



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

the leading international  
maritime trade fair



# Start-ups@SMM 2024

February 2024 | Hamburg



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## SMM in a nutshell

# SMM – the leading international maritime trade fair

SMM is the world's biggest and most important business platform of the maritime industry. SMM brings together the key players and decision makers from all maritime sectors and offers first-class opportunities to present innovations, engage in dialogue and establish and maintain contacts at an international level.

Complete with a first-rate conference programme and numerous networking events, SMM is the most important exhibition and networking platform worldwide for all those who want to drive the development of the industry and their own business.

SMM - driving the maritime transition.

## Facts & Figures

**40.000** participants

**2.000** exhibitors

**100** nations

**11** exhibition halls



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**90.000 m<sup>2</sup>**

all trending topics on more than 90.000 m<sup>2</sup>

# Product Categories of SMM

<b>1</b> Ships (incl. repairs and refits)	<b>7</b> Ship operation equipment	<b>13</b> Marine deployment systems
<b>2</b> Shipyard installations and equipment	<b>8</b> Cargo handling systems and special vessel equipment	<b>14</b> Shipbrokers and charterers
<b>3</b> Ship fittings and equipment	<b>9</b> Electrical engineering / electronics	<b>15</b> Shipowners
<b>4</b> Prime movers, gears and drive systems	<b>10</b> Marine technology	<b>16</b> Media
<b>5</b> Auxiliary systems for prime movers	<b>11</b> Ports and port technology	
<b>6</b> Propulsors, manoeuvring devices, stabilisers and energy-saving devices	<b>12</b> Maritime services	

# Key Figures



# Shipowners' Participating at SMM

More than 2,500 executives from shipping companies visited SMM in 2018/2022 from following companies (excerpt):

Admiral Marine Services	GRIMALDI GROUP	Ocean Network Express
Arkas Shipping	Hapag-Lloyd	Yang Ming
BBC Chartering	Hartmann Reederei	OCCL
BOLUDA	HGK Shipping	Offen Group
Briese Schiffahrt	Hyundai	Oldendorff Carriers
BW	IRISL	Qatar Shipping
CMA CGM	MACS	Svitzer
Cosco	Maersk	Tailwind Shipping
Dole	Mediterranean Shipping	Unifeeder
E.R. Schiffahrt	MOL	NYK Line
GASLOG	Evergreen	Orient Overseas

# Exhibiting Keyplayers at SMM (extract)

Shipyards								
Classification Societies								
Suppliers								
								

# Clients' Feedback

83%

## Planned presence at SMM 2024

83% of the exhibitors declared their definitive or probable participation at SMM 2024.

97%

## World-leading event

97% of the visitors regard SMM as the most important maritime industry fair.

88%

## Indispensable event

88% of the exhibitors rated SMM 2022 either very good or good in an overall assessment of the event.

93%

## High referral rate

93% of the visitors will certainly or probably recommend SMM.

