

## Press Release · Pressemitteilung

### The full cruise package

**MARINE INTERIORS and Seatrade Europe are back. In September, the Who's Who of the cruise, ferry & river cruise industry will meet again in Hamburg. International exhibitors will showcase the entire supply chain of cruise and ferry interiors alongside ports & destinations; ship agents & shipbuilding; F&B, IT & hotel suppliers at Seatrade Europe.**

**Hamburg, 31 May 2023** – Hamburg is the hub of the German and European cruise and ferry industry – and not just for passengers. Its shipyards, suppliers, ship classification offices and marine architecture and design studios make Hamburg first choice for industry representatives and decision makers. From 6 to 8 September 2023 they will gather in Hamburg's exhibition halls where the MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM takes place for the second time.

International exhibitors will highlight their expertise in all fields related to interior design, outfitting and technology. It is Europe's first stand-alone trade fair connecting suppliers with cruise and ferry lines, shipyards, architects and designers. The fair co-locates with the Seatrade Europe – Cruise and River Cruise Convention, a bi-annual event, providing networking and business development opportunities to major players from the world's leading cruise and river cruise lines including AIDA, Carnival Maritime and TUI Cruises.

The complimentary programming of both MARINE INTERIORS and Seatrade Europe will provide visitors with extensive content sessions across the exhibitor halls and conference. The roster of more than 100 top ranking speakers includes experts from cruise and ferry lines, shipyards, interior design and naval architecture studios, classification societies and cruise suppliers who will discuss trends and challenges in the passenger shipping segment and share lessons learned. This year's theme for Seatrade Europe, Scaling Sustainably, serves as a pivotal platform for influential European stakeholders to convene, foster growth and set their sights on progressive expansion. Discussions will aim to chart a new course towards an ecologically responsible and sustainable future of the cruise industry.

Both trade fairs are supported by CLIA Global and CLIA Europe, IG River Cruise, River Cruise Europe, Seatrade Cruise Review, Cruise & Ferry Review, VDMA, VSM, the German Ship Suppliers Association, and VDR.



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With the Hamburg Cruise Days following immediately after, the city will be the hub of the cruise world for five days.

"We are very glad to finally be back, after the successful debut in 2019, then the inescapable COVID pandemic. We have further expanded our conference programme and our networking opportunities for this all-embracing fair experience," said Christoph Lücke, Project Head of the MARINE INTERIORS Cruise & Ferry Global Expo at Hamburg Messe und Congress.

The comeback happens at the right time – cruise booking figures have nearly reached pre-Covid levels, cruise lines are ordering new ships, and designers are working full steam on developing new ship interiors.

"Cruising now ranks as the fastest-growing category in leisure travel, and cruise lines are committed to the future of the European market," said Chiara Giorgi, Global Brand and Event Director for Seatrade Cruise. "As the industry charts a course forward amidst a changing landscape, it's an exciting time to bring our cruise community back together in Hamburg to connect, collaborate and share open dialogue on the most important topics shaping our industry."

### **Ferries: sophisticated and highly functional**

The exhibitors at MARINE INTERIORS will cover key parts of the value chain: From custom bathroom pod solutions to non-slip balcony or deck floor coverings or high-quality equipment for on-board entertainment programmes, the list of must-haves is long. The dimensions of outfitting projects are gigantic: More than 800 partner companies on average are involved in building a cruise ship. They are in charge of installing huge quantities of items, such as 40,000 square metres of carpeting, 2,000 kilometres of electric wiring, or 1,800 toilets.

Requirements for ferry interiors are no less demanding, if somewhat more functional. Seating areas, and where applicable, cabins and galleys have to fit in tight spaces while complying with stringent safety regulations. Ferry interiors are among the featured topics at this year's MARINE INTERIORS, a fact echoed by the comprehensive conference programme. For example, for the first time a dedicated session organised jointly with Cruise & Ferry Review will be dedicated to this topic. Simon Johnson, Founding Director of Shipshape Consulting, will discuss with international experts what it takes to achieve a first-rate customer experience on board.

