



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

the leading international  
maritime trade fair



# USA and Canadian Maritime Exporters: Gearing up for SMM 2022

23 February 2022

# The theme of SMM 2022

## „Driving the maritime transition“

In times of global climate debates and digital transformation, SMM 2022 will once again become the global hotspot for the decision-makers of the maritime industry. Our exhibitors show what is technologically possible to enable shipowners to operate efficiently, profitably and in a way that conserves resources.

The leitmotif permeates all areas of SMM and our communication:

- **Digital & Security** transition: Smart shipping, security & defense
- **Energy & green** transition: Green propulsion and shipping, Climate goals



# SMM 22 Where do we stand?

- SMM 2018: 2.200 exhibitors, 93.000 m<sup>2</sup> gross, 13 Halls
- SMM 2022: About 80% of the space of SMM18 is sold despite pandemic and late sales launch
- Goal: Selling out all 11 permanent halls (for now, we are not planning to build the temporary halls A5 and B8 in 2022)

**Call to action: Book a stand now or ask for more space.**

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

# SMM 22 - National Pavilions as of February 10, 2022

Austria	Korea
Canada	Norway
Croatia	Poland
China	Russia
Denmark	Spain
Estonia	Sweden
Finland	Taiwan
France	The Netherlands
Greece	Turkey
Iran	UK
Italy	USA
Japan	



# SMM 22 - international participation as of February 10, 2022

- So far exhibitors from 51 countries
- Top 20 countries by booked sqm.

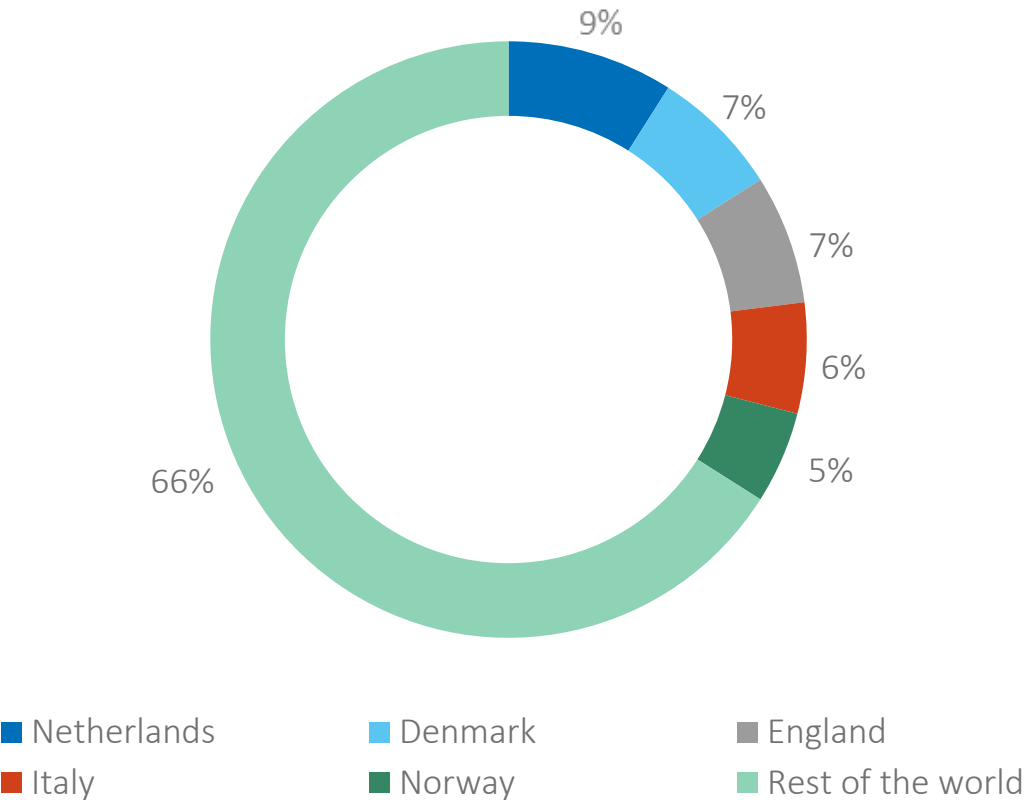
1	Germany	12	USA
2	The Netherlands	13	Poland
3	Italy	14	France
4	Denmark	15	Japan
5	Norway	16	China
6	United Kingdom	17	Switzerland
7	Spain	18	Greece
8	Turkey	19	Russia
9	Sweden	20	Austria
10	Korea, Republic		
11	Finland		

