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leading international
maritime trade fair
smm-hamburg.com



Press Release · Pressemitteilung

MARINE INTERIORS @SMM

A win-win constellation: cruise shipping meets shipbuilding at SMM

The cruise industry is under enormous pressure to improve its sustainability fast. From 3 to 6 September 2024, SMM will deliver key input to support these efforts. Sustainability is a criterion in selecting ship interiors, as well, as the exhibitors at MARINE INTERIORS @SMM will prove. It is the foremost event for this segment of the European passenger shipping industry, and the only one that includes ferry interiors.

Hamburg, 01-08-2024 – The Cruise Lines International Association’s latest statistic counted over than 31 million passengers, nearly seven per cent more than during the pre-Covid year 2019. But with these numbers comes increased responsibility: The cruise industry is faced with the challenge to reduce its emissions radically. **Marie-Caroline Laurent**, Director General of CLIA Europe, considers SMM as the perfect platform to drive the industry’s sustainability goals. “CLIA is pleased to partner with SMM for the first time. This will be a key opportunity to network, share views about policy areas of common interest, and showcase the latest environmental advances in our industry that can benefit the entire sector,” says Laurent. With this in mind, **CLIA** will present an investment plan for decarbonising the entire cruise industry at the flagship fair, along with energy efficiency enhancement solutions that are already used by cruise vessels. Sustainability and cruising are compatible – attendees of the new interactive CLIA exhibition “The Voyage” are welcome to see for themselves (Central entrance, upper level). “SMM showcases everything companies need to build state-of-the-art passenger ships, from engines and bridge technologies to water treatment systems, and through to interior outfitting. Our trade fair shows the full breadth and depth of the industry’s know-how, lending fresh impetus to the discussion about forward-looking developments – you won’t find this anywhere else,” says **Claus Ulrich Selbach**, Business Unit Director Maritime and Technology Fairs at Hamburg Messe und Congress.

Ship interiors in focus: newcomers meet experts

At MARINE INTERIORS @SMM in Hall B5, more than 100 exhibitors from 20 countries will present their products and solutions for ship interior outfitting. This exhibition is the foremost event for Europe’s Cruise & Ferry Interiors segment. The MARINE INTERIORS @SMM exhibition area will be grouped around the **Cruise & Ferry Stage**, where around 15 speeches and panel discussions on ship interiors for ocean and river cruise ships as well as ferries will take place. This year, newcomers to the industry will for the first time be able to benefit from the **MARINE INTERIORS**

Discovery Bay: “It is an icebreaker opportunity. This joint exhibition stand is an offer to companies that want to get a foot in the door of the maritime market,” says Christoph Lücke, Director of SMM & MARINE INTERIORS. Participants will include PASS-Medientechnik, 2Gamma, PANELPLUS and Guangzhou Xibo Chemical Technology, among others. Whether newcomer or well-established industry leader: The **Cruise & Ferry Route** will direct visitors to relevant exhibitors. They can also be found in the **Online Exhibitor Directory** and the **Visitor Guide**, as well as in the new **Networking Platform** app where they are marked with the Cruise & Ferry icon. Furthermore, the **Wine o’ clock** networking format will provide an excellent networking opportunity daily from 17:30 to 19:00. On Wednesday evening it will be titled **Cruise & Ferry Wine o’clock powered by CLIA**.

Innovation: future perspectives

The potential of advanced technologies for the cruise industry will be demonstrated by exhibitors such as **Brombach+Gess**. Headquartered in south-western Germany’s Black Forrest region, the company has developed photovoltaic window panes that generate electricity. What is more, this glass insulates both acoustically and thermally. It filters up to 99 per cent of damaging UV and infrared radiation from sunlight. Other smart products include those offered by the Finnish company **Antti Marine** whose innovative e-hinges, while looking like conventional ones, are fitted with online connectivity to allow data transmission. This enables a multitude of smart remote control options. **Metalcolour** has been a specialist in the field of innovative, functional metal coil coatings. The company’s foil-coated steel and aluminium products are primarily used for ceilings, wall panels, doors, bathroom pods, luggage compartments, safety doors and lifts. On the new luxury liner *Disney Destiny*, the Company is installing 200,000 square metres of coated steel.

Sustainable refitting: always at the leading-edge

A cruise ship’s operating life typically exceeds 20 years. Refitting these vessels at regular intervals allows owners to ensure the ships comply with the latest standards in terms of safety, efficiency and environmental compatibility. According to the supplier association VDMA, demand for ship upgrades is increasing: “The IMO carbon neutrality goal is certainly a strong driver of this trend,” says **Martin Johannsmann**, CEO of SKF Marine, and Chairman of the Board of VDMA Marine Equipment and Systems. Ship interiors are renovated regularly, as well. The Italian **De Wave Group** is one of the experts in this field. They recently gave a new look to the Arabian cruise ship *Aroya* and will showcase other projects in the MARINE INTERIORS @SMM area. In early 2024, the Danish owner DFDS invested 10 million euros in refitting their ferries *King Seaways* and *Princess Seaways*. “What I love most about refitting projects such as these is to see the metamorphosis of the ship,” says **Teun-Wim Leene**, Route Director at DFDS. “We begin with the product our customers have known for years; we take it apart, go back to the beginnings, and develop a new experience from it.” DFDS will also be featured on one of the SMM Ferry Panels. Its



title: “Introducing eco-friendly fuels on passenger ships – retrofits and newbuilds”. Other members on the panel will include representatives of Stena Line, DNV and the German nature conservation society NABU.

The next biennial, stand-alone MARINE INTERIORS Cruise & Ferry Global Expo will take place in Hamburg from 10 to 12 September 2025 as usual.

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 120 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 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.

New: Networking platform access and HVV public transport ticket included

SMM participants will benefit from two new features this year: each trade fair admission ticket will double as a ticket for travelling to and from the fair on the Hamburg public transport system (HVV). Furthermore, the free Networking Platform app allows visitors to identify new business contacts, network before, during and after the fair, and create their own fair schedule including appointments and shoulder programme events. To download, go to [Networking Platform - SMM \(smm-hamburg.com\)](https://www.smm-hamburg.com)

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