



smm-hamburg.com

the maritime business hub



SMM

DIGITAL

driving the maritime transition

2 - 5 feb 2021 and beyond



Hamburg
Messe + Congress

main sponsor



DNV GL

**thousands of experts
from over 120 countries
are taking part in SMM**
without leaving their office



new realities call for a **new vision**

All are struggling with the consequences of the coronavirus pandemic, including business travel restrictions and strict quarantine requirements. Even the best hygiene strategy cannot change this reality for us as a trade

fair organiser. This is why we have developed an alternative scenario, which is now becoming a reality: **since many potential participants are unable to travel to our event, we will bring it to all of you.**

we extend SMM from four days **to one and a half years**

With a powerful **digital platform** we turn the world's largest meeting place for the maritime industry into a **lasting global industry marketplace**. Starting with the upcoming SMM from 2 – 5 February 2021, it enables your company to maintain a **permanent presence until the next SMM in September 2022**. Our solution makes it easy for all suppliers and

buyers to participate with measurable success. Moreover, it provides effective tools for **building customer relationships** and the ability to update your presence as needed. Even without the personal encounter at the exhibition stand, it creates almost unlimited opportunities to **get informed, share views and ideas**, and **generate leads**.

Seize the opportunity of SMM – the digital way

- **2,200+ companies** from the entire maritime value chain
- **50,000 industry professionals** from **120+ countries**
- **Top-notch conferences** with insights into key topics
- 24/7 global online presence **until next SMM in September 2022**

the SMM DIGITAL platform

your gateway to buyers,
suppliers and know-how

Our solution makes it easy for you to **showcase your products and services, receive enquiries, and expand your business network**. Integrate your existing online content effortlessly, put employees from various departments in place to respond to online enquiries, and interact with potential buyers and experts from around the world.

Additionally, the SMM DIGITAL platform lets you take part in some of the maritime industry's leading conferences: the **Maritime Future Summit, TradeWinds Shipowners Forum, gmec** – global maritime environmental congress, **Offshore Dialogue**, and **MS&D** – the international conference on maritime security and defence.

Enjoy **unbeatable marketing opportunities** at the most important virtual gathering in the global maritime industry – around the clock, for one and a half years:

- Comprehensive **presentations of companies and products**
- Unlimited uploading and downloading of **content**
- Direct **interaction, chats and matchmaking** with interested parties
- On-target **news and communications** to media representatives
- **Networking, recruiting and conference participation**



your company profile and its core elements

business card

Provides participants with basic information about your company what it sells, as well as key contact information.

stage

Present the highlights of your products and/or services portfolio. Provide webinars, company news, descriptions of featured innovative products, and/or your video contribution (optional). Use visual enhancements where appropriate. The Stage showcases up to nine items from your content, which is fully featured in the "More Information" section. The more content you have posted to your company profile, the more easily the website search algorithm can access specific items and match them to the interests of individual participants.



company logo

theme route

contact information

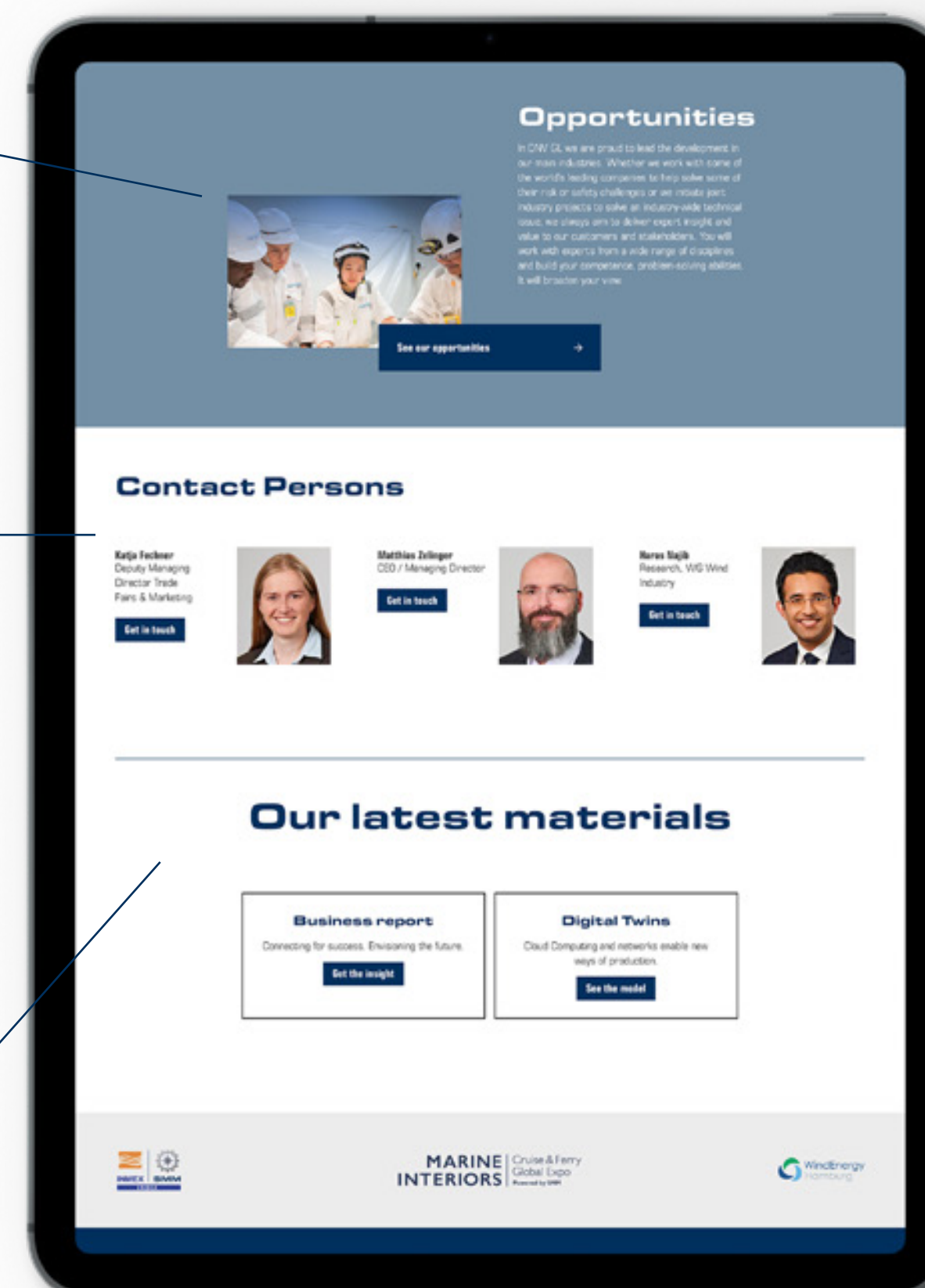
company description

contact persons

product categories
(unlimited)

best of

video content
product profiles
(unlimited)
product material
product innovation
(unlimited)
press releases



theme route



Participants of SMM DIGITAL are guided via five theme routes to companies with specific focal points: digitalisation, environment, maritime security and defence, career, or interior fittings for passenger ships. In this optional section of your company profile, you can indicate your participation in the theme route. As a participating company on the Job Route, for example, you will have the opportunity here to tap the full potential of the employment market by presenting yourself as an attractive employer.

contact persons

Are you ready to answer customer enquiries and establish new business contacts? Introduce your entire team of experts in this area and allow participants to contact them directly. Depending on the participant package you have booked, you may post the profiles of one, up to five, or an unlimited number of contacts.

more information

The content pool of your company profile. The content stored here feeds the Stage in the upper portion of your company profile.

