

MARINE INTERIORS

Cruise & Ferry
Global Expo
Powered by SMM

GETTING READY FOR A NEW ERA

Interior Design, Equipment and
Technology for the Cruise & Ferry Industry

8 – 10 September 2021, Hamburg
marineinteriors-expo.com

Co-located
with
**Seatrade
europe**

**Hamburg
Messe + Congress**

WHO WILL BUILD THE FUTURE?

European shipbuilding has the lead

Hopeful times ahead: aiming to recover from the pandemic, the cruise and ferry industry is rebooting by addressing new consumer demand and complying with new regulatory requirements. Considerable budgets are being allocated for health and safety concepts and environmental protection, as well as refitting measures.

In preparing for this new era, the cruise industry's order books show a volume of about 80 new ships to be built by 2027 – not including the current exigencies of refitting. More than 90% of them will be constructed in Europe, with a trend towards smaller sizes and passenger capacities, bringing to life visions from designers and architects from around the world.

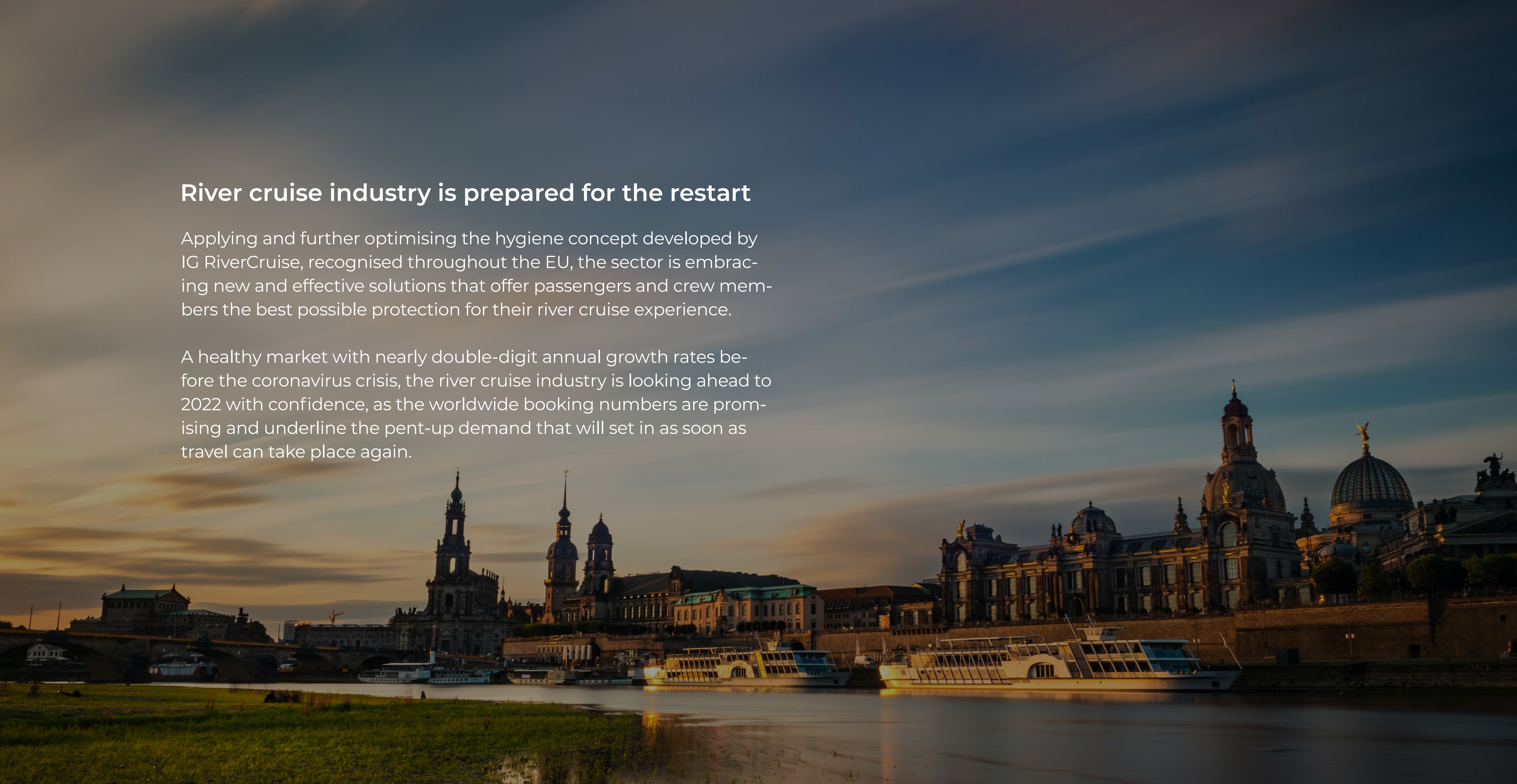
If you'd like to show what the future will look like, we'd love to have you on board!