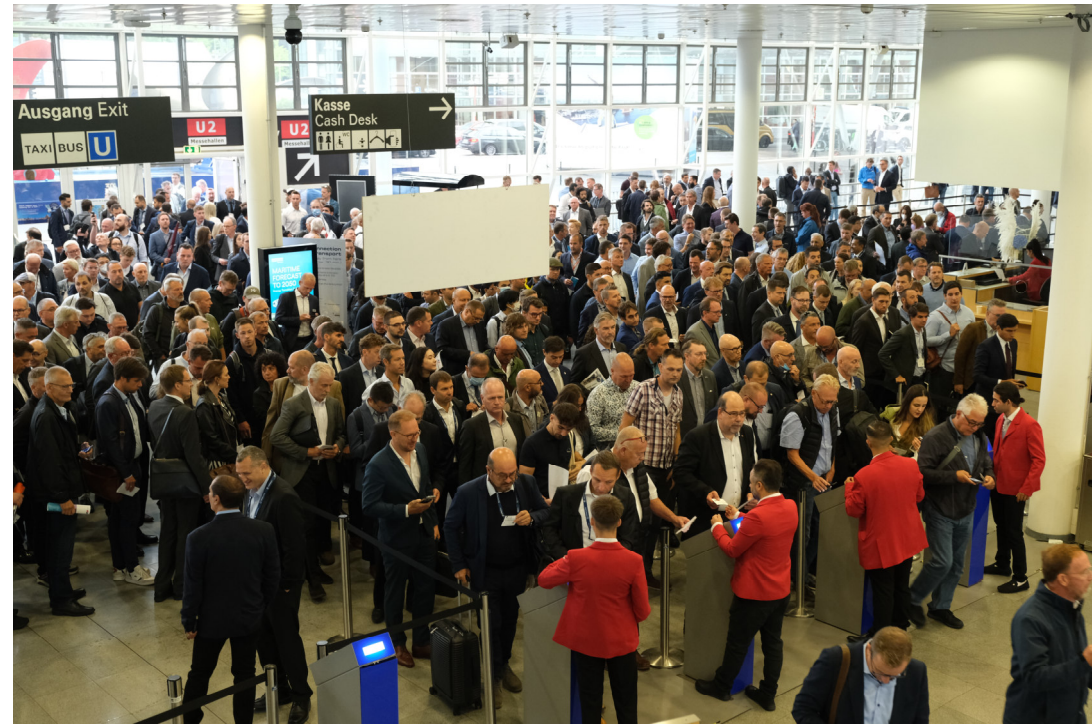
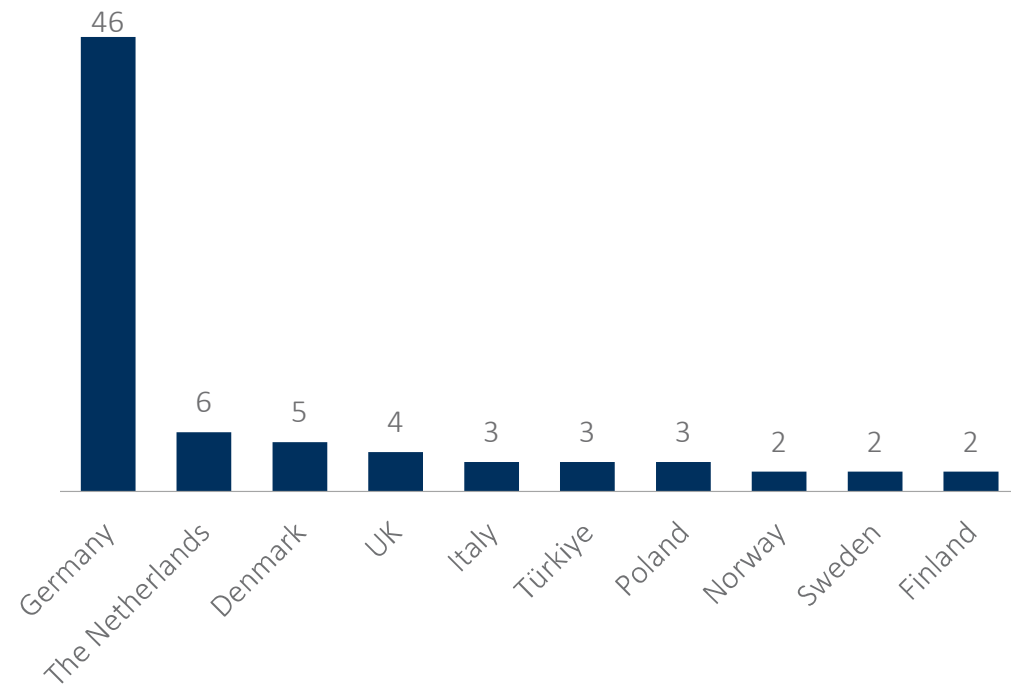




# Top 10 Visiting Nations

Participants from 112 countries visited SMM 2022.

Figures in %





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# Why Start-ups@SMM?

# Start-ups@SMM– dedicated exhibitions area

Future Lab, stage for ideas, inspiring encounters and networking platform at once: We're proud to support the maritime industry leaders of tomorrow by launching a package that helps start-ups raise awareness of their innovations.

