

# MARINE INTERIORS

Cruise & Ferry  
Global Expo  
Powered by SMM

## CREATING DREAMS

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

**6–8 September 2023, Hamburg**  
**[marineinteriors-expo.com](https://marineinteriors-expo.com)**

Co-located  
with  
Seatrade  
**europe**

 Hamburg  
Messe + Congress

# A DESTINATION FOR LEADERS

## Welcome to Hamburg

Established in 2019, **MARINE INTERIORS Cruise & Ferry Global Expo** sets the bar as Europe's first stand-alone trade fair for the segment of interior design, equipment and technology for passenger ships.

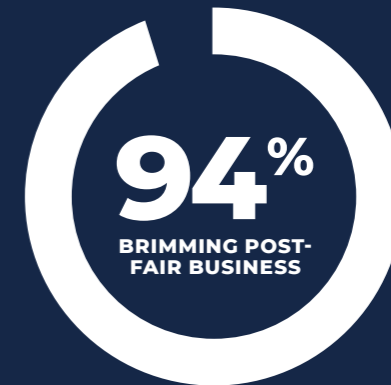


**Powered by SMM**, the world's leading maritime trade fair, and being **co-located with Seatrade Europe**, it offers an ideal ecosphere for your business boasting a broad range of exhibitor categories as well as conferences and expert forums that inspire our industry.

According to CLIA market forecasts, the cruise industry is about to see an increase of 12% in cruise passenger numbers compared to 2019. But with changed demands, it also has to invest – from refitting and sustainability measurements to complying with new health and safety standards. At **MARINE INTERIORS Cruise & Ferry Global Expo**, the cruise industry's pacemakers are looking forward to your solutions.



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



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

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

# MEET EXECUTIVES FROM PREMIUM BRANDS

## The “who’s who” is here

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.



## A selection of visitors to the previous MARINE INTERIORS Cruise & Ferry Global Expo:

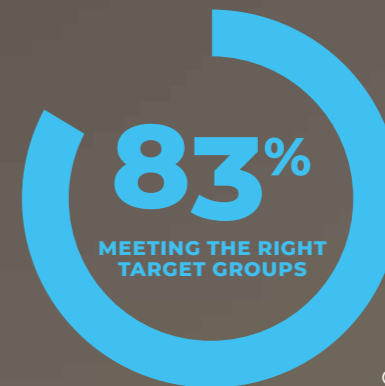
Abeking & Rasmussen / AD Associates / AIDA Cruises / A-Rosa Flussschiff / Benetti / Blohm + Voss / Carnival Cruise Line / Crystal River Cruises Manning / Drydocks World Dubai / Emden Dockyard / FINCANTIERI / Flensburger Schiffbau Gesellschaft / Genting Hong Kong / Grimaldi Group / Hapag Lloyd Cruises / Hyundai Heavy Industries / Hyundai Merchant Marine Deutschland / ISRAEL SHIPYARDS / Japan Ship Machinery and Equipment Association / JOI Design / 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 / Tallink Grupp / thyssenkrupp Marine Systems / TUI Cruises / Ulstein Verft / VARD DESIGN



*“Northern Germany is a center of cruise ship construction, so we are very happy to support MARINE INTERIORS 2023 in Hamburg in an advisory capacity. As ship designers, we are responsible for the ‘look and feel’ of ships and look forward to the exchange with the industry in September.”*

**Stefan Seidenfaden, Timo Hogestraat**

Partners at PARTNER SHIP DESIGN, Advisory Board Members  
MARINE INTERIORS Cruise & Ferry Global Expo



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 the previous MARINE INTERIORS Cruise & Ferry Global Expo.

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



# CHOOSE YOUR CATEGORY

## INTERIOR DESIGN

Cabins & Cabin Modules / Decoration & Accessories / Fabrics & Textiles / Floors & Carpeting / Furniture / Green 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 & Corrosion 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



# SPECIAL JOINT STAND AREA

## For first-time exhibitors and last-minute bookers

A smart way for first-timers and last-minute bookers to participate: the bundled presence of suppliers in this dedicated area ensures optimum visibility on the exhibition floor and a high level of attention among trade visitors. Our specifically designed solution provides exhibitors with everything they need in one package.

NEW AND  
ALL-IN-ONE



## Perfect for companies who are ...

- looking for an uncomplicated way to participate
- planning to carry out IMO certification of their products or have already done so
- at home in a cruise-related industry, e.g. hotel equipment
- interested in joining the makers list of leading shipping companies and shipyards

## Your advantages at a glance:

- uncomplicated trade fair presence thanks to our complete stand concept ready for immediate occupancy
- in addition to the stand, the joint area can also be used for customer meetings
- convincing price-performance ratio
- use of the further, extensive networking opportunities during the trade fair days

# 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](http://marineinteriors-expo.com/exhibit)



## SPACE ONLY

(minimum 12 sq. m)

487 EUR / sq. m

### Includes:

- Exhibition space (no power, walls or carpet included; additional services can be ordered via our Online Service Center)
- Exhibitor passes free of charge

## SHELL SCHEME

(minimum 12 sq. m)

