

**3-6 sept 2024**  
leading international  
maritime trade fair  
[smm-hamburg.com](http://smm-hamburg.com)



## Press Release · Pressemitteilung

**Greener, smarter, more efficient:  
SMM is a hot spot for maritime innovation**

**The maritime economy is in the midst of the green transition, and advanced technologies are the enablers of this sweeping transformation. At SMM, international exhibitors will showcase the latest products and ideas paving the way into the future of shipping.**

**Hamburg, 24-07-2024** – At SMM, from 3 to 6 September, exhibiting companies will demonstrate in a compelling way how innovative solutions can increase efficiency, cut emissions and improve safety and security at sea.

### **Future fuels: not an option but a must**

In the new Future Fuels Area, the award-winning French developer of hydrogen-based energy systems **Genevos** will highlight its recently-certified 250 kW H<sub>2</sub> fuel cell module (HPM-250) for maritime applications. The Norwegian manufacturer **Bergen Engines** will promote its new engine generation.

### **Refitting: upgrading the fleet in service**

The finish company **Norsepower** has developed a radically modernised version of the rotor sail, also called Flettner rotor – could be called the mother of all wind propulsion technologies. For example, during their first year of operation on board *Maersk Pelican*, these rotor sails reduced fuel consumption by 8.2 per cent. Another interesting retrofitting options, including inventions like the *eSails* offered by the Spanish start-up **Bound4Blue**. The company's wind-assisted propulsion solution can reduce fuel consumption by up to ten per cent.

### **Digitalisation: heading for autonomous shipping**

Integrating digital technologies is the second big item on the maritime industry's agenda. "We want to discuss at SMM how standardisation can support increased safety and fair competition," says **Ronald Epskamp**, Maritime Business Unit Manager at automation specialist **Bachmann electronic**.

Autonomous shipping is on the menu of **Avikus** too: The solution sold by the Korean software house does save fuel and shows that it is possible to actively respond to carbon emissions regulation through the use of autonomous navigation technology.

### **Artificial Intelligence: Gamechanger**



The new AI CENTER will be an all-embracing showcase of advanced AI technologies and their potential for maritime applications. Numerous established and start-up companies will present their AI solutions addressing a variety of challenges, from optimising fuel consumption to improving operational efficiency. One of them is **Bearing AI**. “Our vision is to not only ease the industry's transition towards green shipping but also enable it to harness AI to make confident decisions that support commercial and sustainability goals“, says **Kristofer Maanum**, Senior Product Leader at Bearing AI. **Conbo.ai** wants to revolutionize port logistics. To avoid backups at terminals and in their immediate surroundings, the company offers a traffic analysis system that can increase the operational performance of these key nodes of the global supply chains significantly.

“SMM addresses everything that matters for the future of the industry by highlighting a wide range of forward-looking innovations. I am convinced that SMM 2024 will deliver a strong impetus for the transformation of the shipping sector,” says **Claus Ulrich 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 120 countries are expected to attend. Covering the entire value chain of the maritime industry on 90,000 m<sup>2</sup> 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.

[SMM | Partners & Sponsors \(smm-hamburg.de\)](https://www.smm-hamburg.de)

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