To cover newest solutions and trends for the maritime sector, we planned together with our partner MARITIME STARTUPS GERMANY 4 **dedicated exhibition areas in Halls A4, B2.EG, B5 and B6.**

Companies can book their space to showcase their solutions **at SMM 2024.**

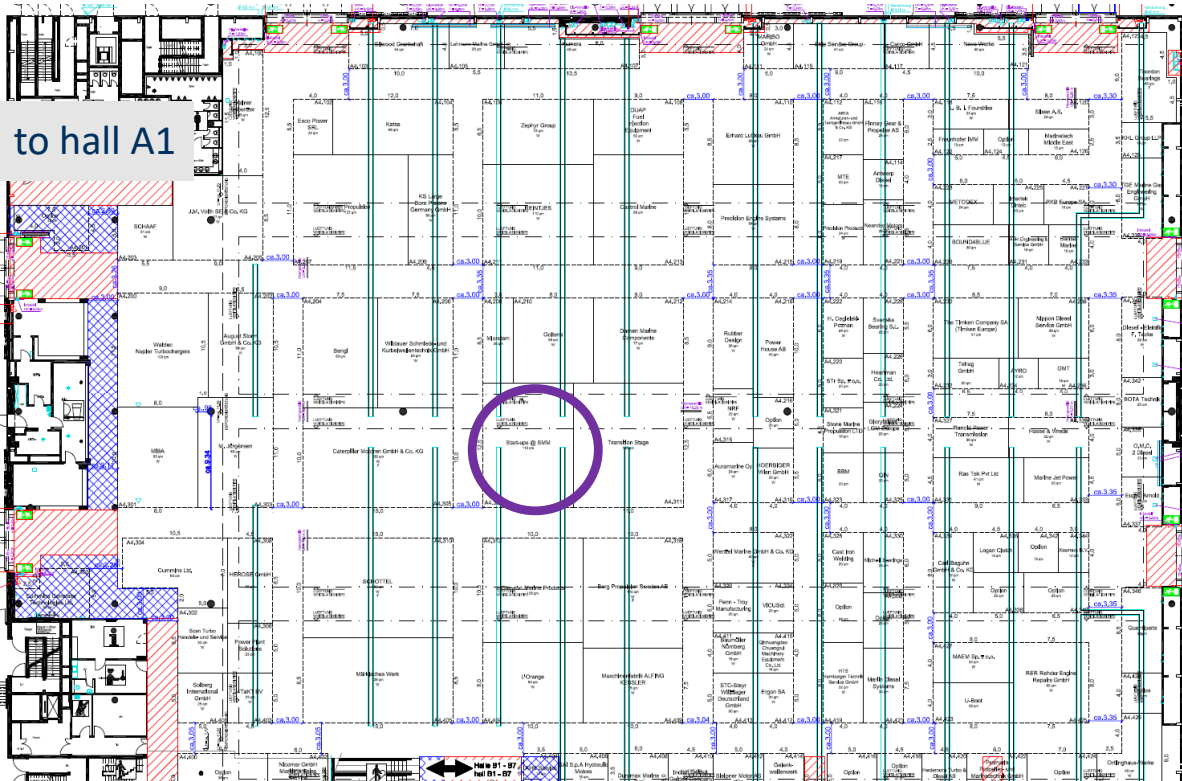


# Location I

Hall A4 → Stand A4.307\*

(\*stand space subject to change)