River cruise industry is prepared for the restart

Applying and further optimising the hygiene concept developed by IG RiverCruise, recognised throughout the EU, the sector is embracing new and effective solutions that offer passengers and crew members the best possible protection for their river cruise experience.

A healthy market with nearly double-digit annual growth rates before the coronavirus crisis, the river cruise industry is looking ahead to 2022 with confidence, as the worldwide booking numbers are promising and underline the pent-up demand that will set in as soon as travel can take place again.



Ferry market continues to grow globally

Due to international cruise travel restrictions caused by the pandemic, domestic and short-haul ferry travel attracted new customers and contributed to the robust development of this sector.

Addressing the needs of day trippers and weekenders, ferry operators are moving forward with new safety, capacity, entertainment and food service concepts, as well as with plans for fuel-efficient and environmentally friendly ferries. MARINE INTERIORS Cruise & Ferry Global Expo is proud to show the interior design, equipment and technology solutions that are driving the next wave of innovation in this exciting market.



WHY SHOULD YOU PARTICIPATE?

Hamburg has the leaders


Join us in the home of Europe's major cruise players and the world's capital of maritime classification societies: the Hamburg-based **MARINE INTERIORS Cruise & Ferry Global Expo** was established in 2019 as Europe's first stand-alone trade fair for the segment of interior design, equipment and technology for passenger ships.

With more than **8 out of 10 visitors on decision level**, this event attracts the cruise industry's pacemakers and offers an ideal ecosphere for your business – boasting a broad range of exhibitor categories as well as conferences and expert forums that inspire our industry. Reach out to the European cruise industry and introduce your brand to the representatives of the world's leading cruise and ferry lines, shipyards and interior design studios.



87%* of the visitors to MARINE INTERIORS Cruise & Ferry Global Expo described their decision-making influence as either pivotal, co-decisive or consultative.

*Data from an independent trade fair survey at MARINE INTERIORS Cruise & Ferry Global Expo 2019



THE PLATFORM FOR THE CRUISE & FERRY INDUSTRY

Highly satisfied exhibitors

At its debut in 2019, MARINE INTERIORS Cruise & Ferry Global Expo had about 2,800 visitors from 46 countries and delivered exactly what exhibitors look for: a high concentration of decision-makers that allows **effective business initiation**. Enthusiastic about the event, 30% of the exhibitors instantly booked for 2021, and many more plan to come back.

94%

BRIMMING WITH POST-FAIR BUSINESS

94%* of the exhibitors described their post-fair business after MARINE INTERIORS Cruise & Ferry Global Expo 2019 as very strong or average to strong.

85%

OF EXHIBITORS PLAN TO COME BACK

85%* of the exhibitors will definitely or probably exhibit or consider exhibiting again at MARINE INTERIORS Cruise & Ferry Global Expo.

*Data from an independent trade fair survey at MARINE INTERIORS Cruise & Ferry Global Expo 2019

World-class support from leading events

Powered by SMM – the world's leading maritime trade fair, MARINE INTERIORS Cruise & Ferry Global Expo impresses with flawless organisation and one of the world's largest maritime networks. Moreover, being **co-located with Seatrade Europe** adds further opportunities to establish relationships with the cruise industry's CEOs, senior buyers and planners.

“For Hera, the MARINE INTERIORS in Hamburg is the ideal platform to demonstrate its range of services in the field of LED lighting solutions for hospitality projects on water and on land to the international public. After Hera participated for the first time in 2019, the MARINE INTERIORS has proven to be a ‘must-attend event’.”