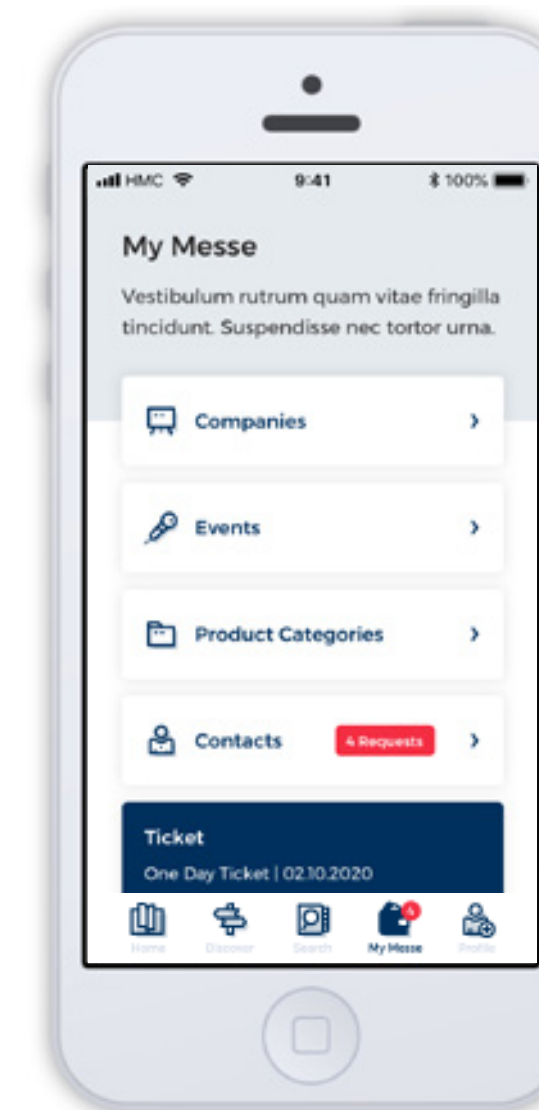
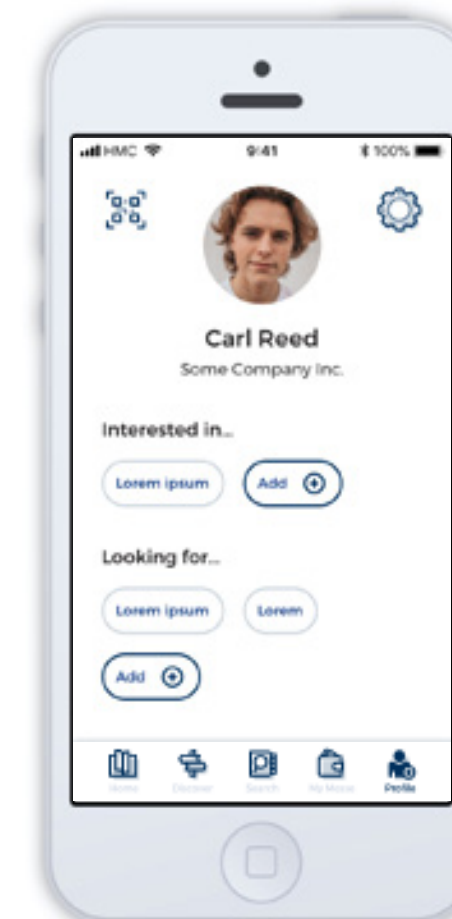
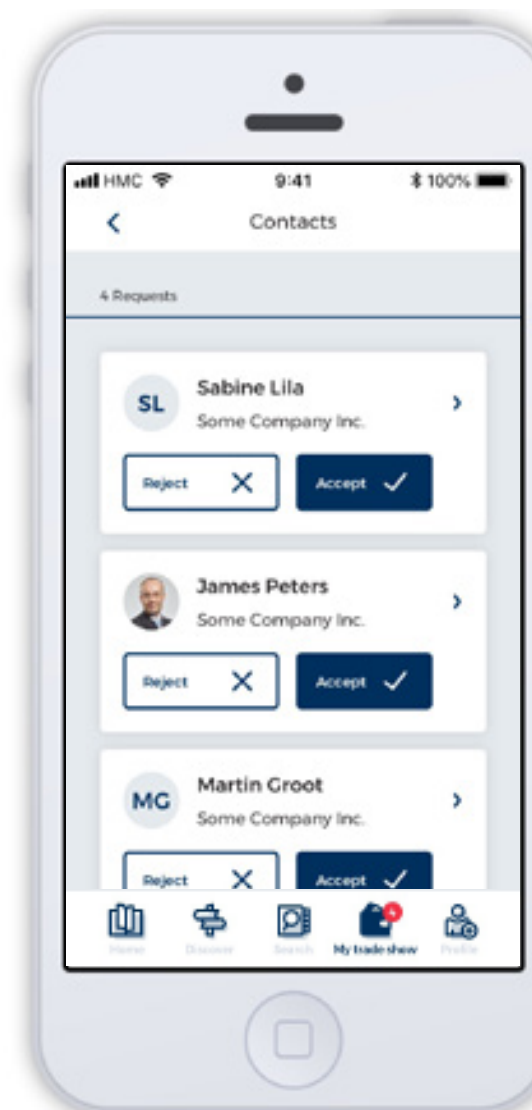
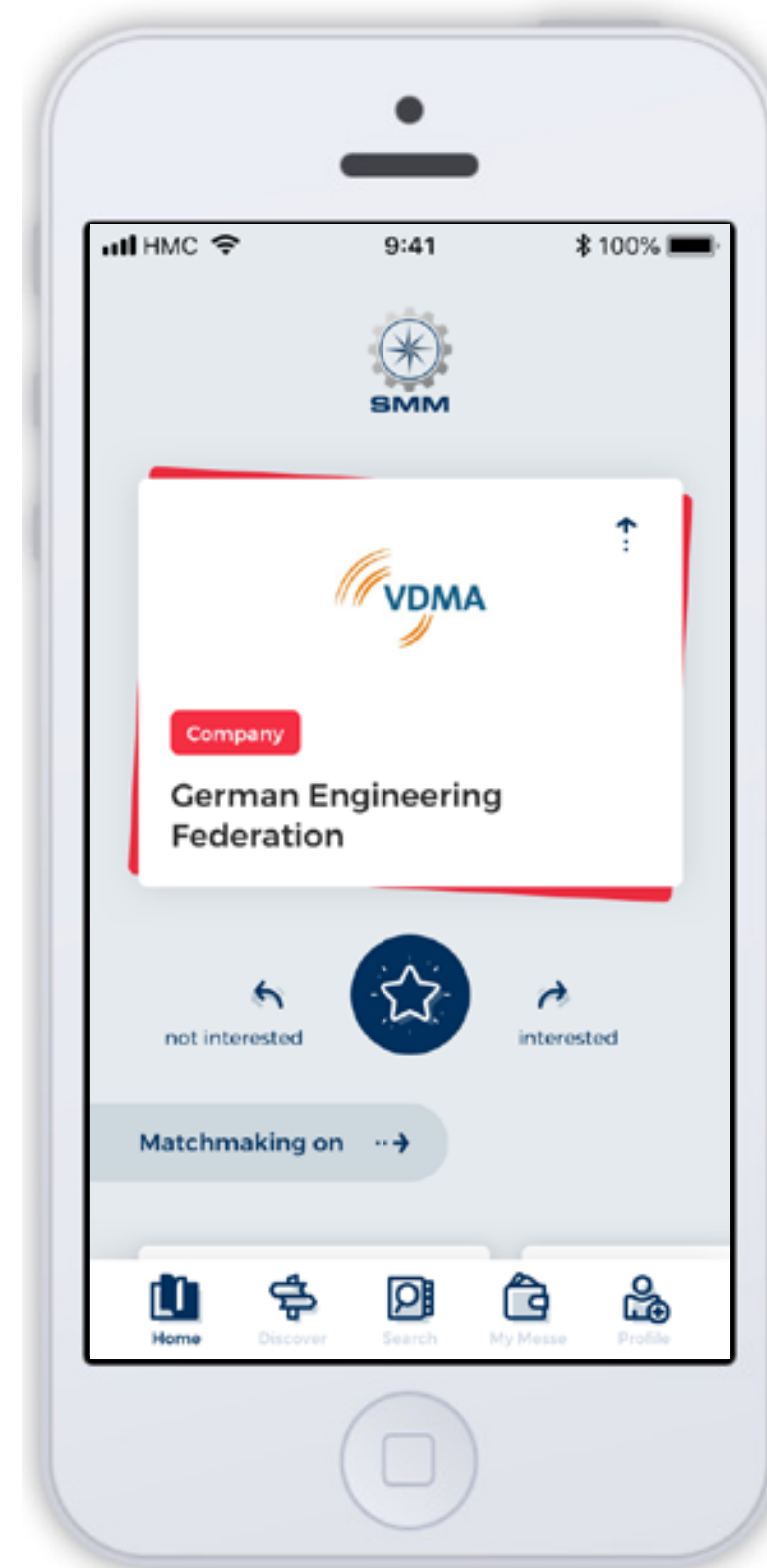
the SMM community in your hands