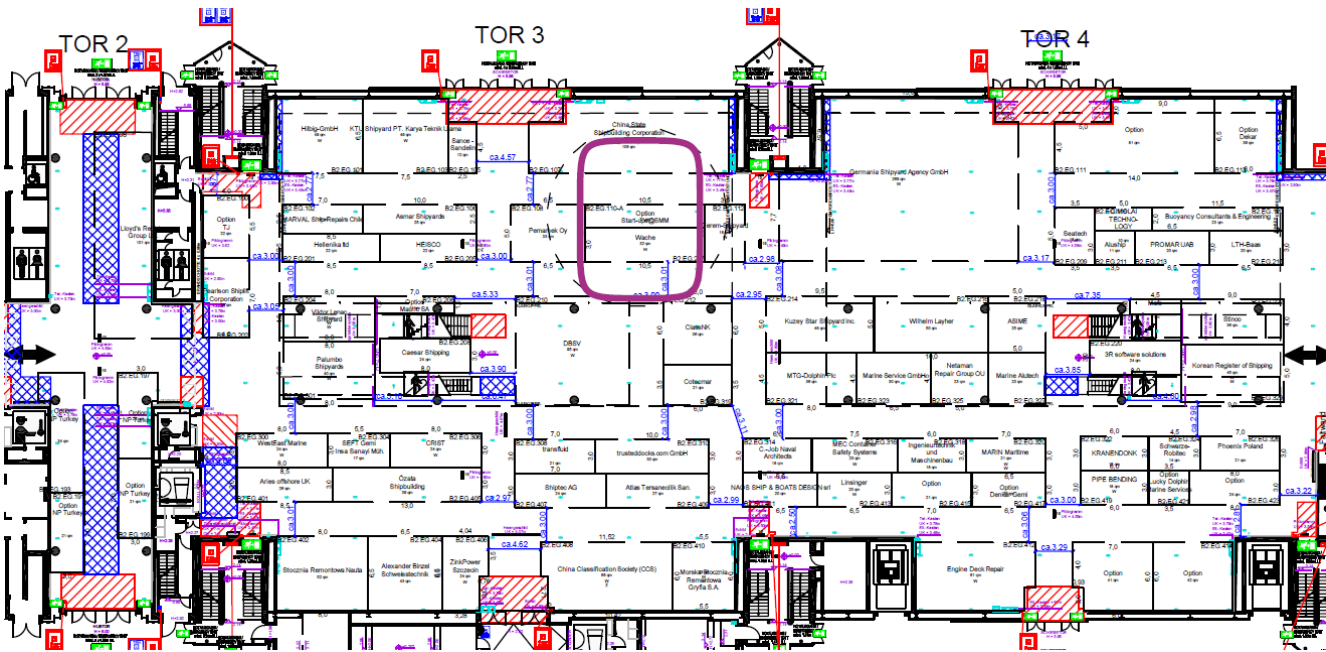
to hall A3



# Location II

Hall B2.EG → Stand B2.EG-110\*

(\*stand space subject to change)



to hall B7

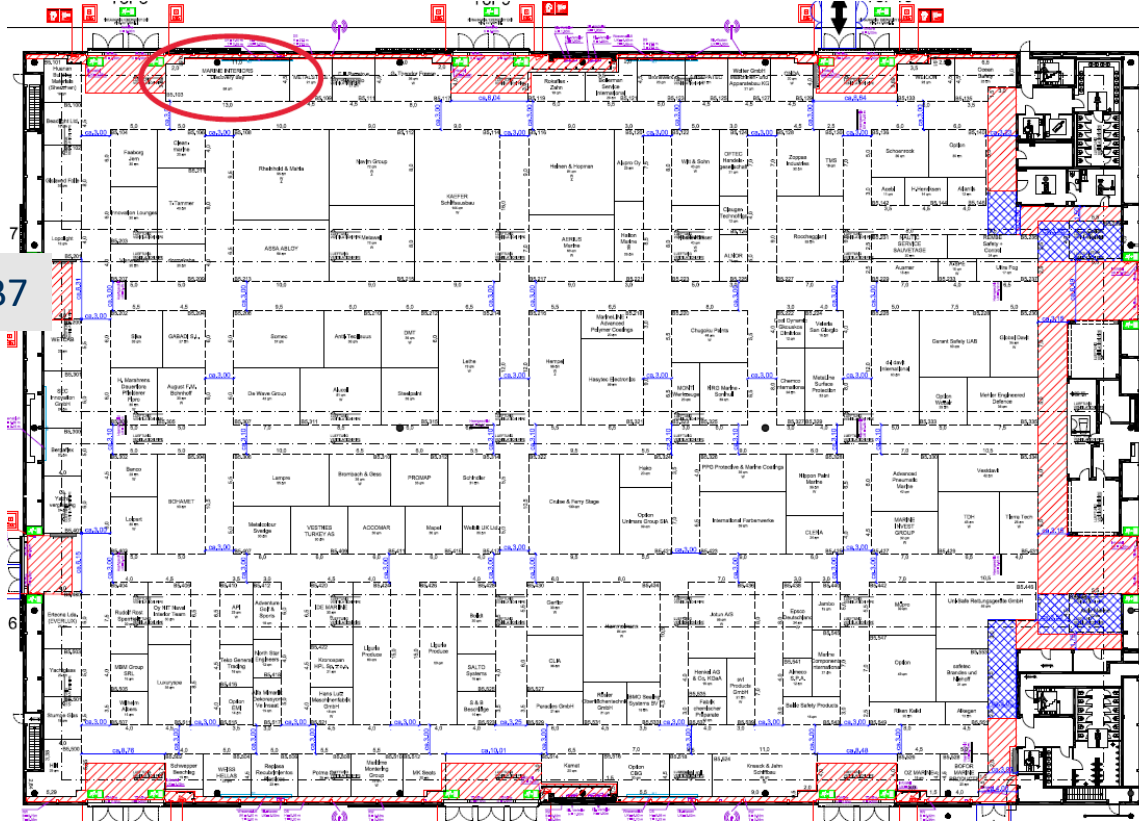


to hall B3

# Location III

Hall B5 → Stand B5.103\*

(\*stand space subject to change)