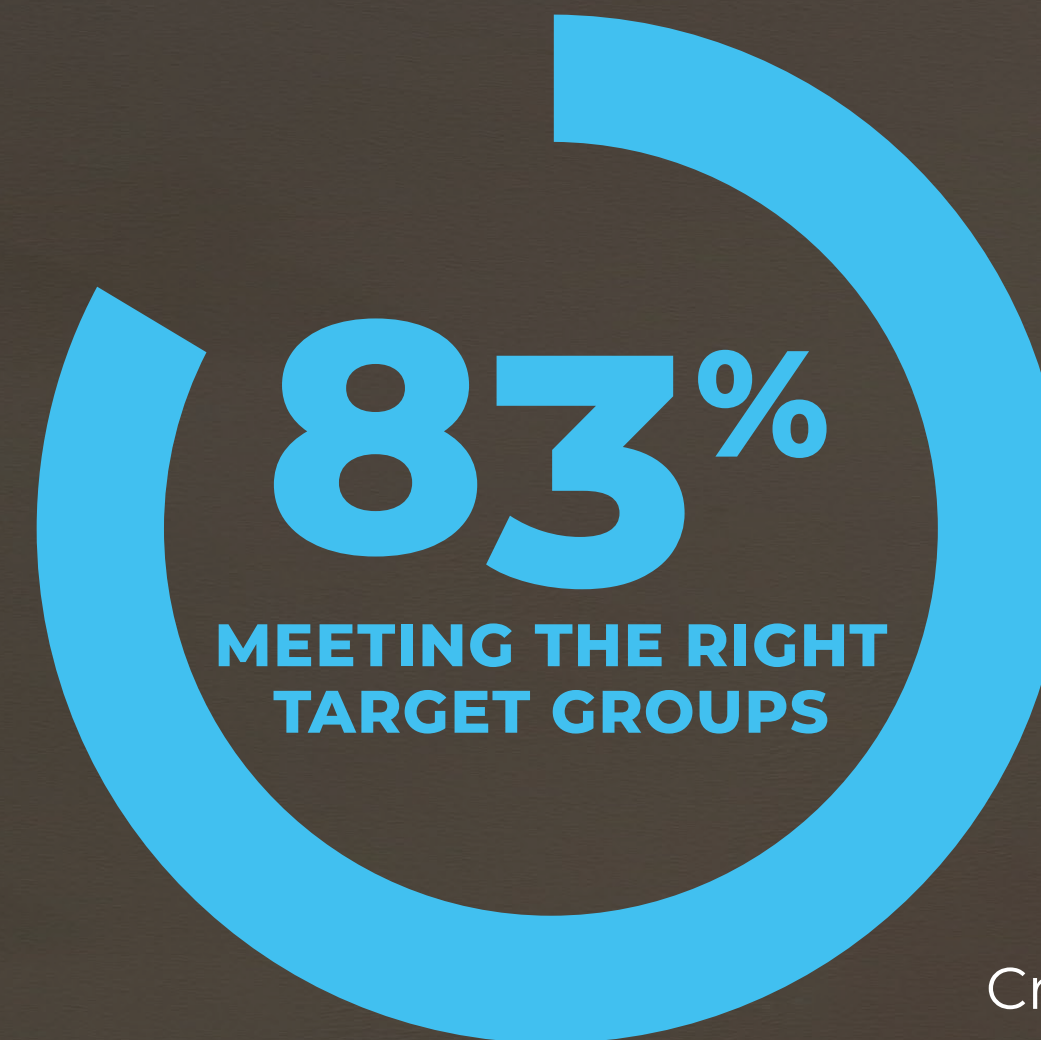
**MICHAEL HOEKSTRA, MANAGING
DIRECTOR SALES AND MARKETING, HERA**

A photograph of four men in business attire at a trade show. They are gathered around a table, looking at and pointing to documents. The man on the far left is wearing a dark suit and glasses. The man next to him is wearing a grey suit. The man in the center is wearing a dark blue suit. The man on the far right is wearing a grey textured jacket. In the background, there are trade show booths with signs for 'nora by Interface', 'MEDALOUNGE', 'A3', 'WEISS HELLAS INTERNA S.A.', and 'SEABRIGHT'.