with intelligent networking functions and intuitive operation, the new SMM app connects you with about 50,000 maritime industry professionals

card stack

Decide who and what is important: using a card stack, the new SMM app presents all participating companies, industry professionals, webinars, or conference sessions and speakers. Users can indicate whether they are "interested" or "not interested" by simply swiping the card. If they are interested, they can immediately delve deeper and initiate personal contact via the matchmaking function.

The app's algorithm uses the selection made to specifically recommend further content. Thus, with each interaction, the user experience on the website and app is more precisely personalised and tailored to the individual interests of each user. Companies that want to draw more attention to their offerings can also place banners in the card stack.



matchmaking

The smart way to make contact: based on the profiles and professional interests of thousands of experts in the maritime industry, users can initiate personal contact requests and build their own network. The matchmaking function accesses a pool of about 50,000 continuously updated, qualified data sets and uses a smart matching algorithm that suggests specific contact recommendations based on the connections of individuals. To start a chat, favourite apps such as Whatsapp or iMessage can be used.

My Messe

Personal information always well sorted and synchronised: in the "My Messe" section, users can create their own personal selection of information about companies, events, products and people, and access it both via app and website. Single sign-on enables convenient access to all end devices via a single account.

for every need: our participant packages

with four preconfigured, expandable service packages, we cater to the needs of a wide spectrum of participants, making it easy for everyone to find what they need

starter package

Our entry-level **Starter Package** gives you all key functionalities for a successful digital showcase.

performer package

best-seller

The **Performer Package** includes additional digital performance drivers for companies who are keen on attracting more attention to their products and services.

master package

The **Master Package** gives your company outstanding visibility on the digital platform by placing your company profile prominently in the "Recommendations" area of the home page. Also included: a comprehensive package of features enhancing your footprint at the event, participation in a freely selectable theme route and a ticket to one of the accompanying conferences.

VIP package

first come, first served

limited

The limited-edition **VIP Package** was developed for companies looking for an event appearance that stands out, allowing them to position their company and/or products prominently on the market. Participation in any number of theme routes and two tickets for the accompanying conferences are included, as well as a comprehensive set of visibility-enhancing services and communication solutions that reach the global SMM community.

Every package can be customised by adding some extra options from our range of supplementary digital services, such as an online banner, newsletter ad placements, top-of-list placement, and more (see page 17/18).