to hall B7

to hall B6



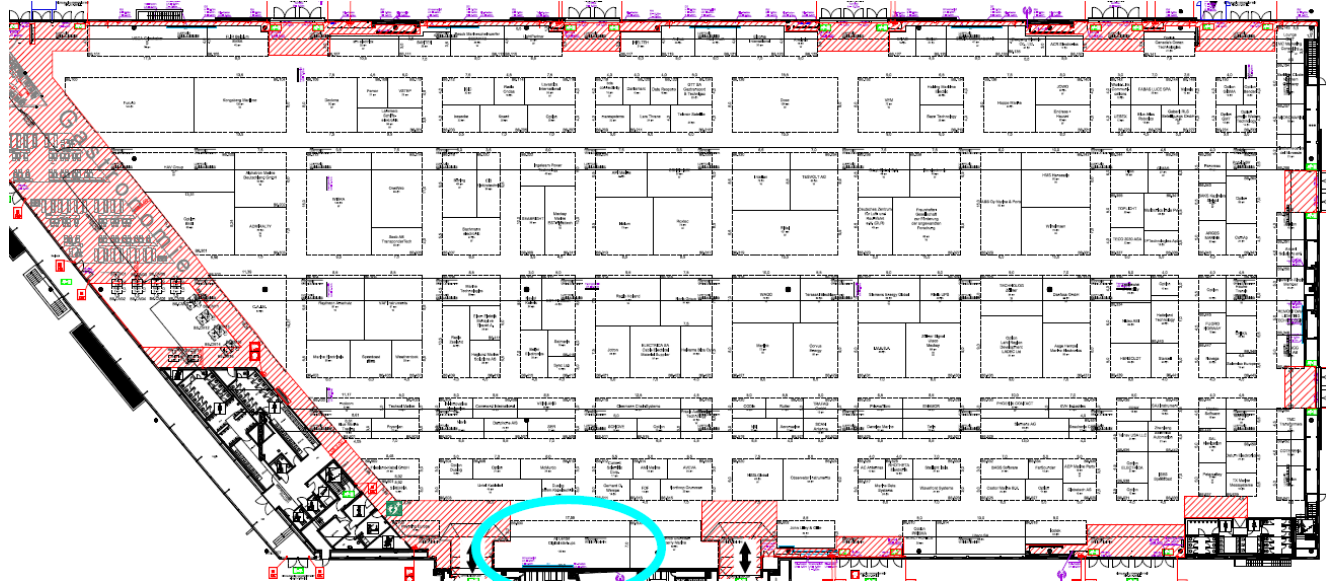
# Location IV

Hall B6 → Stand B6.600\*

(\*stand space subject to change)