# Visitor Origin Countries of SMM 2018

Total number of visitors 45.604  
Total Foreign 24.626 (54%)



Countries with highest visitor shares (without Germany)



Source: FKM Trade Visitor Profile Analysis

# Talking about Corona...

Current concept of access at exhibitions (duration)

- Check of recovery or vaccination status is mandatory
- Behind the line of access:
  - no limitation regarding number of people inside the venue or on exhibition stands
  - no distance rules
  - hygiene measures
  - face mask required (at the moment!)

# What about my stand?

## Stand design

- no major technical requirements in connection with corona regulations
- no limitations to the number of people at stands
- frequent cleaning of often used items and hand sanitation for personnel is mandatory



# What about our burgers, sandwiches and beer?

## Catering

- serving of normal food is possible – prepacked food is not necessary
- we expect a more or less normal situation in September

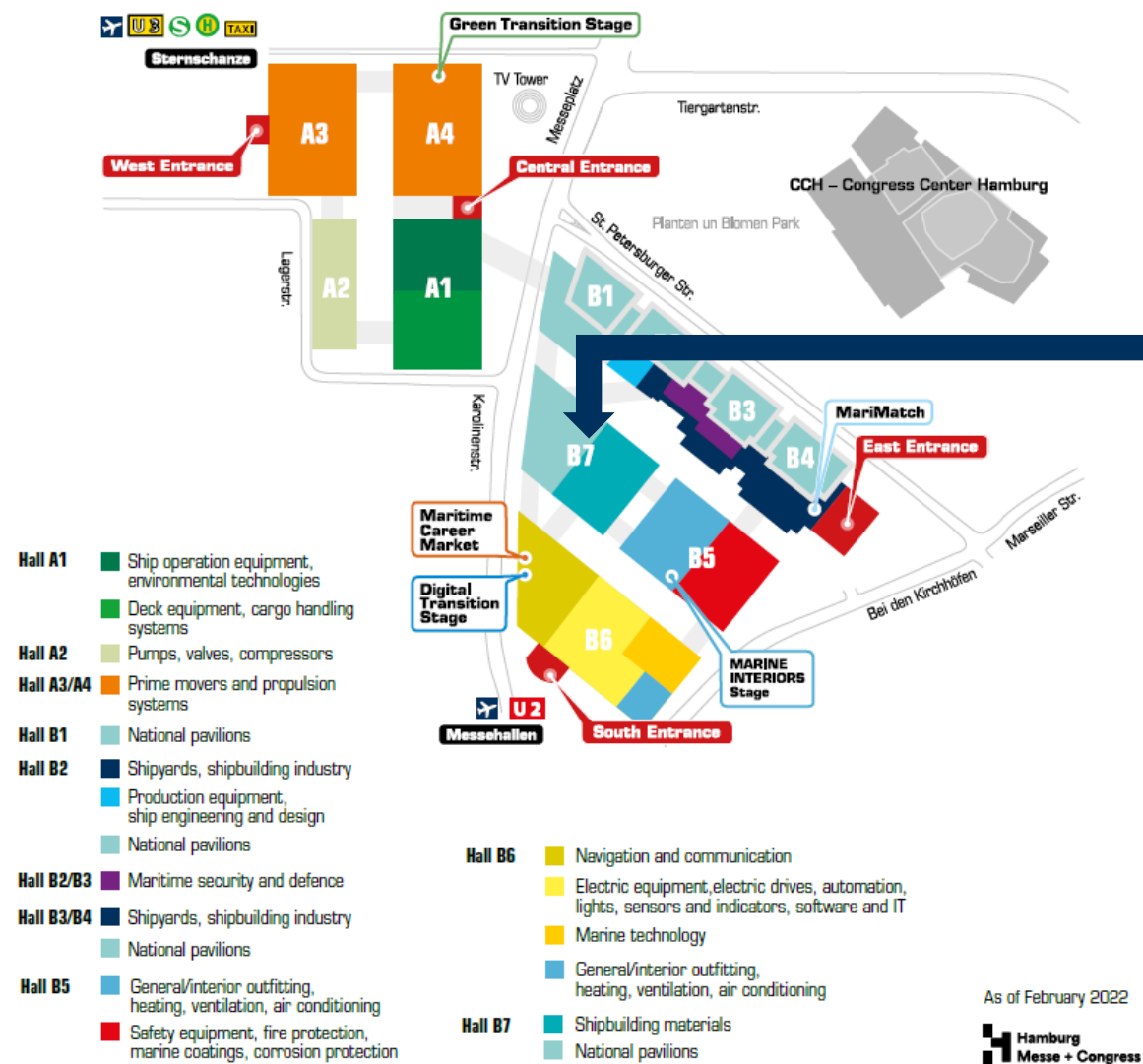
# SMM 22: Terms and conditions in case of a cancellation

