TREND PAPER

AI CENTER AT SMM 2024

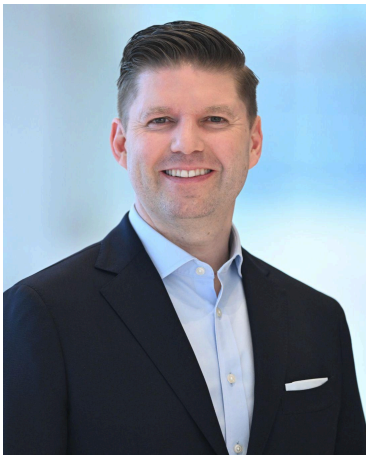
AI.HAMBURG

AI at work for Maritime Industry 2024

AI trends and solutions for the future of shipping.

Preface

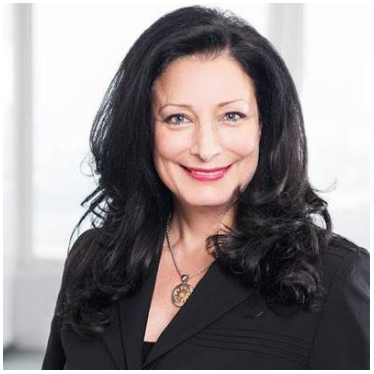
Artificial intelligence is part of SMM



SMM will bring together 40,000 participants from more than 120 countries to discuss business, exchange ideas and expand collaboration within the maritime industry. Digitalisation and artificial intelligence are playing an increasingly important role in the economy. AI is a tool that enables innovation and competitive advantages along the entire value chain. At the AI CENTER at SMM, we are working with AI.HAMBURG to showcase the variety of solutions that AI has to offer to the maritime industry.

Heiko M. Stutzinger, CEO Hamburg Messe und Congress

AI solutions transform hospitality and drive business success



"2024 is the year in which Artificial Intelligence will prove to be not only one of the most significant innovations in human history, but a solution for real life challenges and new business opportunities. The technology transforms the maritime industry too. Resilient logistics, more efficient vessels, better planning and routing, and important leaps forward towards a more sustainable future are among the benefits of the application of AI. We are proud to be partners of the SMM in presenting new AI-driven solutions and possibilities at the AI CENTER. The AI CENTER will not only be a place for inspiration, it will be a forum for ideas and a springboard for innovations with AI."

Petra Vorsteher and Ragnar Kruse, AI.HAMBURG - Part of AI.GROUP

1. The maritime industry 2024: New horizons with AI

The sea covers around 70% of the earth's surface. 80% of global trade is conducted via the sea. And the maritime industry generates 3% of all greenhouse gas emissions.[1] In other words: The maritime industry is as important for us today as it is for our future.

The maritime sector is a multifaceted industry. Ships and ferries play a vital part in long and short distance transport, in bridging gaps between coasts and cities in general, and they contribute to tourism around the world. Ferries and cruise ships offer us new opportunities and perspectives for travel and touristic experiences. The industry is not limited to the sea and maritime trade, vessels are built and often serviced on land. Energy is supplied by sources offshore and on land. Ports act as vital parts within the networks of global logistics. People design and build ships. Captains, sailors and navigators work on board, others trade, plan and facilitate logistics or offer services to commuters, tourists and travellers in general.

The business on oceans, the seas and rivers is a fascinating and constantly changing world, a world of many challenges: Sea levels rise, the COVID pandemic made logistics chains collapse, and war, terror and piracy choke transport routes by land and sea. Lastly, the most obvious: maritime trade has been and always will be influenced by nature. Maybe less today than in the age of sail, but maritime business will always have to take storms, tides, currents and more into account. Its equation is so complex and dynamic as if Artificial Intelligence and Machine Learning were developed just for the maritime industry alone.

Striving for efficiency - with bigger vessels, smart shipping and AI

The maritime industry strives - as all industries - for ever more efficiency. Especially the number of container vessels keeps rising[2] and the capacity of the biggest ships keeps rising. In 2024 the biggest Ships like the *MSC Irina*, the *OOCL Spain* or the *One Innovation* can each carry more than 24.000 container units.[3] Modern cruise ships also continue to grow in size. All of the heaviest cruise ships in the world were built in the new millennium. The biggest vessel of today is the Icon of the Seas. Christened on 23 January 2024 the *Icon of the Seas* has a capacity of 7,600 passengers and 2,350 crew members across 20 decks. The sister ship *Star of the Seas* is due for

[1] (The Economist Group 2023)
[2] (Bundesministerium für Wirtschaft und Klimaschutz, n.d.)
[3] (Ship Technology Global 2024)

2025 and expected to be even bigger.[4]

Smart shipping Tools for real-time tracking of the route, fuel consumption, trim, etc. are already used by 77% of shipping companies.[5] Artificial Intelligence will grow its contribution for more efficient shipping and the startups presented on the AI CENTER and in this paper allow a glimpse into the future.

