

## Press Release

Hamburg, 26 June 2025

**MS&D Special 2025:  
Europe's Maritime Security & Defence Conference returns early**

### **Procurement in Focus – New Opportunities for Europe's Industry**

#### **A New Stage for Security and Defence**

The Maritime Security & Defence Conference (MS&D), long established as part of SMM – the leading international maritime trade fair – will take place as standalone event for the first time in 2025. On 25 November 2025, Hamburg Messe und Congress will host this special edition of MS&D at the International Maritime Museum Hamburg. With this move, Germany's only international conference on maritime security and defence is gaining its own stage – to address security challenges and technological innovation with greater precision and focus.

**Save the Date:**  
**25 November 2025 | 12:00–20:00**  
**MS&D Special 2025**  
**International Maritime Museum Hamburg**

“With this dedicated MS&D event, we are creating a new, exclusive forum for the maritime security and defence sector. The demand for dialogue, strategic orientation and partnerships is higher than ever – particularly in light of NATO's 5 percent goal and the need for deterrence,” says **Claus Ulrich Selbach**, Vice President Exhibitions at Hamburg Messe und Congress.

#### **Focus on Procurement and Unmanned Systems**

Under the theme “Zeitenwende? It's all about Procurement!”, the 2025 edition of MS&D will focus on naval procurement and the new opportunities it presents for European industry in a dynamic defence market. Unmanned systems will serve as a prominent example – highlighting the intersection of innovation, industrial progress and strategic relevance.

#### **Target Groups and Strategic Dialogue**

The conference is aimed at companies with little or no experience in defence procurement – from tech-driven start-ups to established SMEs – as well as experienced players in the defence and

dual-use sectors. It also offers a unique platform for innovation leaders from academia and industry, as well as procurement officials from the Bundeswehr, the EU and NATO.

“In times of accelerated procurement and growing security demands, it is essential to share knowledge and strengthen the interface between industry, armed forces and government,” emphasizes retired Admiral **Karsten Schneider**, President of the German Maritime Institute (DMI), which is responsible for developing the conference program and recruiting speakers.

### **High-Level Program and Expert Exchange**

The afternoon agenda features a compact and high-level program of keynotes, panel discussions and expert dialogue. Speakers from NATO, the EU, the Bundeswehr and industry will shed light on European defence cooperation formats and upcoming German procurement initiatives.

### **Limited Attendance – Maximum Impact**

The conference will be held in English. Participation is limited to ensure a high-quality exchange and targeted networking. The regular participation fee is currently €250. Representatives from the Navy, the German Ministry of Defence, advisory bodies and procurement agencies are invited free of charge.

### **Outlook to SMM 2026**

MS&D 2025 is organized by Hamburg Messe und Congress, with content curation and speaker acquisition provided by the German Maritime Institute (DMI). Tamm Media will handle media relations and editorial support. The launch of MS&D in this new, standalone format also lays the groundwork for SMM 2026, where maritime security and defence topics will take on even greater significance.

Further information and registration: [www.smm-hamburg.com/msd-conference](http://www.smm-hamburg.com/msd-conference)

### **About the MS&D Conference**

The MS&D – Maritime Security & Defence Conference is Germany’s only international conference dedicated to maritime security and defence. It brings together high-level representatives from the military, politics, industry and academia to address current security challenges, European procurement strategies, and technological developments – from unmanned systems to dual-use innovations. MS&D is an established part of the SMM – the leading international trade fair for the maritime industry, held every two years in Hamburg. With MS&D Special 2025, the conference will, for the first time, also take place as a standalone event outside the trade fair setting – focused, compact, and with a special emphasis on European procurement.

[www.smm-hamburg.com/msd-conference](http://www.smm-hamburg.com/msd-conference)

### **About SMM**

SMM – the leading international maritime trade fair – takes place every two years in Hamburg, with the next edition scheduled for 1–4 September 2026. It brings together the global maritime community and shines a spotlight on key future topics such as decarbonisation, artificial intelligence and maritime security. As the foremost trade fair for maritime technology, SMM is a natural partner to the maritime industry on its journey towards sustainable and zero-emission shipping. With its comprehensive conference programme, innovative exhibition formats and a wide range of international exhibitors, SMM offers a unique platform for exchange, networking and business across the entire maritime value chain.

[SMM – driving the maritime transition | 1.–4. September 2026 - SMM](#)

### **About Hamburg Messe und Congress**

Located in Germany's second largest city, Hamburg Messe und Congress (HMC) organises, supports and enables a wide range of major national and international events year after year: Top-ranking industry fairs, world-leading congresses, political party conventions, annual general meetings, cultural and sport events all find the right venue at HMC. Situated between the University and the famous Reeperbahn district, surrounded by a vibrant inner city and extensive parks, the eleven halls of the Hamburg trade fair campus offer more than 87,000 square metres of exhibition space. Just a few metres away, the CCH – Congress Center Hamburg provides up to 50 event spaces and halls. The topic of global security has had a permanent place in the portfolio of HMC for over six decades. In particular, security and defence as well as dual-use products have been high on the agenda of SMM, the world's foremost maritime trade fair. Furthermore, the International Conference on Maritime Security and Defence (MS&D) is a major congress taking place in Hamburg every two years.

[Trade fairs | Conferences | Events - Hamburg Messe und Congress](#)

### **Press contact:**

Nele Bruns  
Hamburg Messe und Congress GmbH  
Email: [nele.bruns@hamburg-messe.de](mailto:nele.bruns@hamburg-messe.de)  
Phone: +49 (0)40 3569-2439