- The cancellation conditions continue to apply. No trade fair – no participation fees
- According the Specific Terms of Participation, no costs in accordance with 15.2 of the General Terms of Participation, will be charged in the event of cancellation due to force majeure.
- In case it is postponed, this rule does not become effective. This is regulated by our General Terms of Participation 15.3

*In the event that the function is modified otherwise than by cancellation or shutdown (discontinuation) ..... (e.g. by postponement or relocation), **the exhibitor shall comply with such modification**. This contract shall be deemed to have been signed for the modified function. In particular, the exhibitor shall not be entitled to withdraw from the contract or claim a reduction of fees. Notwithstanding the above, the exhibitor may cancel its participation in the function provided the exhibitor submits proof that its participation would constitute an unreasonable burden.*

- See the conditions here: [www.smm-hamburg.com/exhibit](http://www.smm-hamburg.com/exhibit)
- Trade shows and conferences in 2021 were very successful. People want to meet in person to exchange experiences, news and information and initiate business.
- Hamburg Messe und Congress has gained experience and routine with events in the pandemic. Participation is worthwhile.

# Where is the USA-Canada Pavilion?



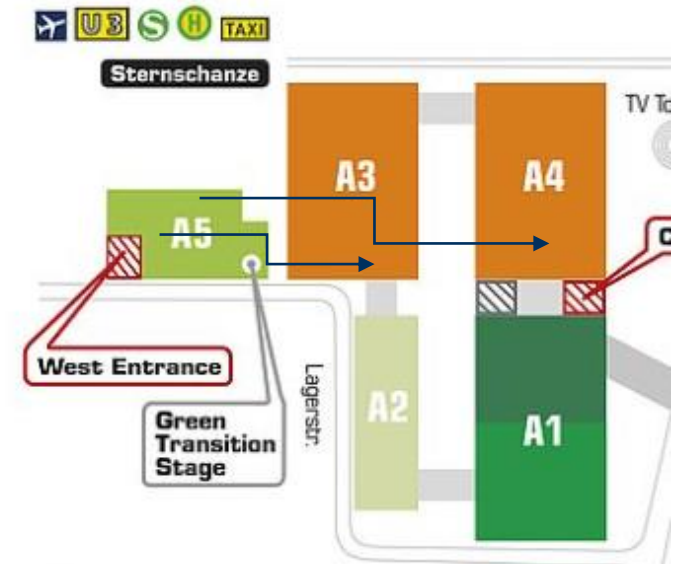
## New: Integration of hall A5, Green Propulsion, in halls A3 and A4

Former A5 exhibitors will be moved to Halls A3 and A4:

- Green propulsion is omnipresent. Exhibitors in A3 and A4 also present alternative drive systems and technologies, thus, the green focus should not be limited to one individual hall.