New Challenges and Opportunities: Sustainability, Regulations and staff shortage

The shipping business has reached pre pandemic levels again. In Germany shipping companies recently reported 93% utilisation of their shipping capacity. [6] The business outlook of the industry varies by sector. As of 2023 ship suppliers and shipyards have quite some optimism, and shipowners and operators have lost some.

Similar perspectives apply to the world of cruise ships. In 2024 passenger numbers are predicted to surpass pre-pandemic levels. 10 new ships are set to be added between 2023 and 2024 with a combined passenger capacity of over 25.000. The total capacity will increase to almost 700,000 passengers by the end of 2024, with an annual passenger volume of 30 million.[7]

The economic outlook seems uncertain. Rising energy costs, inflation and political restrictions take their toll. New emissions regulations make investment in higher efficiency and effective reduction of emissions necessary. Parallelly digitalisation changes the industry further. It covers almost all business sectors ranging from fleet management to maintenance, assistance systems, communication, navigation, autonomous shipping and digital twins.[8] The maritime industry has the challenges and questions AI has been developed for, where AI can provide professional solutions already today.

AI can contribute to more sustainability above and below the water and in the harbours

Many decision makers in the business doubt that climate- and sustainability for 2030 can be met successfully.[9] Despite all efforts for more sustainable business most flag states and most ship owning countries have seen a rise in emissions. Germany, Nr. 6 in the ranking of ship-owning countries by the number of vessels, being the only one of the Top 10 to reduce the carbon

[4] (Nilson 2024)
[5] (Wortmann and PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft 2023)
[6] (Wortmann and PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft 2023)
[7] (Cruise Market Watch)
[8] (SMM the leading international maritime trade fair 2023)
[9] (Wortmann and PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft 2023)

dioxide emissions of their fleet by more than 50% since 2012. The ships under the German flag saw a decrease of emissions to almost a third of the volume of 2012.[10]

The United Nations estimates that decarbonizing the world's fleet by 2050 could require US$8 billion to $28 billion investements per year. This full decarbonization could double yearly fuel costs.[11] AI can contribute a significant part to optimized routes and less fuel consumption. The AI CENTER at the SMM presents some of the solutions possible because of AI.

AI can deliver solutions to tackle staff shortage

85 % of German shipping companies see staff shortage as one of the most pressing challenges. 58 % of them did not succeed to fill vacancies in 2023.[12] AI can help to find new talent, to train staff and to reduce the dependency from human labour for shipping.

AI can help to make better decisions even in seemingly simple tasks like controlling the speed of a ship. The Fuel-oil-Consumption is a good example. Its estimation constitutes one of the key elements to manage efficiency and environmental compliance. A digital twin built partly on AI technology can help predict emissions and consumption more precisely and make better decisions for port logistics and route optimizations.[13]

AI will gain more and more ground in the maritime sector. More and more access to data means that AI can be applied evermore. As well as in retail and banking, the maritime sector offers ideal conditions for effective and efficient use of AI.[14]

[10] (UNCTAD UN Trade and Development 2023)
[11] (UNCTAD UN Trade and Development 2023)
[12] (Wortmann and PricewaterhouseCoopers GmbH Wirtschaftsprüfungsgesellschaft 2023)
[13] (Kaklis et al. 2023, #)
[14] (Kretschmann 2021)

2. The AI CENTER presents new AI Solutions for the maritime sector

AI brings a whole quiver of new solutions. One thing is for sure: AI is more than ChatGPT. The AI CENTER at the SMM proves just that. Here AI.HAMBURG showcases the diversity of solutions AI can offer. The AI CENTER invites the visitors to embrace this fascinating technology and make it work for ships, harbours, logistics, tourism and the whole world above and below the water line.