to hall B7

to hall B5

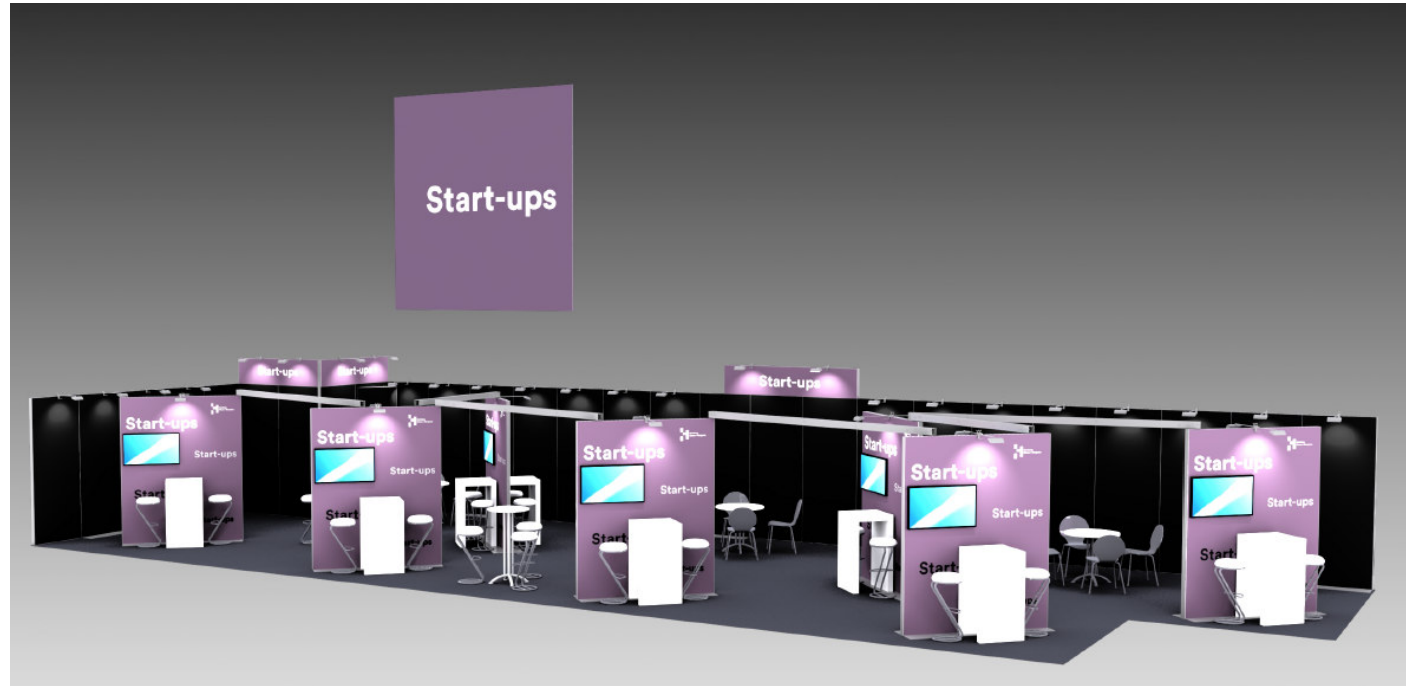
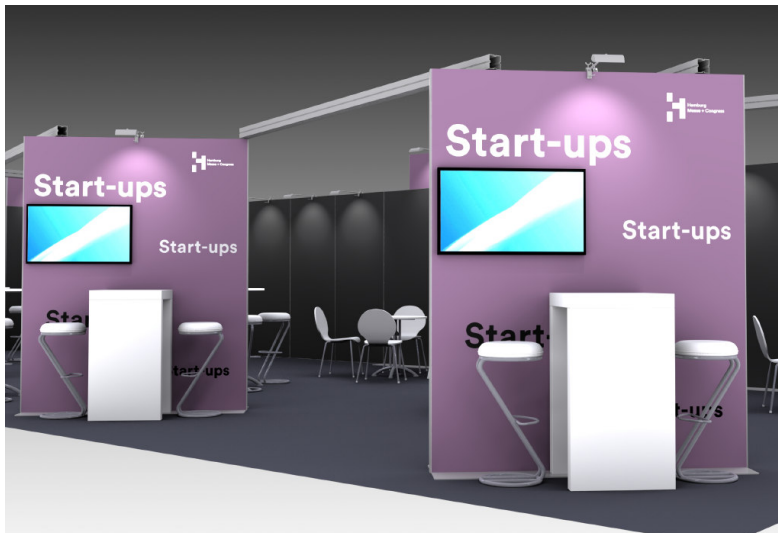


Entrance South



# Look & Feel

Example depending on the number of participants.





# Offer for Start-ups@SMM exhibitors

## Services by Hamburg Messe

- Special AI Booth Signage & Design
- WiFi
- 2 exhibitor passes\*
- Included services per exhibitor
  - 40 inch screen, 2m printed back wall with textile print in the design of the joint stand, individual logo of the exhibitor on the back wall, 1 long arm spotlight, 1 high table 60cmx60cmx110cm (WxDxH, white), 2 Z bar stools (white), 1 power socket
- Services of joint stand
  - Storage room with coat rack, waste bin and shelf , fascia boards on rear wall in the design of the joint stand, Suspended banner in the design of the joint stand, Additional seating groups, Lighting via long-arm spotlights on rear walls, Carpet, Daily cleaning (vacuuming carpet/wiping tables and chairs)
- Entry in the online exhibitor directory, the trade fair app & Visitor Guide
  - Basic Marketing Package included (company description, company website, keywords, social media buttons + links)
- Participation in Start-up Pitches at the Digital & Security Stage
- Access to Networking events:
  - Wine o' clock, SMM Maritime Start-up Party on Wednesday at KAROLINE
- Marketing & communication as part of the visitor advertising campaign of SMM

6.500 €  
excl. VAT

Apply here!