Advantage: All relevant drive companies are represented in two halls

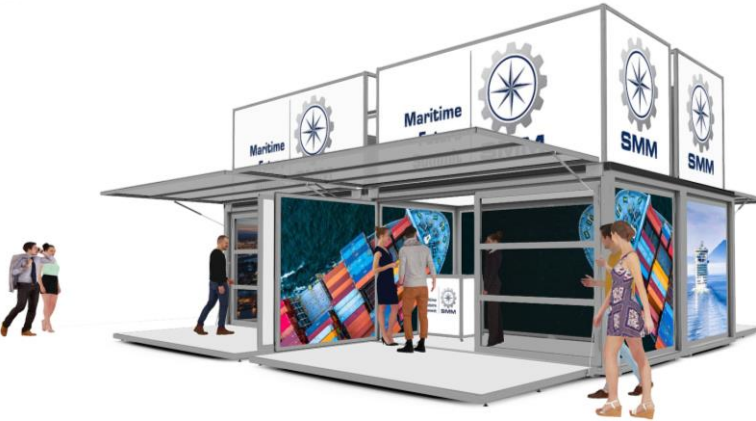
- Changes in bookings allowed for the integration
- Former A5 exhibitors that have not yet registered will be allocated on a first-come-first served basis



# New: Upgrading the outdoor area

- **NEW: offer of container solutions as stand construction**

Aim: presenting a more uniform and higher quality appearance of the outdoor area



- **“Action-Zone” in front of Hall B6**

Idea: Water basin for the presentation of different products (underwater welding, safety drills, fire extinguishing drills, divers, etc.)

# New: Start-ups@SMM

## Objective:

- Offering Start-ups the opportunity to present their innovations as part of SMM
- Start-up areas are offered in the respective subject halls
- Start-up Pitches on one of the Transition Stages
- Start-up Night

Apply here: [www.smm-hamburg.com/start-ups](http://www.smm-hamburg.com/start-ups)





# Bigger: MARINE INTERIORS area @SMM in halls B5 and B6

- Strategic strengthening of the passenger ship segment at SMM
- With MARINE INTERIORS Cruise & Ferry Global Expo annual market offer
- MARINE INTERIORS Stage for product presentations
- Stage area as lounge with Wine o' clock analog MARINE INTERIORS 2019





# Bigger: Maritime 3D Printing Show Area @SMM in Hall A2

- Renewed cooperation with the Maritime Cluster Northern Germany (MCN)
- Aiming for internationalization
- Potential exhibitors: MMG, FEM Composites, SLM, Stratasys (USA), Treo, MN3D, Maritime Cluster Northern Germany, Spee3D (Australia), University for Applied Sciences
- Enlargement of the area from 60 to 100 m<sup>2</sup>.



3D Printing Show Area 2018

# Looking for Talents? The Maritime Career Market

Partner: VDI, DVV

Partner CV Check + Partner Panel

Date: Friday, 9 September 2022

Admission free of charge for students.

Location: Hall B6, in front of the Digital Transition Stage

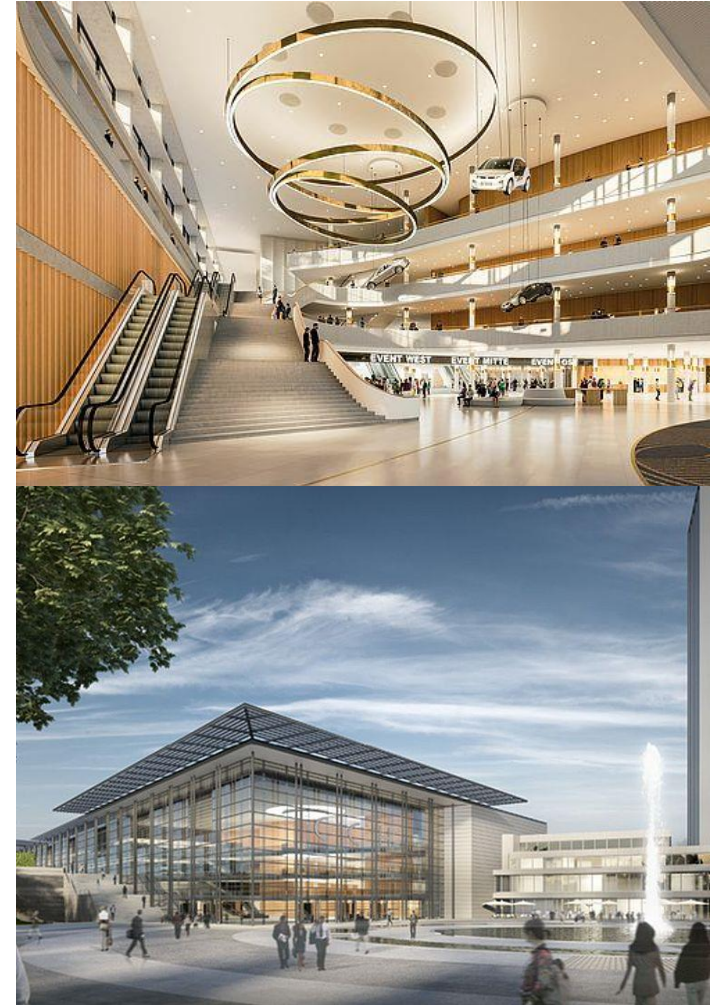
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Year	Exhibitors	Visitors
2016	18	154
2018	23	422