At the AI CENTER the visitors will experience AI productivity tools and their possibilities. The showcases illustrate the innovation that Artificial Intelligence brings to the world of the maritime sector. The AI CENTER of 2024 at the SMM is the place for a whole quiver of AI driven innovations.

These are the AI startups of the AI CENTER that provide solutions and inspiration for a better future for the maritime sector:

Bearing AI is leading AI innovation in maritime shipping

Established in 2019, Bearing AI has positioned itself as a pioneer in applying AI technology to the maritime shipping industry. The recent partnership with K Lines highlights its strategic focus on improving operational efficiencies in maritime logistics. Bearing AI has rolled out its advanced Bearing Analysis Dashboard across more than 300 K-Line vessels, utilising predictive analytics based on real-world data to optimise fuel consumption, vessel speed, and other critical performance metrics.

The maritime shipping sector, responsible for transporting 90% of global goods, traditionally lags in adopting new technologies. Bearing AI is dedicated to bridging this gap by offering tailored AI solutions designed for ship owners, operators, and chartering professionals. These solutions are aimed at enhancing decision-making processes and operational outcomes across the industry.

Bearing AI's commitment to innovation parallels its efforts to drive sustainability and efficiency in maritime operations. By integrating AI insights into everyday practices, Bearing AI empowers its partners to achieve greater efficiency and competitiveness in a rapidly evolving industry landscape.

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BEARING AI

Toqua spearheading maritime decarbonization with advanced big data and AI solutions

Toqua, a forward-thinking maritime deep-tech startup, is committed to leading the charge in accelerating the decarbonization of the shipping industry through the innovative integration of big data and AI technologies. With a proven track record of deployment across global industry leaders, Toqua's technology has already facilitated substantial fuel savings and emissions reductions.

At its core, Toqua focuses on harnessing the potential of big data and AI to propel maritime decarbonization efforts. Targeting ship owners, charterers, and ship managers, Toqua provides tailored solutions that empower stakeholders to make informed decisions aimed at enhancing sustainability and operational efficiency.

In an industry where reducing environmental impact is paramount, Toqua stands out by leveraging advanced data analytics and AI-driven insights to optimise vessel performance and operational processes. By minimising fuel consumption and emissions, Toqua not only supports environmental stewardship but also helps its clients meet stringent regulatory requirements.

Similar to innovative technologies transforming various sectors, Toqua's solutions enable maritime stakeholders to navigate complex challenges effectively. By integrating seamlessly with existing infrastructure, Toqua ensures swift implementation and operational integration, fostering trust and efficiency in a dynamic industry landscape.

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APPRISIFY redefining maritime operations with augmented reality solutions

APPRISIFY is an innovative startup that is revolutionising maritime operations with its augmented reality solutions for windows. The company's flagship product, smartWindow, introduces advanced technology that displays controls directly on ship bridge windows, marking a significant leap forward in operational efficiency and safety.

In collaboration with FEHRMANN's fff Windows, known for their high-performance and pressure-tight designs suited for extreme maritime environments, APPRISIFY enhances its smartWindow technology. Together, they offer cutting-edge solutions that integrate seamlessly into the maritime industry, transforming every window into a gateway to the future.

APPRISIFY's primary target audience includes shipyards, ship owners, shipping companies, captains, military organisations, and ship designers who benefit from enhanced situational awareness and operational control provided by smartWindow. By leveraging augmented reality, APPRISIFY empowers maritime professionals to make informed decisions quickly and accurately. By seamlessly blending crucial data with the natural view, these AR windows allow operators to devote 30% more attention to the external maritime environment, thereby reducing risks and improving response times during critical operations.

With a commitment to innovation and efficiency, APPRISIFY's smartWindow not only enhances operational capabilities but also sets new standards for safety and performance in maritime environments. As the industry evolves, APPRISIFY remains dedicated to pushing technological boundaries and delivering solutions that redefine maritime operations.

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APPRISIFY

AILiveSim advancing maritime simulation for autonomous vessels

AILiveSim is a pioneering leader in maritime simulation technology tailored for autonomous vessels. Their cutting-edge platform, powered by the latest Unreal™ engine, integrates realistic sensors, dynamic scenarios, and automated variations to offer comprehensive testing, training, and innovation support. Designed to enhance situational awareness, autonomous navigation, remote operation control, and more, AILiveSim accelerates AI development and deployment in the maritime industry.