\*Further exhibitor passes may be ordered on payment of a charge from the Online Service Center (exhibitor pass for one day = 58€, exhibitor pass for all days = 90€)

# Start-up Pitches and SMM Maritime Start-up Night

**Our partner Maritime Start-ups Germany will organise**

## **Start-up Pitches**

- Start-up Pitches on the „Digital & Security Stage“ in Hall B6 on Wednesday
- The categories 2022 were  
Digital, Marketplace, Performance and Hardware
- Award ceremony of the winner start-up

## **SMM Maritime Start-up Party**

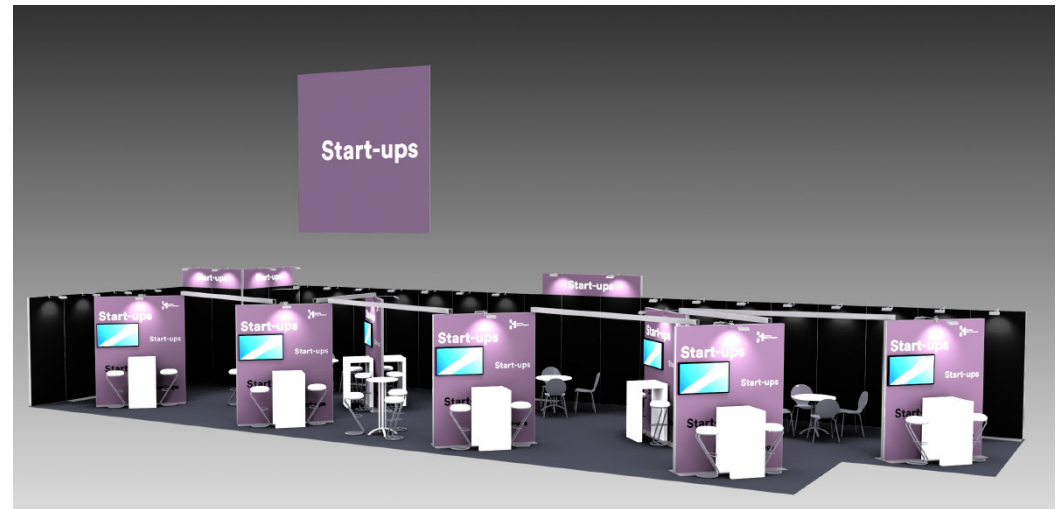
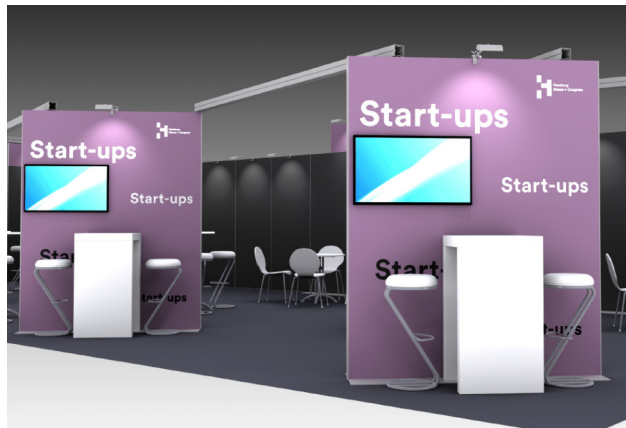
- Aftershow party in „Karoline“ (event location right next to the trade fair ground)
- Networking opportunities
- Music, food & drinks



\*Further exhibitor passes may be ordered on payment of a charge from the Online Service Center (exhibitor pass for one day = 58€, exhibitor pass for all days = 90€)

# Requirements for participating in Start-ups@SMM

- The company may have been founded up to 9 years ago
- Not in majority holding of a company established on the market
- Max. 50 employees (Start-ups that offer innovative solutions may, in exceptional cases, have more employees)





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## Secure your space now

# [SMM Application - SMM \(smm-hamburg.com\)](http://smm-hamburg.com)

### Your contact person:

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