# Networking: Welcome Reception – Warming up for SMM

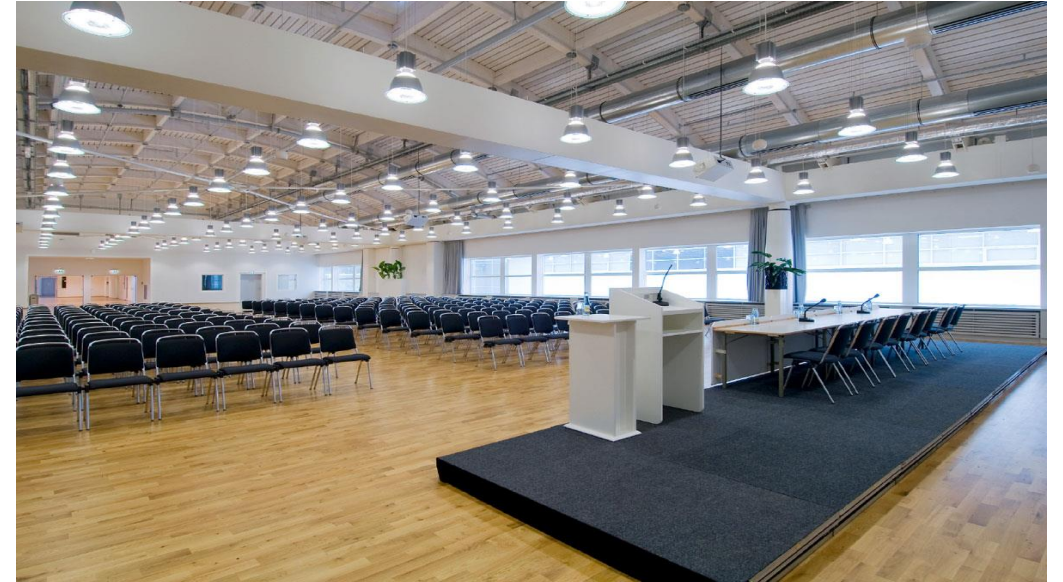
- Monday, September 5<sup>th</sup> 2022 from 18:30 onwards
- Discover the new Congress Center CCH
- Reunion of the global maritime community, Meet & Greet, Networking, Exclusivity, limited to 500 participants, Joy of German beer, wine and food
- Maximum two speakers:
  - Bernd Aufderheide, CEO of Hamburg Messe und Congress GmbH welcomes guests from all over the world
  - Peter Tschenscher, First Mayor of the Free and Hanseatic City of Hamburg
  - Showact, which supports the opportunity for exchange and networking with the design of the rooms of the CCH.





# Networking: Official Opening, press conference and VIP tours

- Press Conference Tuesday, 6 September 2022, 9:30 - 11:00 am
- Official opening of SMM with speeches 11:00-13:00 at Room Chicago
  - Bernd Aufderheide, CEO of Hamburg Messe und Congress GmbH
  - Federal Chancellor or Minister for Economic Affairs
  - IMO SG and/or EU Commission President
- VIP tours of the exhibition



# Even more networking, new stand party concept

To strengthen the networking idea at SMM and make it easier for exhibitors to plan their own events, we are introducing a new stand party concept.