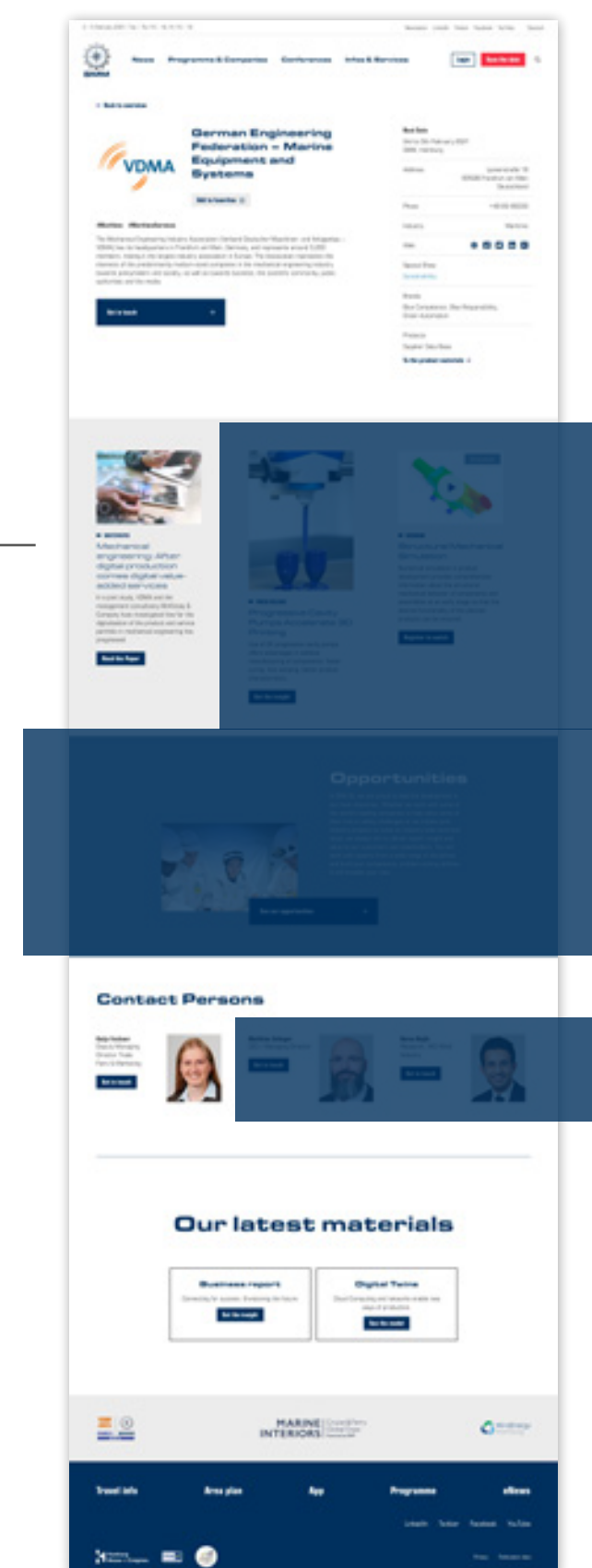
for every visibility need our participant packages

starter package

Our entry-level **Starter Package** gives you all key functionalities for a successful digital showcase.

Please note: the Stage of your company profile does not allow uploading of press releases or video content.

company profile



home page



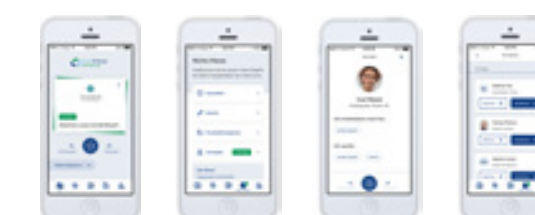
"discover"



search



app



conference



newsletter



Service not included within this package. Customise your package by adding some extra options from our range of add-on digital services (see page 17/18).

for every visibility need our participant packages

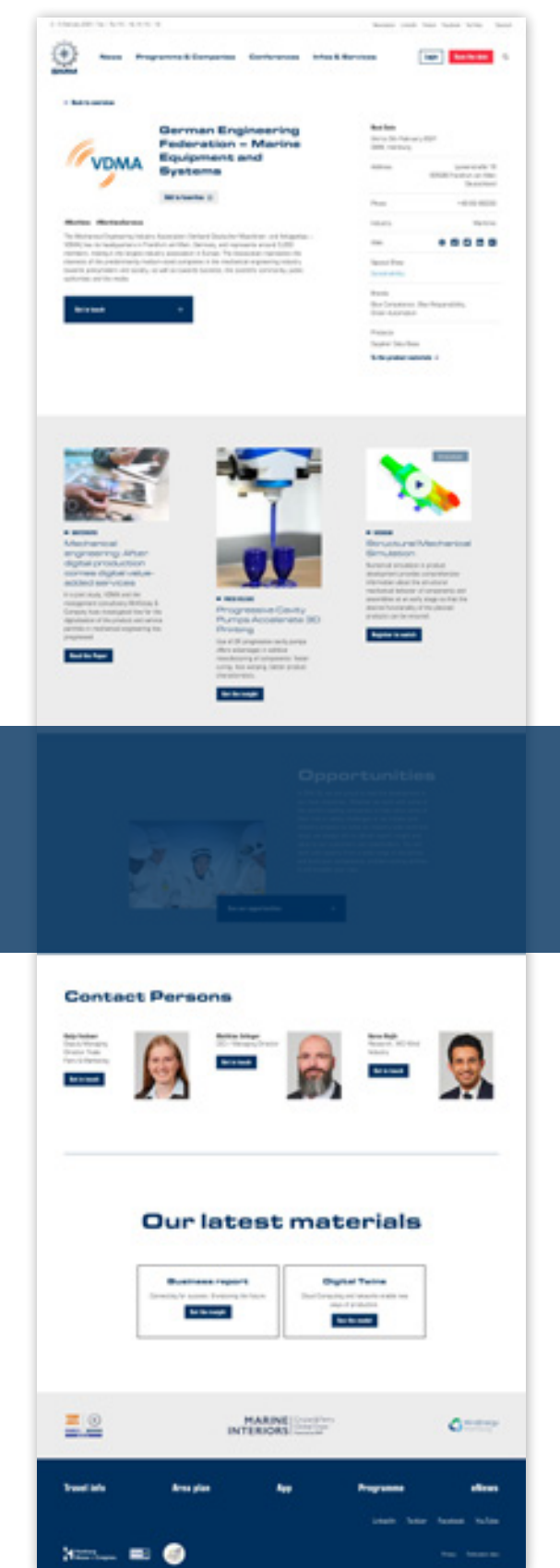
performer
package

best-seller

The **Performer Package** includes additional digital performance drivers for companies who are keen on attracting more attention to their products and services.

Service not included within this package. Customise your package by adding some extra options from our range of add-on digital services (see page 17/18).

company profile



home page



"discover"



search



app



conference



newsletter



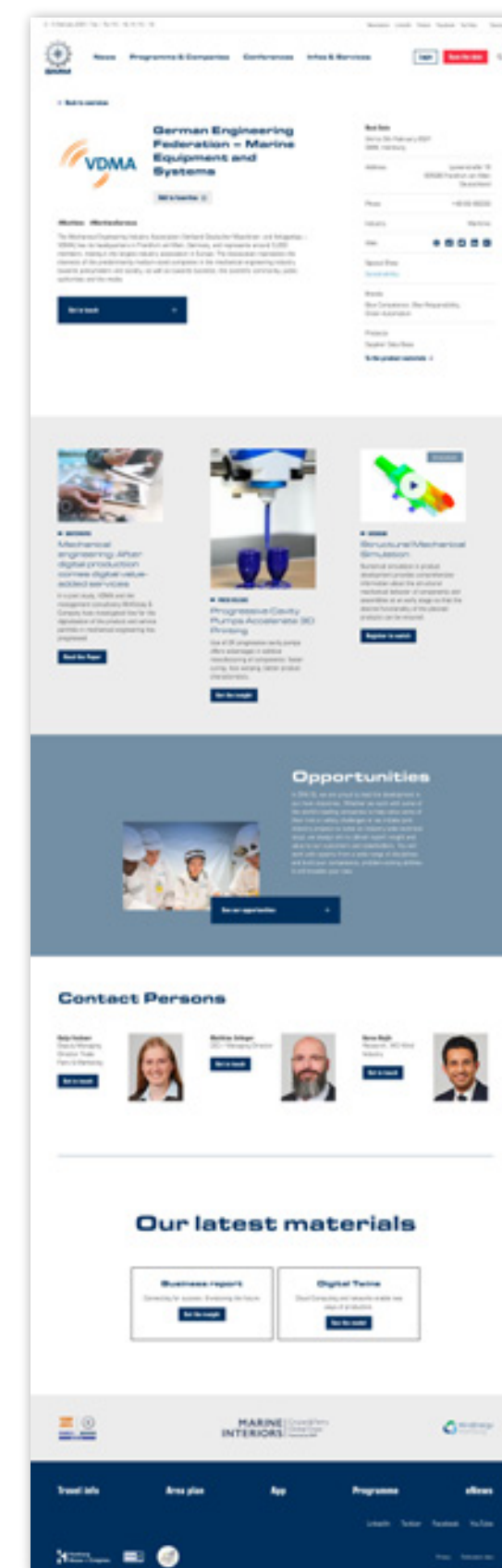
for every visibility need our participant packages