MEET EXECUTIVES FROM PREMIUM BRANDS

A selection of visitors to MARINE INTERIORS Cruise & Ferry Global Expo 2019:

Abeking & Rasmussen / AD Associates / AIDA Cruises / Anglo-Eastern
/ A-Rosa Flussschiff / Benetti / Blohm + Voss / Carnival Cruise Line /
cm-Design / Columbia Cruise Services / Crystal River Cruises Manning
/ CSSC Cruise Technology Development / dpa lighting consultants /
Drydocks World Dubai / Emden Dockyard / Fahrgastschiffahrt Saalburg
/ FINCANTIERI / Flensburger Schiffbau Gesellschaft / Genting Hong Kong
/ Grimaldi Group / Hamburg Aviation / Hapag Lloyd Cruises / Hubei
Provincial Office of Shipbuilding Industry Management / Hyundai
Heavy Industries / Hyundai Merchant Marine Deutschland / ISRAEL
SHIPYARDS / Japan Ship Machinery and Equipment Association /
JOI Design / Kingfisher (Shanghai) Marine Services / Lloyd Werft
Bremerhaven / Lufthansa Technik / Lürssen / Meyer Turku
/ Meyer Werft / MSC Cruises / MV WERFTEN / Neptun Ship
Design / Nobiskrug / Norwegian Cruise Lines / OLIVER DESIGN
/ OMK Design / Partner Ship Design / Perini Navi / P&O Ferries
/ R&M Ship Technologies / Saint Gobain Marine / Samsung
Electronics / Sea Cloud Cruises / Studio Bigi Carità / Tallink
Grupp / thyssenkrupp Marine Systems / TUI Cruises / Ulstein Verft
/ VARD DESIGN / WEST SEA Shipyard



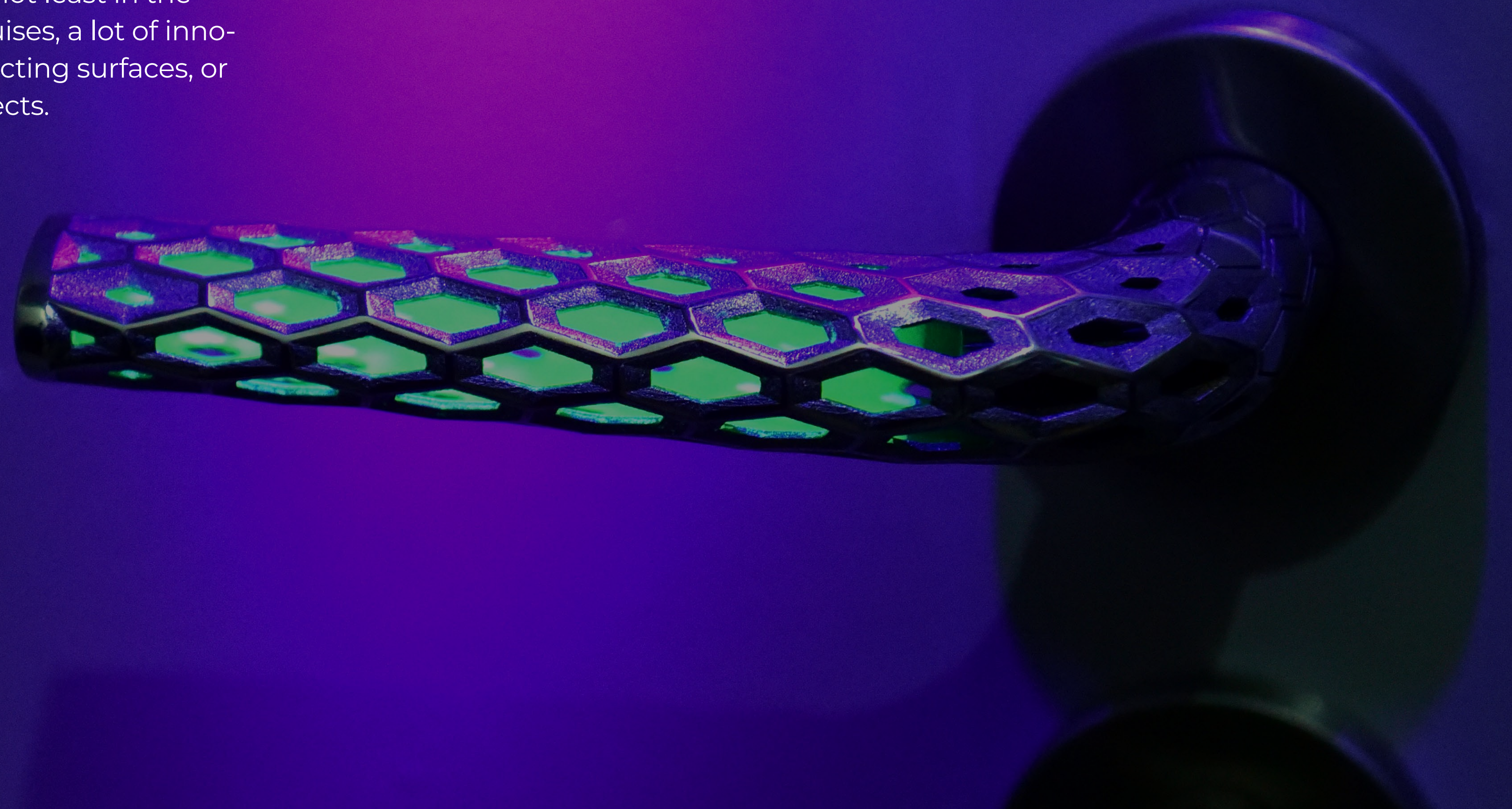
83%* of the exhibitors succeeded in laying the foundations for future business by meeting all or nearly all of their target groups and by reaching out to new customers at MARINE INTERIORS Cruise & Ferry Global Expo 2019.

