

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



## Quotes about SMM 2024

### **Ninna Arponen, Senior Vice President Marketing & Communications, ABB**

“SMM is always a highlight for us – the sheer size of the event is incredible. This year, we’re excited to showcase our key solutions for decarbonisation, with electrification playing a central role. As a leader in this field, ABB is thrilled to connect with the most important voices in the maritime industry at SMM. Maritime is electrifying!”

### **Arsenio Dominguez, Secretary General, International Maritime Organization (IMO)**

“SMM is a great opportunity for everyone in the sector to come together and have conversations about the opportunities – and challenges – the maritime sector is facing.”

### **Dr Lars Greitsch, CEO, MMG**

“SMM has returned from the challenges of the Covid period with full strength. The market is moving again, and demand is enormous. I cannot recall a single SMM where the first day of the fair alone was so successful. We can clearly see shipowners making every effort to reduce emissions – and our refitting propellers play an important role in these efforts. Our orderbook is well filled until 2026.”

### **Rolf Habben Jansen, CEO, Hapag-Lloyd**

“SMM in Hamburg is an important event for the maritime industry, bringing together key players and innovators from around the world. It provides a great platform to exchange ideas, showcase cutting-edge technologies and shape the future of our industry – a good opportunity for us to stay ahead in a rapidly evolving market.”

### **Dr. Robert Habeck, Federal Minister for Economic Affairs and Climate Action**

“The maritime industry is of great strategic importance. Continued collaboration at the European level is essential if we are to tackle the numerous challenges facing the sector. SMM once again provides plenty of room for dialogue and discussion.”



**Kerstin Hasslinger, Marketing Expert, Korean Register**

“SMM is an absolute must-attend event for us. One of our regional offices is located in Hamburg, and many of our German customers are headquartered here – they’re all represented at SMM. It is the ideal platform to renew existing contacts and meet people in person with whom we typically communicate by e-mail. Trust is key in our business, and these kinds of personal meetings are invaluable for building trust.”

**Harald Jaekel, CEO, Peene Werft, NVL-Group**

“At SMM, I can discuss key topics with decision-makers from a wide range of maritime companies within a very short period of time – I am glad this trade fair exists. Our definite highlight was the signing of our contract with thyssenkrupp Marine Systems sealing our collaboration on building the F127 frigates for the German Navy.”

**Martin Johannsmann, CEO, SKF Marine / Chairman of the Board, VDMA Marine Equipment and Systems**

“The response at SMM 2024 has been incredibly positive. The market is extremely active across all segments, and business hasn’t been better for the past 30 years. SMM is and will be the key meeting place for the maritime industry – there’s practically no customer of ours that isn’t here. Everybody is present.”

**Madelena Ko, Marketing Manager, Tecway Maritime Technology Limited**

“SMM is the go-to event for the maritime industry. The AI CENTER is a fantastic opportunity for start-ups to make their mark in the industry: We’ve been incredibly busy here and made many new business contacts.”

**Magda Kopczyńska, Director General, DG Move, EU Commission**

“When it is about problems, conflicts or topics such as maritime resilience, SMM is important for exchanging views.”

**Dr. Martin Kröger, CEO, German Shipowners Association (VDR)**

“It pays to be there! At SMM, shipowners can see the latest trends and technologies and talk directly to the people in charge about how they can make their fleets more efficient and greener.”



**Jürgen Kühn, Sales Area Manager, Volvo Penta**

“SMM is biggest international trade fair of the maritime industry. For us it is extremely important to be here. This is where we can present our new hybrid propulsion technology for Crew Transfer Vessels (CTV) to a larger industry audience. By using batteries, these CTVs can navigate through offshore wind farms emission-free.”

**Atsuo Kusakabe, Head of Business Development, Mitsubishi Heavy Industries**

“Our attendance at SMM 2024 was a great success. The event gave us an important opportunity to reconnect with our European clients and maintain strong relationships. It’s always valuable for us to engage directly with our customers, discuss their current needs, and stay up-to-date with industry developments.”

**Kathrin Lau, Editor In Chief, Ship&Offshore**

“A global flagship fair such as SMM is always a great opportunity to put the focus on acting together in an international industry.”

**Dr. Reinhard Lüken, CEO, German Shipbuilding and Ocean Industries Association (VSM)**

“In a rapidly evolving global landscape, the maritime industry is at the forefront of technological innovation. New technologies and digital transformation are driving profound changes in ship design, construction, and operation. This future raises questions, and you will find many of the answers at SMM.”

**Felix-Ingo Meiborg, CEO, Noske-Kaeser**

“I have been attending SMM for more than 20 years and have always been very satisfied. What makes the difference in my view is the large number of exhibitors. Here I can get in touch with others with ease and sign key contracts.”

**Knut Ørbeck-Nilssen, CEO, DNV Maritime**

“Congratulations to the SMM team on orchestrating a truly successful event! In these times of great transformation, collaboration is more critical than ever and through the SMM the industry has a platform to do so. As shipping faces an era of unprecedented technological innovation this event clearly demonstrate that the maritime industry remains at the forefront of innovation and technological advancement.”



**Sven Schreiber, Managing Director, Alfa Laval Mid Europe**

“SMM is the global magnet of the maritime industry. We can tell by looking at the audience profile, the quality of discussions, and even at our own participant numbers: Our experts from around the world come to Hamburg for this event. It is the perfect place to showcase our sustainable portfolio – such as our innovative joint venture Oceanbird.”

**Fiorenzo Spadoni, Marine North Europe Region Senior Director, RINA**

“The SMM trade fair is a key event for RINA, bringing together industry leaders, innovators, and stakeholders from around the world. It offers us a valuable platform to showcase our latest solution and engage directly with clients and partners. Our participation in SMM allows us to stay at the cutting edge of industry trends, exchange knowledge, and collaborate on innovations that drive the maritime sector forward.”

**Mathias Stern, Sales Manager, Kongsberg Maritime**

“SMM is one of the leading trade fairs for the maritime industry worldwide. As a European hub, Hamburg is very important to us. It is not only about finalising deals here; in many cases, our focus is on strengthening business relationships and exchanging views and ideas. You might say, it is almost like a family reunion.”

**Hasret Tin, Coordinator Sales & Marketing Department, Desan Shipyard**

“Even though SMM takes place in Germany, for us, it's much more than just a German trade fair. It's the maritime hub of Europe – or even the world. Here, we not only meet our European clients but also those from Singapore and Canada. Being able to see all our clients in one place is something special, and SMM makes that possible.”

**Jürgen Trost, CEO, Kaefer Schiffsausbau**

“This year we are seeing a lot of activity in the area of cruise ship and ferry refits. SMM is the perfect place for us to showcase our large product portfolio. Here we can present everything to shipowners and other customers all at once – from fire protection to naval shipbuilding, and through to ship interiors.”