master package

The **Master Package** gives your company outstanding visibility on the digital platform by placing your company profile prominently in the “Recommendations” area of the home page. Also included: a comprehensive package of features enhancing your footprint at the event, participation in a freely selectable theme route and a ticket to one of the accompanying conferences.

Service not included within this package. Customise your package by adding some extra options from our range of add-on digital services (see page 17/18).

company profile



home page



“discover”



search



app



conference



newsletter



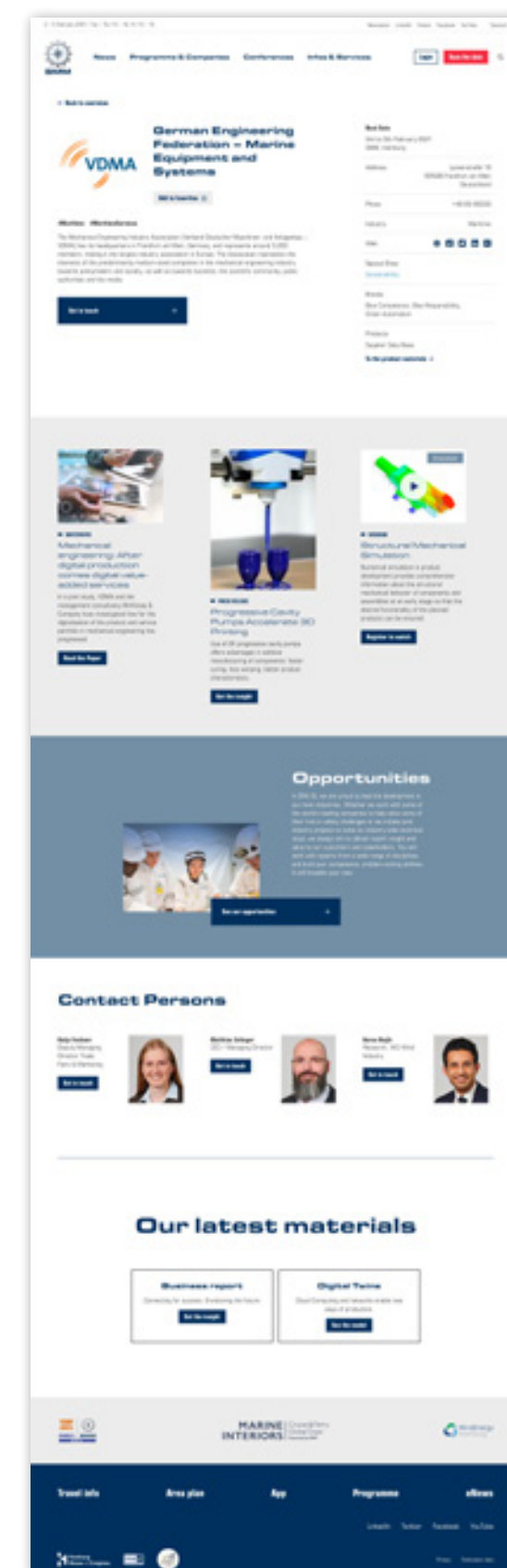
for every visibility need our participant packages



The limited-edition **VIP Package** was developed for companies looking for an event appearance that stands out, allowing them to position their company and/or products prominently on the market. Participation in any number of theme routes and two tickets for the accompanying conferences are included, as well as a comprehensive set of visibility-enhancing services and communication solutions that reach the global SMM community.

Service not included within this package. Customise your package by adding some extra options from our range of add-on digital services (see page 17/18).

company profile



home page



"discover"