*Data from an independent trade fair survey at
MARINE INTERIORS Cruise & Ferry Global Expo 2019

BECOME AN EXHIBITOR

Strong need for interior design innovations

Businesses from the field of ship interior design made up half of the exhibitors at MARINE INTERIORS Cruise & Ferry Global Expo 2019. Looking at the requirements to cope with the COVID-19 pandemic, not least in the growing segment of domestic river cruises, a lot of innovation is expected here, e.g. self-disinfecting surfaces, or lighting solutions with disinfecting effects.



The background of the page is a blurred photograph of a busy exhibition hall. In the foreground, several modern, white, bowl-shaped sinks with sleek chrome faucets are visible, arranged in a row. The faucets have a curved, waterfall-style spout. In the background, several people in business attire are walking through the hall, which is filled with various exhibition booths and displays. The lighting is bright and modern, with some blue and purple accents.

NEW EXHIBITOR CATEGORY

Healthcare & Infection Prevention

With regard to the demand for health and safety concepts compliant with SHIPSAN, HEALTHY GATEWAYS, WHO or DNV CIP-M, the category range for Interior Equipment & Technology is being extended. Companies in the field of healthcare and infection prevention are offered a perfect opportunity to showcase their solutions here.

CHOOSE

YOUR

CATEGORY

Visit us at the
Sales Lounge
in **hall A3** and
secure your
stand

**MARINE
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**CREATING
DREAMS**

Interior Design, Equipment and
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INTERIOR DESIGN

Cabins & Cabin Modules / Decoration & Accessories
/ Fabrics & Textiles / Floors & Carpeting / Furniture /
Greening Design & Plants / Lighting Systems / Interior
Paints & Colour Schemes / Signage / Soft Furnishings &
Covers / Walls & Ceilings



INTERIOR EQUIPMENT & TECHNOLOGY

AV & Media Technology / Doors & Windows, Portholes /
Electrical Systems & Automation / Heating, Ventilation
& Air-Conditioning (HVAC) / Laundry Equipment / Lifts &
Escalators / Onboard Logistics / Paints, Coatings & Cor-
rosion Protection / Provision & Cold Stores / Healthcare
& Infection Prevention / Safety & Security Equipment /
Sanitary Installation Systems / Stairways, Rails, Top Rails /
Waste Management

GALLEY, RESTAURANT, BAR EQUIPMENT & HOSPITALITY

Bed Linen, Tablecloths, Towels / Beverage Equipment / Cooking Equipment / Cooking Preparation / Dishwashers & Cleaning Equipment / Food & Beverages / Food Distribution Systems / Galley Equipment / Glasses, China, Cutlery, Buffet Accessories / Housekeeping Equipment / Hospitality Software / Refrigeration Equipment / Restaurant & Bar Equipment / Waste Disposal & Hygiene

SHIPYARDS, OUTFITTING & CONSULTANTS

Interior Designers & Consultants /
Outfitting Companies / Shipyards /
Other



EXHIBITOR PACKAGES

Smart solutions to meet all exhibitor needs. Prices exclude VAT at 19%. To view our full terms and conditions please visit marineinteriors-expo.com/exhibit.

