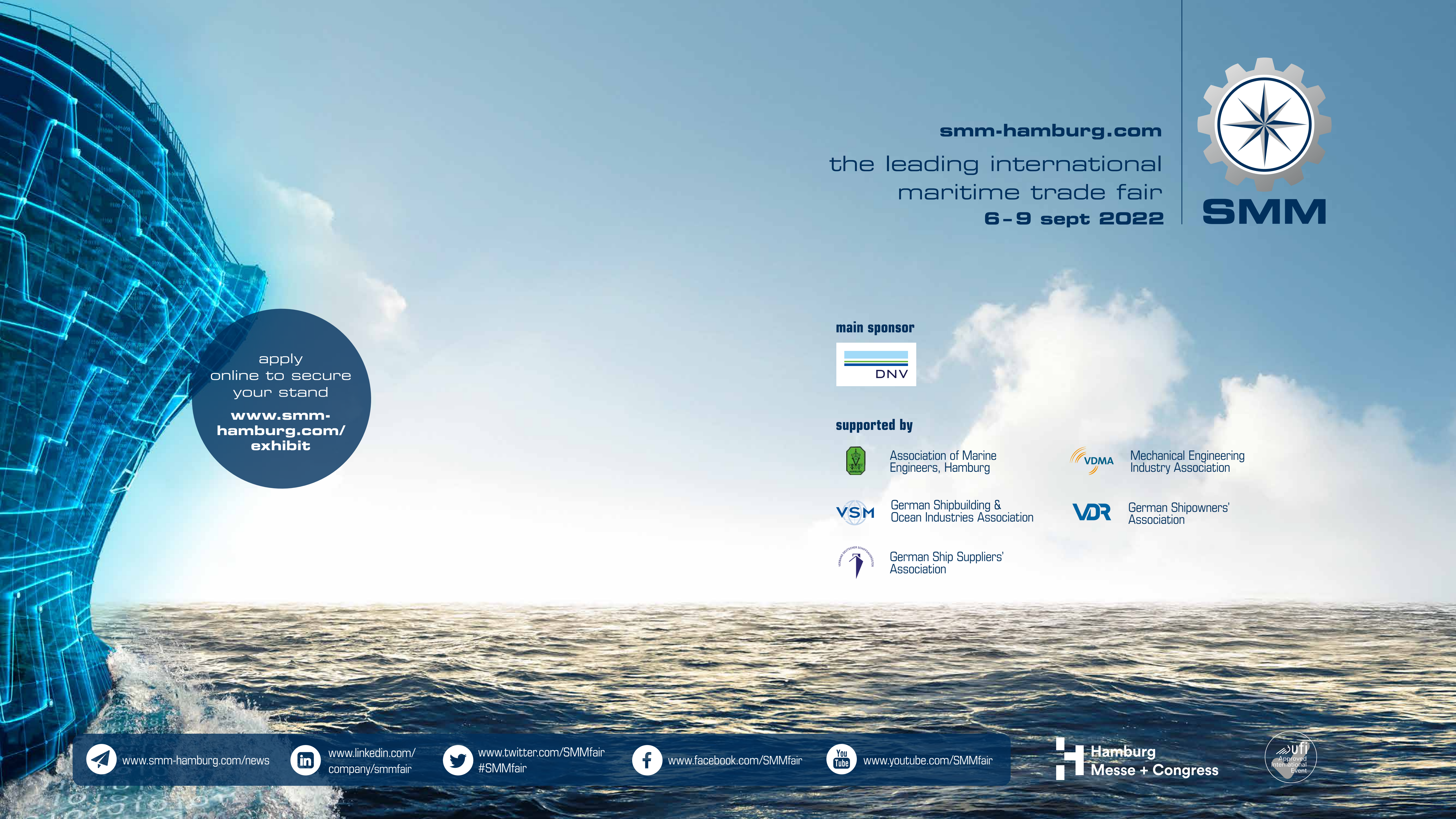
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Find the direct point of contact for your request: www.smm-hamburg.com/contact

Hamburg
Messe + Congress
Eingang Mitte - Central Entrance



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the leading international
maritime trade fair
6-9 sept 2022

apply
online to secure
your stand
www.smm-hamburg.com/exhibit

main sponsor



supported by



Association of Marine Engineers, Hamburg



Mechanical Engineering Industry Association



German Shipbuilding & Ocean Industries Association



German Shipowners' Association



German Ship Suppliers' Association


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