search



app



conference



newsletter

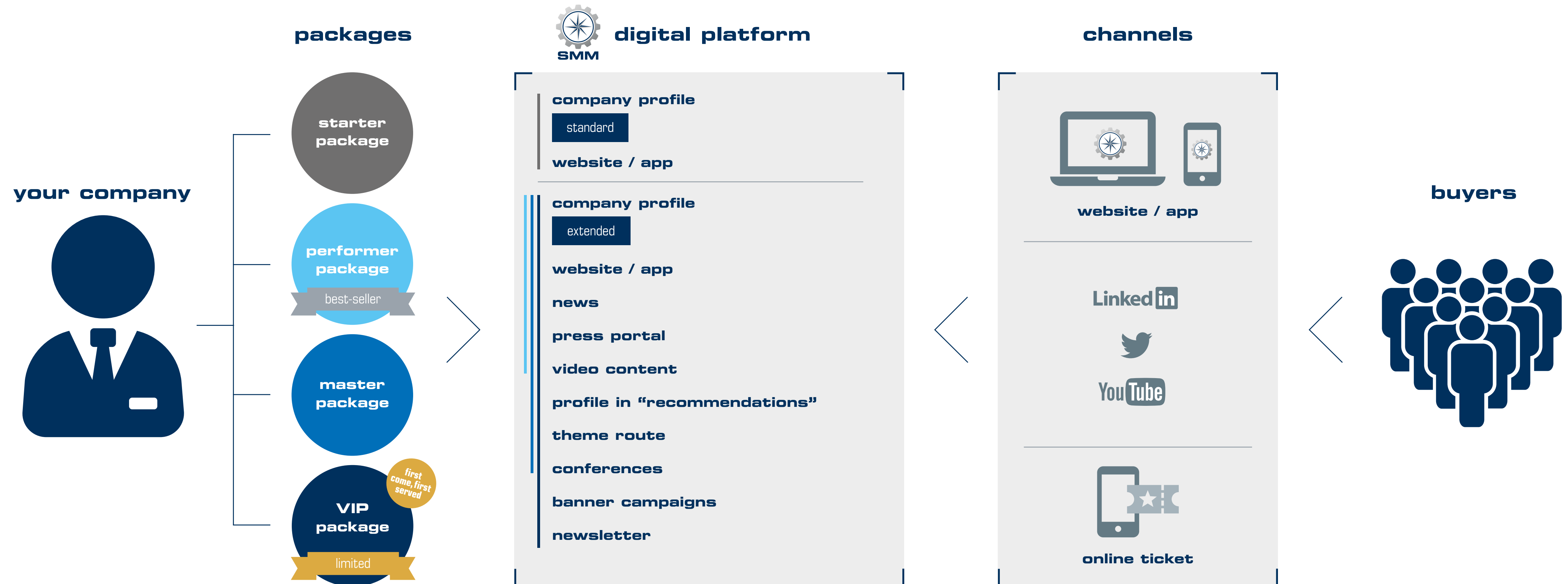


our participant packages at a glance

	<div>starter package</div>	<div>performer package</div> <div>best-seller</div>	<div>master package</div>	<div>VIP package</div> <div>first come, first served</div> <div>limited</div>
company logo	●	●	●	●
product categories	●	●	●	●
company description	●	●	●	●
product profiles	●	●	●	●
contact information	●	●	●	●
content to download	●	●	●	●
contact persons	● (1 max.)	● (5 max.)	● (no limit)	● (no limit)
keywords		●	●	●
news		●	●	●
press releases		●	●	●
video content		●	●	●
profile in "recommendations"			●	●
theme route			● (1 at choice)	● (no limit)
conference ticket			● (1 ticket)	● (2 tickets)
banner in newsletter				●
content in newsletter				●
website banner campaign ("for visitors" section)				●
website banner campaign ("discover" section)				●
set-up fee	€ 499* € 3,900	€ 499* € 4,900	€ 499* € 9,900	€ 499* € 19,900

* Set-up fee is waived for registrations received before 31 December 2020. All prices are net prices exclusive of legal VAT.

a powerful platform. powerful options



added value for you

our participant packages in detail



company logo

Enhance your visibility: embed your logo into your company profile and search results to improve your company's visibility and attract more attention from participants



product categories

Make sure you are found: select an unlimited number of product and/or offer categories from our list to improve your search result placement



company description

Highlight your expertise: include a more detailed company description to inform participants viewing your profile about your range of products/services



product profiles

Showcase your capabilities: make any number of entries to present your products using both text and images



contact information

Help participants find you: your entry in your company profile will include your address along with hyperlinks to your home page and social media channels



content to download

Share material: upload unlimited content to download, including product descriptions, case studies, white papers, e-magazines, etc.



contact persons

Generate leads: publish the contact info for your customer service representatives and in-house experts so interested participants can get in touch directly. The published contact persons can actively participate in matchmaking in order to offer participants a targeted opportunity for discussion



keywords

Optimise your searchability: freely select and combine search terms to direct specific searches to your profile and enhance traffic



news

Keep the media in the loop: communicate innovative product and company news directly from the platform to media representatives



press releases

Reach the press: attach meaningful, downloadable press releases to your company profile



video content

Deliver content: offer videos about your products, webinars or other dynamic content to participants viewing your profile



profile in "recommendations"

Enhance your expo presence: your company's brief profile will appear on the "Stage" of the SMM home page, alternating with others, where it will attract attention, especially from participants using "Recommendations" to guide their searches






added value for you

our participant packages in detail



theme route

Be found better within the SMM theme routes: participants are guided to companies with specific focal points: digitalisation, environment, maritime security and defence, career, or interior fittings for passenger ships. Participating companies receive a corresponding entry in their company profile and are marked with the respective theme route icon within the digital platform. The Master Package includes participation in a theme route of your choice; the VIP Package allows participation in any number of theme routes

-  Cruise & Ferry Route
-  Digital Route
-  Green Route
-  Job Route
-  Security & Defence Route



conference ticket

Learn what drives the maritime transition: at the specialist conferences accompanying SMM, leading heads of the maritime industry discuss progress and challenges in the different fields of maritime transition – from digitalisation and financing to green shipping and offshore subject areas. Don't miss any insights: Maritime Future Summit, TradeWinds Shipowners Forum, gmec – global maritime environmental congress, Offshore Dialogue, and MS&D – the international conference on maritime security and defence. The Master Package includes one ticket; the VIP Package includes two tickets



website banner campaign in the “for visitors” section (30 days)

Expand your reach: a 30-day banner campaign will enhance the visibility of your company in the most frequented area of the digital platform



website banner campaign in the “discover” section (30 days)

Expand your reach: a 30-day banner campaign will enhance your company's visibility. Your banner will appear on the landing page of the “Discover” section and, after every tenth search result, on the list of search results



banner in newsletter

Build brand awareness: use an eye-catching section in our official SMM newsletter to raise awareness of your products and services among our more than 50,000 newsletter recipients. Include links leading to your company website or to content in your company profile



content in newsletter

Expand your customer base: present high-value content fashioned similarly to an advertorial in an SMM newsletter that will be sent out to the entire event mailing list. Offer your target audience participation in webinars produced by your company, or post exclusive white papers for downloading. This is a highly effective option to generate leads and initiate a conversation with potential customers

add-on digital services to extend your participant package

30-day website banner campaign

Expand your reach: a 30-day banner campaign will enhance your company's visibility. Your banner will appear in the "For Visitors" or "Discover" section or in one particular theme category

€ 2,500

banner campaign 30-day app

Expand your reach: increase your company's visibility with a 30-day banner campaign on the home screen of the SMM app, as well as in the list of search results after every tenth result

€ 2,500

banner in newsletter

Build brand awareness: use an eye-catching section in our official SMM newsletter to raise awareness of your products and services among our 50,000 newsletter recipients. Include links leading to your company website or to content in your company profile

€ 950

content in newsletter

Expand your customer base: present high-value content fashioned similar to an advertorial in an SMM newsletter that will be sent out to the event mailing list. Offer your target audience participation in webinars produced by your company, or post exclusive white papers for downloading. This is a highly effective option to generate leads and initiate a conversation with potential customers

€ 5,000






product innovation

Showcase novelties: highlight a product profile as an "innovation" for a period of 90 days, and make it appear in the list of results of any search using this term

€ 1,350

theme route

Be found better – by visitors and applicants: within the SMM theme routes, visitors are guided to exhibitors with specific focal points: digitalisation, environment, maritime security and defence, career, or interior fittings for passenger ships. Participating exhibitors receive a corresponding entry in their company profile and are marked with the respective theme route icon within the digital marketplace. The Master Package includes participation in a theme route of your choice; the VIP Package allows participation in any number of theme routes

-  **Digital Route**
-  **Green Route**
-  **Security & Defence Route**
-  **Job Route**
-  **Cruise & Ferry Route**