SPACE ONLY

(minimum 12 sq. m)

Full rate: €481 per sq. m

Includes:

- Exhibition space (no power, walls or carpet included; additional services can be ordered via our Online Service Centre)
- Exhibitor passes free of charge / Media entry / Free Wi-Fi

SHELL SCHEME

(minimum 12 sq. m)

Full rate: €573 per sq. m

Includes:

- Exhibition space
- Stand walls, 2.5 m high
- Fascia board with company name and stand number
- Carpet
- Furniture, power and lighting package
- Exhibitor passes free of charge / Media entry / Free Wi-Fi

NEW: SHARE & SAVE

(co-exhibit with others)

An option for small companies with big interest in taking part – and with little budget to spend. To share a stand and save a part of the fee, just complete the co-exhibitor matching form and discover who is also searching and with whom you may take part together.

marineinteriors-expo.com/co-exhibit



CONFERENCE AND EXPERT SESSIONS



Your stage to share expertise


The **MARINE INTERIORS Forum** provides a popular discussion forum and a unique presentation stage for the cruise industry's most acclaimed designers, architects and shipping company executives.

During the **MARINE INTERIORS Conference Sessions**, leading design experts share their view on the latest trends. The panels will be complemented by **Exhibitor Sessions**, where company representatives have the opportunity to present their innovations and product highlights. If you're interested in participating, we're happy to support you – please contact us for more information.

"I believe that art, craft and design can enhance our engagement with the sustainability and regeneration of the cultures we live in and visit on our journeys in life. The MARINE INTERIORS is a wonderful stage to discuss and share insights and inspirations for action. I am looking forward to sharing a stage with inspiring members of our industry and looking the future in the eye."

TAL DANAI, FOUNDER & CEO, ARTLINK

**MARINE
INTERIORS** | Cruise & Ferry
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A close-up photograph of two hands holding champagne flutes, clinking them together. The glasses are filled with a golden, bubbly liquid. The hands are wearing light-colored, textured blazers. The background is a blurred outdoor event with many people and greenery.

FIRST-CLASS NETWORKING



Establish more business contacts

Subject to pandemic development and official orders as well as in compliance with our hygiene and safety concept, a number of dedicated networking opportunities will be created. In addition to business meeting points such as the **Sales and Media Lounge**, relaxed formats such as **“It’s wine o’clock”** and the large exhibitor party together with Seatrade Europe provide memorable moments.



“The MARINE INTERIORS Expo allowed us the excellent opportunity to meet, network and engage with contacts from the cruise ship industry. It was a great platform to develop international cooperation. We look forward to participating in the event again.”