Opening hours of SMM:

Tue-Thu 10 am – 6 pm

Fri 10 am – 4 pm

**New:**

**Tue-Thu from 5 to 6 pm:** networking period during which each exhibitor can start their networking offers on their stand. Receptions, parties, catering, musical entertainment, and more is possible.

**After 6 pm:** stand parties subject to registration but free of costs until 7 pm.

**From 7 pm:** stand parties subject to registration and a charge.



# Networking Opportunities at the SMM Transition Stages

- The Transition Stages are the perfect meeting place for all industry experts who want to drive forward the transition of the maritime industry
- In addition to our conferences and in parallel on three stages at the exhibition area, exhibitors will present innovative concepts and solutions on central topics of SMM 2022

## Green Transition Stage (Hall A4)

Alternative propulsion and environmental technologies to reduce emissions

## Digital Transition Stage (Hall B6)

Digitalisation in the maritime industry

**MARINE INTERIORS Stage (Hall B5)** Interior design, equipment and technology for passenger ships

With an extensive four-day programme and our daily networking evening "It's wine 'o clock", the Transition Stages will be the perfect platform to exchange with visitors and new business partners.

Become a Sponsor!



MARINE INTERIORS 2019



# Speaker Slots at the SMM Transition Stages

## Conditions:

- Application deadline: 30 June 2022
- 590 € per slot (plus VAT)  
(fee includes technical equipment and programme listing at [www.smm-hamburg.com](http://www.smm-hamburg.com))
- max. length: 10 minutes
- one slot bookable per exhibitor - per day
- This offer is valid only for accredited exhibitors and can be booked in our [Online Service Center](#) under the category "Speaker Slot".

### Contact:

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MARINE INTERIORS 2019





# Paid & Exclusive Content & Networking: The Official SMM Conferences 2022

	Monday 05.09.	Tuesday 06.09.	Wednesday 07.09.	Thursday 08.09.	Friday, 09.09	Location
<b>SMM fair</b>		Exhibition				Fairground
<b>SMM Conferences</b>	Maritime Future Summit (HANSA)	TradeWinds Shipowner Forum	gmec (Seatrade)	MS&D (NAVAL FORCES)		Chicago
				Offshore Dialogue (GMT)		Marseille
<b>Framework Program</b>	SMM Welcome reception (on invitation only)	Press Conference (on invitation only)  Official SMM Opening Session (on invitation only)				CCH/ Chicago
					Maritime Career Market	tbd

# The Big Five – Official SMM Conferences 2022

No more speaking opportunities available

- **Maritime Future Summit – in cooperation with HANSA**  
Focus on digital transformation and artificial intelligence
- **Shipowners Forum – organised by TradeWinds**  
Focus on financial issues
- **gmec – in cooperation with Seatrade Maritime**  
focus on Alternative fuels and propulsion, environmental technologies
- **Offshore Dialogue – in cooperation with GMT**  
Focus an maritime technologies for monitoring climate change processes in the oceans
- **MS&D - in cooperation with NAVAL FORCES**  
Focus on future military and non-military threats, artificial intelligence and global and regional maritime security



# Become a Sponsor!

Open packages:

- Transition Stage Partner (Digital und Marine Interiors)
- Conferences: gmec, MS&D, Offshore Dialogue
- Lanyards (one or two sponsors possible)
- Visitor Wifi, Hall sponsors, VIP sponsor
- and many more opportunities

Become a Sponsor!

How can we support your communication goals in the best possible way, before, during and after SMM?

Please get in touch and let us know about your individual requirements. We look forward to developing a tailor made solution together with you.

More information at: [www.smm-hamburg.com/sponsoring](http://www.smm-hamburg.com/sponsoring)

Or just call Christoph at +49 40 3569-2135



# Follow us on social media!

## Please use **#smmfair!**

LinkedIn

<https://www.linkedin.com/showcase/smm-hamburg/>

Twitter

<https://twitter.com/SMMfair>

Facebook

<https://www.facebook.com/SMMfair/>



# We are here to support you!

## Your SMM Team



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We look forward to seeing our American and  
Canadian friends in Hamburg!



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