Targeting companies developing AI and autonomous systems in ports and maritime environments, AILiveSim plays a crucial role in advancing technological capabilities. By providing access to valuable data and realistic simulations, AILiveSim supports robust AI development, ensuring performance and safety standards are met with precision.

In a landscape where autonomous technologies are reshaping maritime operations, AILiveSim stands out for its commitment to pushing the boundaries of simulation and training. Their platform enables developers to test and refine AI algorithms in a controlled environment, optimising operational efficiency and minimising risks associated with autonomous vessel deployment.

With a focus on innovation and reliability, AILiveSim continues to drive advancements in maritime simulation technology, empowering stakeholders to navigate the complexities of autonomous navigation and operational control with confidence.

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Cetasol driving maritime sustainability with intelligent solutions

Cetasol, a pioneering Swedish company, specialises in intelligent solutions designed to support maritime sustainability. At the heart of their offerings is iHelm, an AI-based decision support solution that revolutionises operational efficiency and sustainability for fleet owners. Through advanced decision support and automatic dynamic modelling, iHelm provides crucial insights that lead to significant reductions in energy consumption and operational costs.

iHelm goes beyond traditional visualisation tools by learning from operational data, continuously optimising performance and efficiency. With documented fuel savings ranging from 10% to 17%, Cetasol's solution empowers fleet owners to make informed decisions that enhance both economic and environmental sustainability.

Targeting fleet owners as their primary audience, Cetasol simplifies sustainability initiatives by integrating AI-driven solutions into everyday operations. By leveraging iHelm's capabilities, businesses can achieve measurable improvements in efficiency while contributing to environmental stewardship.

As the maritime industry increasingly prioritizes sustainability, Cetasol remains committed to making sustainability a straightforward choice with their innovative iHelm solution. By providing actionable insights and measurable results, Cetasol continues to lead the charge in transforming maritime operations towards a more sustainable future.

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DeepSea's AI-Driven Innovation Steering Sustainability for Maritime Decarbonization

DeepSea is a trailblazer in the maritime technology sector, specialising in vessel performance monitoring and optimization. The company harnesses decades of industry experience and a profound expertise in software, hardware, and Artificial Intelligence to deliver products that empower shipowners and shipping companies to make strategic, data-driven decisions. These decisions not only drive their decarbonization efforts forward but also position them as leaders in the maritime industry.

At the heart of DeepSea's mission is the development of comprehensive AI solutions tailored to decarbonize fleets effectively. By focusing on this objective, DeepSea provides essential tools that help their clients significantly reduce CO2 emissions and improve operational efficiency. This strategic focus is particularly crucial as the maritime sector seeks innovative ways to meet increasing environmental regulations and transition towards sustainable practices.

DeepSea stands out in the industry by combining advanced analytics and AI-driven insights to optimise vessel performance and operational processes. This optimization results in minimised fuel consumption and emissions, helping clients not only adhere to environmental standards but also gain substantial economic benefits through enhanced operational efficiency.

In an era where environmental impact is a critical concern, DeepSea offers robust and reliable technologies that are revolutionising maritime operations. Like the transformative impact of AI across various sectors, DeepSea's solutions provide maritime stakeholders with the tools to navigate the complexities of modern shipping, ensuring quick integration and sustained operational excellence in a dynamic industry landscape.

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Tecway Maritime Technology Ltd. Revolutionizes Marine Operations with AI

Established in 2016 and a distinguished member of the Tecway Group, Tecway Maritime Technology Ltd. (TECWAY MT) has quickly positioned itself as a leader in the maritime systems and equipment sector. Operating out of Hong Kong with an expansive network across key global markets, including Germany, Greece, Türkiye, Scandinavia, North America, and several major Asian hubs, TECWAY MT delivers top-tier solutions that resonate worldwide. Their expertise in providing reliable, innovative technologies sets them apart in a competitive industry.

TECWAY MT is at the forefront of integrating advanced AI and digital technologies within the maritime industry. Their mission is not only to enhance operational efficiency but also to improve safety and sustainability across marine operations. By pioneering these cutting-edge technologies, TECWAY MT is dedicated to transforming maritime activities, setting new industry standards, and driving forward the future of marine technology.

With a focus on serving shipowners, marine equipment manufacturers, and scientific research institutions, TECWAY MT tailors its offerings to meet the sophisticated demands of these crucial industry players. Their commitment to innovation and excellence is evident in their company mantra: "Transforming maritime through innovation. Maximising sustainable performance with trustworthy solutions."