€ 150

limited
availability
book now!
first come,
first served

All prices are net prices exclusive of legal VAT.

add-on digital services to extend your participant package

conference ticket

Learn what drives the maritime transition: at the specialist conferences accompanying SMM, leading heads of the maritime industry discuss progress and challenges in the different fields of maritime transition – from digitalisation and financing to green shipping and offshore subject areas. Don't miss any insights: Maritime Future Summit, TradeWinds Shipowners Forum, gmec – global maritime environmental congress, Offshore Dialogue, and MS&D – the international conference on maritime security and defence. The Master Package includes one ticket; the VIP Package includes two tickets

price tbd

special expertise and country focus

Let your expertise speak: place content (e.g. news, product information or webinars) in a specific theme category (e.g. Green Propulsion). Visitors browsing the theme category will notice your content and can get in touch with you directly using a link in your company profile

call for price

production best practices (SAL)

Provide comprehensive information: post best-practice case studies to provide visitors with a better understanding of your product or services. Create an editorial plan together with our partner Sales Automation Labs (SAL), and produce content to be played back within the digital marketplace or on your own website

call for price

premium banner campaign in the “discover” section

Position yourself prominently: a brief profile of your company placed on the revolving “Stage” on the highly frequented “Discover” landing page will achieve outstanding visibility

call for price

limited
availability
book now!
first come,
first served

All prices are net prices exclusive of legal VAT.

generate interest and new leads through **our newsletter services**

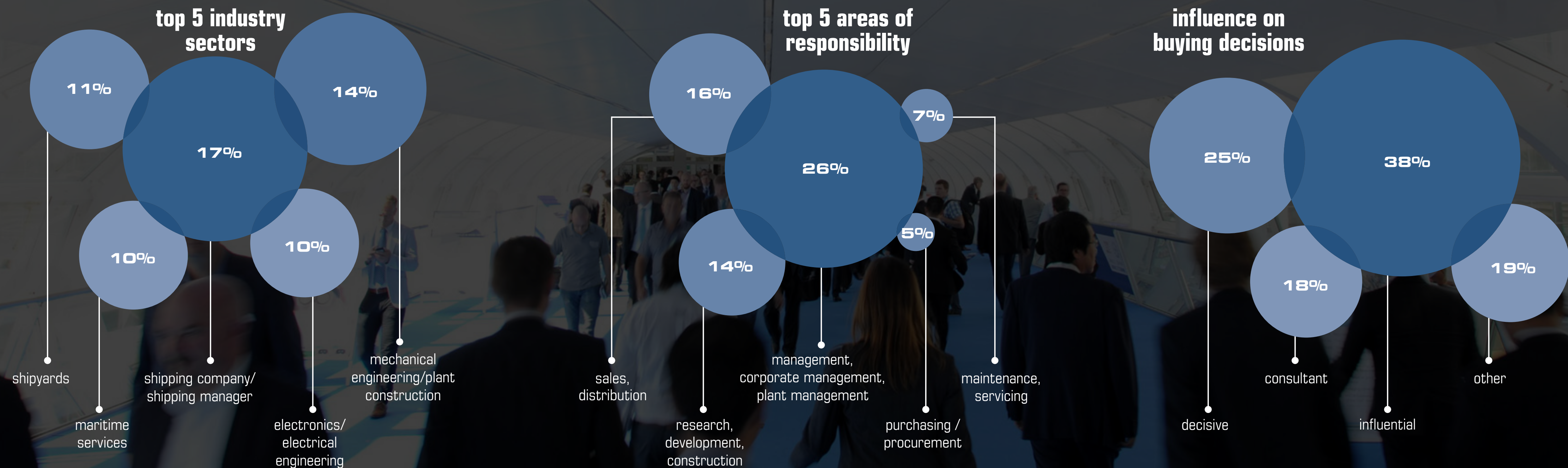
Take advantage of SMM's global newsletter database to showcase your products and services and expand your customer base among the right audience. We make it easy for you to reach out to **experts** and **decision-makers** in all segments related to the global maritime industry.

Benefit from our **participant packages** and **add-on digital services**, and select one of the following formats in our newsletters:

- **Banner in Newsletter** (including a link to your company website or expo profile)
- **Content in Newsletter** (your content will be integrated into a format similar to an advertorial)

use our performance indicators to drive **your company's performance**

The most important gathering of the global maritime industry is the perfect place for you to reach out to decision-makers and experts from the entire value chain. Benefit from performance indicators that **only SMM can offer**:



(Source: FKM industry visitor structural survey: SMM 2018, visitor survey conducted by Gelszus Messe-Marktforschung, Hamburg)

the SMM conferences

tackling what drives the maritime transition

SMM's high-profile conferences provide an ideal platform to exchange thoughts on the maritime industry's pressing topics. Streaming live from the conferences, the SMM DIGITAL platform allows you to participate without leaving your office or home office. After the conferences, recordings of the events are available on demand.

Don't miss any insights: at the **Maritime Future Summit** thought leaders share their views on A.I. and its impact on the maritime industry.

TradeWinds Shipowners Forum will take a close look at the changing face of shipping and discuss the future of ship financing, owning and operations.

With IMO's 2030 and 2050 climate ambitions calling for effective desulphurisation and decarbonisation strategies, the 10th anniversary of **gmec** – global maritime environmental congress highlights progress and challenges on the way towards zero emissions.

Offshore Dialogue provides the frame for discussing the sustainable exploitation of marine resources. And **MS&D** – the international conference on maritime security and defence, will concentrate on the challenges of keeping pace with a wide range of operational requirements.



Maritime Future Summit

aye, aye A.I.

Moderator Prof. Dr Wolfgang Bertram, World Maritime University

Partner **HANSA**
INTERNATIONAL MARITIME JOURNAL

Sponsor **CCS**
China Classification Society

Panel I

- Utilizing leading-edge technology to build new solutions
Knut Ørbeck-Nilssen, CEO, DNV GL
- Mayflower revisited – unmanned across the Atlantic with pioneering spirit
Jouni Salo, Client Executive, Maritime & Logistics, IBM
- From dumb ships to smart transport platforms –
The role of A.I. in future(istic) ship operations
Teus van Beek, General Manager Ecosystem Innovation, Wärtsilä

Panel II

- Maritime revolution is coming, and no one's in the wheelhouse?
CCS, tba. (CEO on A.I. for shipping)
- Call it A.I., we call it fuel saving
Geir Axel Oftedahl, Business Development, Jotun
- From Iron Age to Digital Age – A.I. from ship design to production
Rodrigo Pérez Fernández, Sener
- From data to insight – advancing the state-of-the-art in ship design
Dr Annie Bekker, Senior Lecturer, Stellenbosch University

Subject to modifications. Please visit www.smm-hamburg.com/mfs for updated conference programme.

gmec towards zero emissions

Moderators Session I Bob Jaques, Editor,
Seatrade Maritime Review

Moderators Session II and III Craig Eason, Editorial Director,
Fathom World and former Deputy Editor, Lloyd's List