MILLA KULMALAINEN, PARTNER MARINE/ INTERIOR DIVISION, DEKOTEL COATING OY

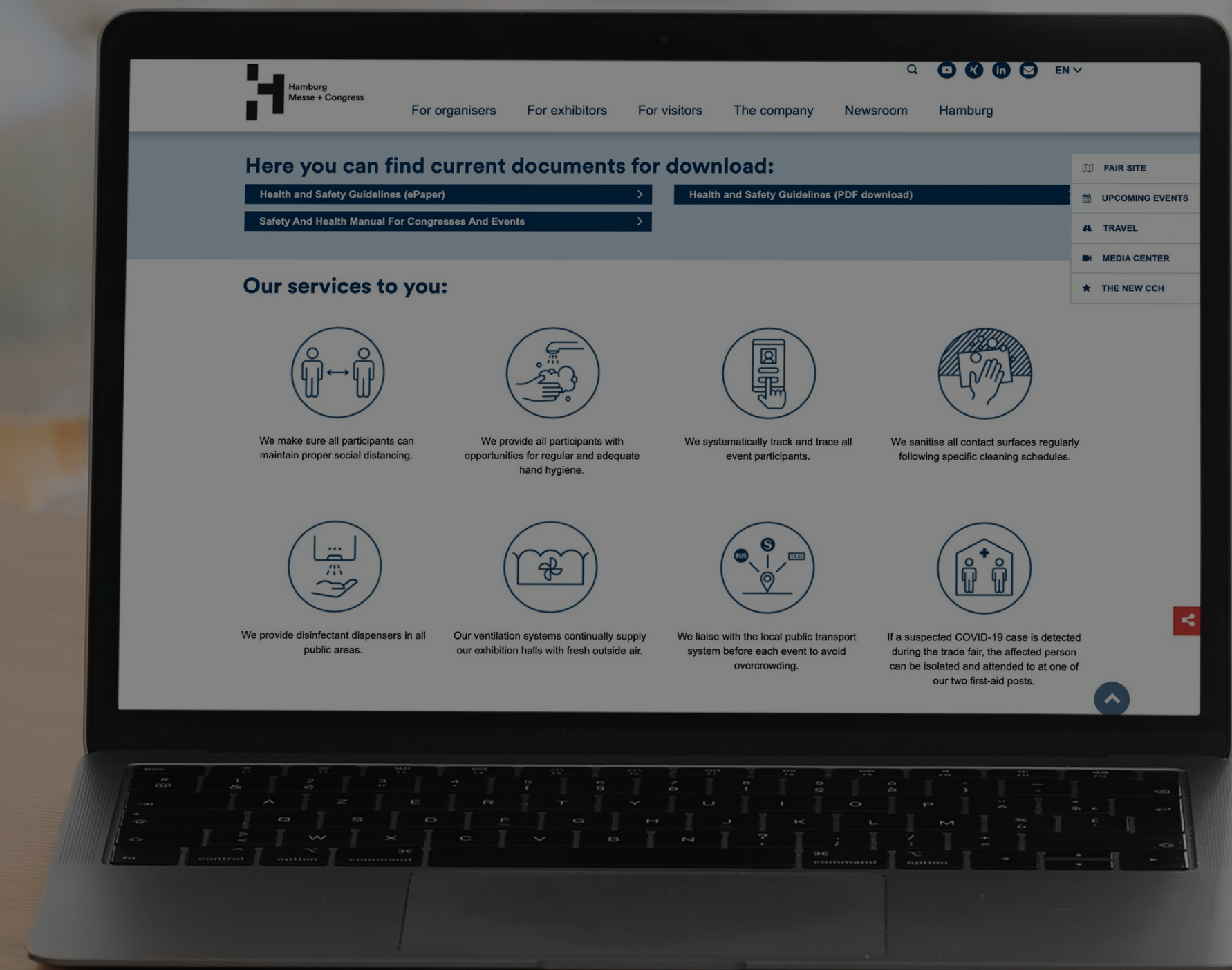


COMPREHENSIVE SAFETY

Our hygiene and safety measures

In close cooperation with the authorities and institutions, we have developed a COVID-19 catalogue of measures that regulates the cooperation at our events in such a way that the joy of information and experience is not lost.

The measures will be adjusted according to the current development of the pandemic as well as to changes on the part of the authorities and institutions. To get an overview, please visit **marineinteriors-expo.com/safety**.





WELCOME TO HAMBURG



The hub of Europe's cruise industry


The beautiful maritime metropolis is home not only to Europe's most important cruise shipyards and shipping companies, it's also the world's capital of classification societies. Germany's largest port city can look back on a rich merchant tradition, inspires architects and designers, and ranks among the world's top ten travel destinations according to *The New York Times*.



A dream destination for travellers

Called “the world’s most beautiful city” by its inhabitants, Hamburg brims with culture and nightlife. The city combines fantastic urban entertainment, be it theatres, musicals, museums, galleries or sporting events, with enormous recreational value in its parks and gardens, its beach clubs on the Elbe and walks around the picturesque Alster lake.

To see what Hamburg holds in store for you, please visit **marineinteriors-expo.com/hamburg**.



SPONSORSHIP AND CONTACT

Maximise your visibility

Expand the presence of your brand at MARINE INTERIORS Cruise & Ferry Global Expo through our sponsorship opportunities. We're happy to support you with a range of measures that allow you to reach your target group without any scatter. Please talk to us so that we can find the best solution for your needs.

Hamburg
Messe + Congress
Eingang Mitte - Central Entrance

Book your stand



Contact us today:
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verena.jahn@hamburg-messe.de

Watch the trailer
of #MICFGE 2019
**marineinteriors-
expo.com/trailer**



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German Engineering Federation
Marine Equipment and Systems



German Shipowners'
Association



German Ship
Suppliers' Association



German Shipbuilding &
Ocean Industries Association

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