In an industry increasingly focused on reducing environmental impact and enhancing operational efficiency, TECWAY MT stands out by leveraging AI-driven insights and advanced digital tools. These technologies optimise vessel performance and streamline operational processes, thus minimising fuel consumption and reducing emissions. This approach not only supports environmental stewardship but also ensures compliance with stringent regulatory standards.

TECWAY MT's solutions are designed to seamlessly integrate with existing infrastructures, allowing for swift implementation and enhancing operational integration. This adaptability fosters trust and boosts efficiency, making TECWAY MT a preferred partner in navigating the complexities of today's dynamic maritime landscape. Through their innovative approach, TECWAY MT continues to lead and redefine the boundaries of what is possible in the maritime sector.

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Konnecta navigates next-generation maritime solutions with pioneering digital twin technology

Based in Athens, Greece, Konnecta stands at the forefront of IT consultancy and solutions, specialised in Connected Intelligence Application Systems. This small yet agile SME delivers enterprise-grade solutions and middleware tailored to enhance enterprise connectivity, data integration, artificial intelligence, digital trust, and digital intelligence. With a seasoned team of experts in software engineering, Konnecta brings profound applied experience in Artificial Intelligence, Blockchain, and Model-driven development to the maritime industry.

Konnecta's flagship offering, NavIQore, represents a pinnacle in AI-powered vessel insight digital twins, designed for real-time monitoring and performance assessment of ocean-going vessels. This cutting-edge technology serves a critical role in precision navigated and performance-optimised maritime operations. Targeting shipping companies that own or manage commercial vessels—including tankers, bulk carriers, and containerships—NavIQore empowers stakeholders to achieve unprecedented levels of efficiency and operational insight.

The essence of Konnecta's solutions lies in their ability to seamlessly integrate with existing maritime infrastructures, thus facilitating quick implementation and operational synergy. This integration is crucial in an industry increasingly focused on reducing environmental impacts and enhancing navigational safety. By employing advanced data analytics and AI-driven insights, Konnecta's NavIQore system optimises vessel performance and operational processes, substantially reducing fuel consumption and emissions.

In a sector where regulatory compliance and environmental stewardship are paramount, Konnecta distinguishes itself by providing tools that not only support these imperatives but also propel shipping companies towards more sustainable practices. Konnecta's innovative approach enables maritime stakeholders to effectively navigate the complexities of modern shipping challenges, ensuring that they are not only meeting current standards but are also equipped for future demands.

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Conbo.ai transforms logistics with hardware-free solution for efficient and sustainable operations

Conbo.ai is set to transform the logistics sector with its innovative, hardware-free asset tracking solution. Utilising existing camera systems, Conbo offers a seamless integration of AI and computer vision technology to provide in-depth analysis and actionable data. This groundbreaking approach not only streamlines operations but also significantly reduces costs, enhances safety, and lowers emissions.

Tailored for terminal operators, container yards, warehouses, and large-scale infrastructure managers, Conbo's technology eliminates the need for capital expenditure or modifications to existing management systems. By offering rapid onboarding, Conbo ensures that businesses can become operational within days, leveraging their current camera setups to gain comprehensive insights into asset movements and operational efficiencies.

Conbo's AI-driven platform excels in delivering precise and actionable insights, helping stakeholders optimise their processes, reduce waste, and enhance overall operational efficiency. By focusing on the effective utilisation of existing infrastructure, Conbo stands out as a cost-effective and environmentally friendly solution, promoting sustainability in logistics.

As the industry increasingly prioritises efficiency and environmental responsibility, Conbo's solutions empower stakeholders to make informed decisions that not only meet regulatory requirements but also contribute to broader sustainability goals. By integrating seamlessly with existing systems, Conbo fosters a smooth transition to advanced, data-driven logistics management, setting a new standard for the industry.

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Proseadure charting a greener course with AI-driven approach to maritime sustainability

Proseadure, a pioneering tech start-up, is strategically positioned at the intersection of advanced technology and environmental stewardship within the maritime industry. Dedicated to reducing carbon emissions and ensuring sustainability compliance, Proseadure leverages sophisticated AI and satellite weather forecasts to enhance voyage optimization. This innovative approach allows for significant improvements in fuel efficiency, emissions reduction, and overall cost savings, demonstrating their commitment to not just meeting but exceeding environmental standards.