Partner  **Seatrade**
On Print On Online At Events

Session II

Decarbonisation: towards 2050 and the search for alternative fuels

- Green technology and meeting shipping's decarbonisation challenge
- The development of alternative fuels such as hydrogen, ammonia, etc.
- Combining technologies to meet the 2050 net-zero target
- Carbon-neutral versus zero-carbon future for shipping

Speakers

Hansjörg Kunze, VP Communication & Sustainability, AIDA Cruises

Kash Mahmood, Senior Vice President, Digital Solutions, ABS

Christoph Rofka, Head of Technology, ABB Turbo Systems Ltd & Chairman CIMAC Strategy Group on GHG and alternative fuels

Jakob Steffensen, Head of Innovation and Technology, DFDS

Session I

Desulphurisation: IMO 2020 and early problems encountered

- Addressing the challenges that occur as new regulations are implemented
- Scrubbers for sulphur – a sustainable option?
- Low-sulphur fuel – have availability, compatibility and safety concerns been addressed?
- Improving technologies for existing regulations?

Speakers

Christos Chryssakis, Business Development Manager, DNV GL – Maritime

Wolfram Guntermann, Director, Environmental Fleet Management, Hapag-Lloyd AG

Nadine Paschen, Managing Director of TX Marine Messesyteme GmbH and Board Member, WISTA Germany

Heidi Paulsrud, Director Sales & Marketing, Exhaust Gas Cleaning, Wärtsilä Moss

Session III

NGOs meet the shipping industry: fighting climate change together

Leading environmental organisations and the international shipping industry are working together to achieve one aim – a cleaner environment with a level playing field. NGOs and maritime industry experts will discuss shipping's green credentials and its role in achieving this ambitious goal. Is carbon offsetting a viable solution alongside other more conventional methods designed to reduce emissions?

Speakers

Arnaud Boehmann, Spokesperson, FridaysForFuture Hamburg

Bud Darr, Executive Vice President, Policy & Government Affairs, MSC Group

Sönke Diesener, Transport Policy Officer, NABU – Nature and Biodiversity Conservation Union

Lars Robert Pedersen, Deputy Secretary General, BIMCO

Peter Müller-Baum, Managing Director, VDMA Engines and Systems

Subject to modifications. Please visit www.smm-hamburg.com/gmec for updated conference programme.

MS&D

keeping pace with operational requirements

Keynote I Vice Admiral Andreas Krause, Chief of the German Navy, **Keynote II** Vice Admiral (retd) Lutz Feldt

Partner 

Panel I – Maritime Security

Expeditionary Operations:

- Europe's Contribution to Maritime Security
European Union Military Staff (requested)
- Cyber Attacks: Growing Threat to Naval Operations
Commander (S.G.) Dr Robert Koch, German Navy
- Still Threatening Sea Trade: Maritime Piracy and Armed Robbery
Michael Howlett, International Maritime Bureau (IMB) – ICC Commercial Crime Service
- Serious and Contagious Diseases – Threatening Operational Readiness of Naval Vessels
Dr Stephan Apel, Rear Admiral (MC), German Navy
- The NATO Shipping Centre (NSC) – Link Between NATO and Commercial Shipping
Peter Tolderlund, Captain (Royal Danish Navy), MARCOM NATO Shipping Centre

Littoral Operations:

- Prospective Operations in Confined and Shallow Waters
Christian Bock, Rear Admiral, COE CSW

Regional Maritime Security:

- US 6th Fleet – Adding Stability to the Eastern Mediterranean and the Black Sea
Lisa Franchetti, Vice Admiral, Commander, US 6th Fleet
- The Changing Shape of Arctic Security
Prof. Dr Marc Lanteigne, UiT The Arctic University of Norway

Panel II – Maritime Technology

Technological Cooperation – European Defence Industrial Development Programme (EDIDP):

- The Political Dimension
Carsten Stawitzki, Vice Admiral, Federal German Ministry of Defence
- Opportunities and Options for the Naval Industry
Dr Hans Christoph Atzpodien, Federation of German Security & Defence Industries (BDSV)
- Electromagnetic Railgun – European Cutting-Edge Technology for Naval Applications
Dr Markus Schneider, French-German Research Institute of Saint Louis (ISL), France

Technological Developments:

- Weaponization of Artificial Intelligence (AI) in the Maritime Domain
Dr Sarah Kirchberger, Institute for Security Policy, Kiel University (ISPK)
- Virtual Reality (VR) and Augmented Reality (AR)
Sam Sannandéji, Modest Tree Company
- Condition Monitoring of Naval Platforms and Systems
Christoph Fenske, RENK AG
- Integrated Platform Management Systems (IPMS): Enhancing Operational Effectiveness Throughout the Life Cycle of Naval Vessels
Rangesh Kasturi, Maritime International, L3 MAPPS Inc.
- Additive Manufacturing in Naval Shipbuilding
Christoph Klein, thyssenkrupp Marine Systems
- The SeaSpider Anti-Torpedo Torpedo
Thorsten Bochentin, ATLAS ELEKTRONIK

everything you expect from the world's #1

As a participating company on the SMM DIGITAL platform, you will be part of the **most important virtual gathering of the global maritime industry** from **2 – 5 February 2021**. It includes everything you need to boost your business success:

- Comprehensive **presentations of companies and products**
- Unlimited uploading and downloading of **content**
- Direct **interaction, chats** and **matchmaking** with interested parties
- On-target **news** and **communications** to media representatives
- **Networking, recruiting** and **conference participation**

You extend your reach across the globe, present your products and services **online globally 24/7 until next SMM from 6 – 9 September 2022**, and profit from numerous marketing opportunities:

- **Your company will enjoy high visibility** at smm-hamburg.com
- **Integration into highly frequented sections of the website** (“Discover” and “Recommendations”)
- **Make it easy for people to find your products & services** (your products, product categories, keywords)
- Publish current **company news** and **digital content**

any questions?
**we are here
to serve you**

Hamburg Messe und Congress GmbH

Messeplatz 1
20357 Hamburg
Germany

Phone: +49 40 35 69-0
Fax: +49 40 35 69-21 49

info@smm-hamburg.com
smm-hamburg.com

Claus Ulrich Selbach

Business Unit Director
+49 40 3569-2140
claus-ulrich.selbach@hamburg-messe.de

Carin Steinbach

Deputy Project Director
+49 (0)40 3569 2147
carin.steinbach@hamburg-messe.de

Find the direct contact person for your request:
smm-hamburg.com/contact

**Hamburg
Messe + Congress**

Eingang Mitte - Central Entrance

the platform is ready
the countdown is on
**this is your link
to participation**

smm-hamburg.com/packages



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Mechanical Engineering
Industry Association



German Shipbuilding &
Ocean Industries Association



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Association



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