### **Holistic design**

Cruise ship refitting is another big topic at the event: In their conference session, specialists from Partner Ship Design will provide fascinating insights into the future of design including the latest refurbishing trends to meet changing passenger needs. As highly experienced interior designers,

they have given a fresh look to interiors of iconic vessels like AIDA's "AIDAcosma" or Carnival Cruise Lines' "Mardi Gras".

Tal Danai, Founder and CEO of Artlink, is an expert on how design influences the well-being of passengers. In his panel discussion he and his guests will explore how art and design can enhance the travelling experience of both guests and crews.

### **Embracing a sustainable voyage ahead**

As the industry holistically takes a look at its practices, collectively cruise lines, regulators, ports, destinations, tourism, shipyards, suppliers and service providers are charting a course towards a sustainable future. The resounding theme will permeate discussions, encompassing the evolution of destinations (inland), to the ever-evolving at-sea itineraries and the regulations impacting cruise lines. The event will underscore the crucial relevance of continual reinvention and responsible expansion, grounded in practicality.

### **Forging pathways for destination development**

Seatrade Europe presents an unparalleled opportunity for global destinations to gather, connect and collaborate under one roof. Offering best practices and innovative solutions to ensure longevity of the business for years to come. Attendees can anticipate gaining valuable insights into the infrastructure required for future growth, recognizing the profound impact of nurturing stakeholder relationships and delivering exceptional customer experiences. By engaging in this collective exploration, participants will have a heightened understanding and clear vision for the way forward.

### **The full cruise package**

The organisers of MARINE INTERIORS want to create a unique experience for their visitors, and numerous networking events, including the popular Wine o'clock event. At the newly-created "Cruise Night" at Hamburg's International Maritime Museum, MARINE INTERIORS and Seatrade Europe Cruise & River exhibitors will jointly celebrate the end of the two fairs.

Backed by a strong network of partners, the two cruise industry fairs will take place in parallel, as it did in 2019.

"Cruise Days, suppliers, destinations, line operators: We deliver the full package for the entire cruise industry. By organising Seatrade Europe in parallel with MARINE INTERIORS and working closely with CLIA Global, we can offer two events in one, bringing-in the largest number of cruise-related leaders in all of Europe. You only get that in Hamburg," said Claus Ulrich Selbach, Business Unit Director – Maritime and Technology Fairs & Exhibitions at the host organization, HMC.

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

The Hamburg-based MARINE INTERIORS Cruise & Ferry Global Expo, powered by SMM was launched in 2019 as the first stand-alone B2B trade fair for interior design, equipment and technologies for passenger ships. Exhibitors from all areas of ship interior design are expected to attend the second edition from 06 to 08 September 2023 where they will be able to meet top-level visitors including decision-makers from shipowning companies, shipyards and design firms. The expo will be accompanied by networking events and conference sessions featuring top-ranking experts discussing all of the industry's current key topics. MARINE INTERIORS takes place every two years in parallel with the Seatrade Europe – Cruise and River Cruise Convention.

For more information please visit [www.marineinteriors-expo.com](http://www.marineinteriors-expo.com) or go to LinkedIn:   
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**About Seatrade Cruise**

Serving the international cruise community since 1970, Seatrade Cruise is the industry's leading platform for collaborating, innovating and connecting. Comprised of the largest cruise events and tradeshows, news channels, virtual programming resources and coveted awards programs, the Seatrade Cruise portfolio reaches more than 20,000 professionals, 4,000 suppliers, 80 cruise line brands and 130 countries.

For more information on Seatrade Cruise Events visit [www.seatradecruiseevents.com](http://www.seatradecruiseevents.com). For access to the latest news and industry updates visit [www.seatrade-cruise.com](http://www.seatrade-cruise.com).

Seatrade Cruise Events are organized by Informa Markets, a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit [www.informa.com](http://www.informa.com).

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