Proseadure's suite of solutions is comprehensive, encompassing CII, EU MRV, and EU ETS monitoring, alongside GPS vessel tracking, digital noon reporting, and post-voyage analytics. By providing these tools, Proseadure collaborates closely with its clients—including ship owners, ship operators, and charterers—to minimise their carbon footprint and refine operational processes. This partnership is crucial in an industry that increasingly demands higher environmental accountability and operational excellence.

The company statement highlights the efficacy of their technology: Proseadure uses AI-enhanced voyage optimization and satellite weather data to reduce carbon emissions and improve fuel efficiency by up to 5%. This is not just a claim but a testament to the tangible benefits their technology delivers to the maritime sector. In an industry where reducing environmental impact is a priority, Proseadure stands out by offering solutions that not only enhance efficiency but also support compliance with stringent regulatory requirements.

Like other technological innovations transforming industries worldwide, Proseadure's solutions are designed to seamlessly integrate into existing maritime infrastructures. This integration facilitates swift implementation and operational cohesion, ensuring that maritime stakeholders can effectively navigate the complexities of modern shipping challenges. With Proseadure, ship owners and operators are equipped to achieve both immediate benefits and long-term sustainability goals, making it a key player in the global drive towards cleaner, more efficient maritime operations.

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Dealcode AI revolutionizing B2B sales with AI-Driven efficiency and precision

In the fast-evolving world of B2B sales, dealcode AI emerges as a transformative force, redefining sales efficiency on a global scale. This cutting-edge platform leverages artificial intelligence to unveil actionable insights and navigate sales teams towards the most effective deal-closing strategies. By automating lead research, personalising outreach, and optimising sales strategies, dealcode AI equips companies in manufacturing, processing, and production industries with the tools to significantly boost sales conversion rates and revenue growth.

The core of dealcode AI's innovation lies in its capacity to transform B2B sales processes. It automates lead generation and tailors outreach efforts by harnessing AI, thereby increasing efficiency and enhancing win rates. This strategic application of technology ensures that every sales activity is both impactful and aligned with the overarching business objectives.

Manufacturers and production companies, often grappling with the complexities of long sales cycles and high customer acquisition costs, find an indispensable ally in dealcode AI. The platform's ability to streamline operations and make data-driven sales decisions not only maximises efficiency but also scales up their revenue generation capabilities.

In a competitive marketplace, dealcode AI stands out by providing a sophisticated, AI-driven approach that not only meets the current demands of the sales landscape but also anticipates future trends. This proactive stance helps companies stay ahead, ensuring sustained growth and a robust competitive edge in their respective sectors.

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3. AI will transformation the maritime industry

The startups in this paper offer perspective and inspiration for what AI will bring to the world of shipping. AI will help to tackle the most pressing challenges for the maritime industry. The technology supports businesses in development and implementation of more sustainable shipping and in complying with ever more strict regulations by national and international governing bodies. But: AI is not a mere problem solver. AI can also improve sales, AI gives valuable insight into operational details and inspires new ideas. AI is a driver for fundamental innovation and change of business in the maritime industry. Services like autonomous vessels, detailed environmental monitoring, complex route optimisation and demand predictions are unthinkable without AI support. Maybe the best thing about AI in the maritime industry: This is a journey that has barely started, we can expect more fascinating news along the way!

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About AI.HAMBURG and AI.GROUP

The AI.GROUP, headquartered in Hamburg, promotes successful AI innovations from Europe and their use in business. Founded in 2019 by Petra Vorsteher and Ragnar Kruse, the group is committed to ensuring that the economy and companies use the great innovations, opportunities and possibilities that AI offers as a new technology for a better future.

Within the AI.GROUP the not-for-profit initiative AI.HAMBURG offers a portfolio of activities to promote the use of AI and machine learning, including workshops, training courses and networking events. In addition the AI Accelerator AI.STARTUP.HUB is operated as part of a consortium. Together with Hamburg Messe und Congress, AI.HAMBURG has regularly organised AI CENTERs at trade fairs since 2023. The early-stage venture capital fund AI.FUND is investing in the best European AI start-ups. The latest member of the AI.GROUP is AI.IMPACT, an AI venture studio to create positive impact through projects and products with AI, from the idea to product to global scaling. More at https://ai-group.ai/

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