582 EUR / sq. m

### Includes:

- Exhibition space
- Stand walls
- Fascia board with company name and stand number
- Carpet
- Furniture package
- Daily stand cleaning
- Exhibitor passes free of charge

## SPECIAL JOINT STAND AREA

3,550 EUR

### Includes:

- 2x Back walls to the neighbouring stands, including full-surface digital printing
- Carpet in black
- 2x Long arm spotlights
- 1x Lockable information counter
- 2x Bar stools, 1x waste paper basket
- 1x Electrical connection including 1x socket and consumption
- Daily cleaning, daily waste disposal
- Exhibitor passes free of charge / free visitor Wi-Fi

## SHARE & SAVE

(co-exhibit with others)

An option for small companies with a 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](http://marineinteriors-expo.com/co-exhibit)

SECURE  
YOUR  
STAND  
NOW

To book your stand, please contact

**Marc Niemann**

+49 (0) 40 3569 2822

[marc.niemann@hamburg-  
messe.de](mailto:marc.niemann@hamburg-messe.de)

# CONFERENCE AND EXHIBITOR SESSIONS



## Your stage to share expertise

Welcome to the **Creators' Deck**. This is your stage to exchange thoughts and ideas on the developments and challenges in the ocean cruise, river cruise and ferry segment.

The impressive line-up of **100+ top-speakers** includes experts from cruise and ferry lines, shipyards, architecture offices, interior design studios, certification and accreditation companies as well as suppliers.

Moderated **Conference Sessions** will be complemented by **Speaker Slots**, that give exhibitors the opportunity to present innovations and product highlights.

The **MARINE INTERIORS Conference Sessions** cover a wide range of topics: from the design and refit of a ship over sustainability and health & safety to IMO certification for suppliers. On 7 September, the programme will be complemented with **Seatrade Europe's River Cruise Day**.

To participate, please contact

**Simone Nakötter**

+49 (0)40 3569 2146

[simone.nakoetter@hamburg-messe.de](mailto:simone.nakoetter@hamburg-messe.de)

*"MARINE INTERIORS Cruise & Ferry Global Expo 2023 will be the right place for those of us from the design-side of the industry, to exchange knowledge and ideas following the changes in clients' interests and expectations, and to partner for the new projects that are on the books for production."*

**Tal Danai,**

Founder & CEO ArtLink, Advisory Board Member  
MARINE INTERIORS Cruise & Ferry Global Expo

## Here are some of the sessions and speakers announced:

### Designing Ships – an annual update

Moderator: **Tal Danai**, Artlink

### Social Sustainability – health and safety of all onboard

by **CLIA**

### Ferry Design (two-part session)

Moderator: **Simon Johnson**, Shipshape Consulting

### Part I: Creating a first-class customer experience (Ferry company brief)

Speakers:

**Peter Ståhlberg**, Wasaline

**Matteo Della Valle**, Grandi Navi Veloci

**Steven Newbury**, DFDS

**Joelle Croc**, Brittany Ferries

**Per Westling**, Stena RoRo

### Part II: Designing a first-class customer experience (Designer response to the brief)

Speakers:

**Alan Stewart**, SMC Design

**Bente Medelbye Hansen**, Steen Friis Design

**Jason West**, WDC Creative

**Helena Sawelin**, Partner Tillberg Design

### Refit | Facing the challenges by **Partner Ship Design**

**Transforming Retail Spaces Onboard: Innovations in Design for Memorable and Immersive Experiences by Design** by **Seatrade Cruise Review**

**River Cruise Session** by **IG River Cruise / River Cruise Europe**

**IMO Certification for Beginners** by **DMT (TÜV)**

**Technology Session** by **VDMA / Schiff & Hafen**

# FIRST-CLASS NETWORKING

## Establish more business contacts

Join the crowd in the afternoon at **Wine o'clock**, our popular socialising format that provides a relaxed and communicative meeting place for visitors and exhibitors alike. Apart from numerous **exhibitor stand parties**, you can also choose business meeting points such as the **Sales and Media Lounge** for more formal talks. If you prefer more the big party event, consider to attend **Cruise Night**, the joint exhibitor party with Seatrade Europe.

To boost your networking, you may use the **Lead Tracking service** in the App, which enables you to scan the visitors' badges and to get their contact details right on the spot.

# ADVISORY BOARD

## It is people who make MARINE INTERIORS so special

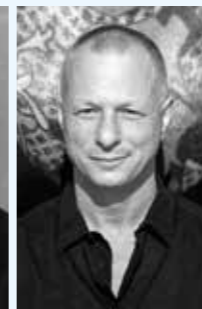
Enabling business success is always a team event. That's why we're proud and thankful to have some of the passenger ship industry's movers and shakers on board.



**Stefan Seidenfaden**  
Junior Partner,  
Partner Ship Design



**Timo Hogestraat**  
Junior Partner,  
Partner Ship Design



**Tal Danai**  
Founder & CEO,  
ArtLink



**Celine Strypsteen**  
Business  
Development,  
ArtLink



**Lars Kruse**  
Head of Sales and  
Design, Meyer Werft  
GmbH & Co. KG



**Barbara Bresse**  
Partner & Managing  
Director, Dauerflora



**Adamo Montana**  
Sales Contract Division  
Office, Morosa Spa





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Ocean Industries Association

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