

PRESS RELEASE**Hamburg Messe und Congress Unveils New Maritime Industry Trade Fair****MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM, to launch in 2019**

Hamburg, 23 January 2019 – MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM, is the most recent addition to the maritime exhibition portfolio of Hamburg Messe und Congress GmbH (HMC). Launching this year, the new trade fair is dedicated to the interior design and outfitting of passenger ships, addressing strong demand from the booming cruise and ferry market. MARINE INTERIORS Cruise & Ferry Global Expo will take place for the first time from 11 to 13 September 2019 at the Hamburg Messe fair complex. Innovative suppliers from all segments of the ship interior equipment and design industry will showcase their products at this specialist maritime trade fair. Visitors will include procurement executives, interior designers and other decision-makers from the world's leading cruise and ferry lines, shipyards and design studios.

In preparation of the launch of MARINE INTERIORS Cruise & Ferry Global Expo, the organisers conducted comprehensive market analyses. Exhibitors and visitors will benefit from the decades of experience and the extensive network of SMM – the leading international maritime trade fair, which is also organised by HMC. Another factor that will guarantee the event's success is the fact that it is held in parallel with Seatrade Europe – Cruise and River Cruise Convention, which is already attracting thousands of senior cruise industry representatives to Hamburg's fair complex. Leading international event organiser UBM, which has been cooperating with HMC in organising Seatrade Europe for years, will also partner HMC for MARINE INTERIORS Cruise & Ferry Global Expo.

“By launching MARINE INTERIORS Cruise & Ferry Global Expo we are creating a new platform for showcasing trends and innovations that will make the cruise experience even more luxurious, entertaining and unique,” explains Bernd Aufderheide, President and CEO of Hamburg Messe und Congress. “What is more, we are responding to a request expressed by many exhibitors to establish a standalone trade fair dedicated entirely to the fast-growing passenger ship interiors segment. Already at SMM 2018, more than 300 exhibitors from this segment were present.”

Hamburg is an ideal city to host MARINE INTERIORS Cruise & Ferry Global Expo. The new trade fair will benefit from the large number of cruise and ferry lines, shipyards and suppliers based in Germany and the rest of Europe. What is more, the city of Hamburg has a unique appeal that attracts visitors from around the world. With the new MARINE INTERIORS Cruise & Ferry Global Expo, Hamburg will further strengthen its position as one of the world's leading hubs of the cruise industry.





Hamburg Messe und Congress

About MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM

MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM will take place biennially every odd year. At the inaugural event from 11-13 September 2019, exhibitors from all areas of ship interior design and outfitting will be present, and the visitor audience will include, among others, decision-makers from cruise and ferry lines, shipyards and design studios. The new trade fair will be held in parallel with Seatrade Europe – Cruise and River Cruise Convention. Visitors will have free access to both events. Exhibitors will be able to register from the beginning of February 2019. For further information please visit www.marineinteriors-expo.com.

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