



**SMM**

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

the leading international  
maritime trade fair

# Start-ups@SMM 2026

as of April 2025 | Hamburg



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# SMM in a nutshell

# SMM – the leading international maritime trade fair

SMM is the world's biggest and most important business platform of the maritime industry. SMM brings together the key players and decision makers from all maritime sectors and offers first-class opportunities to present innovations, engage in dialogue and establish and maintain contacts at an international level.

Complete with a first-rate conference programme and numerous networking events, SMM is the most important exhibition and networking platform worldwide for all those who want to drive the development of the industry and their own business.

SMM - driving the maritime transition.



# Product Categories of SMM

**1** Ships (incl. repairs and refits)

**2** Shipyard installations and equipment

**3** Ship fittings and equipment

**4** Prime movers, gears and drive systems

**5** Auxiliary systems for prime movers

**6** Propulsors, manoeuvring devices, stabilisers and energy-saving devices

**7** Ship operation equipment

**8** Cargo handling systems and special vessel equipment

**9** Electrical engineering / electronics

**10** Marine technology

**11** Ports and port technology

**12** Maritime services

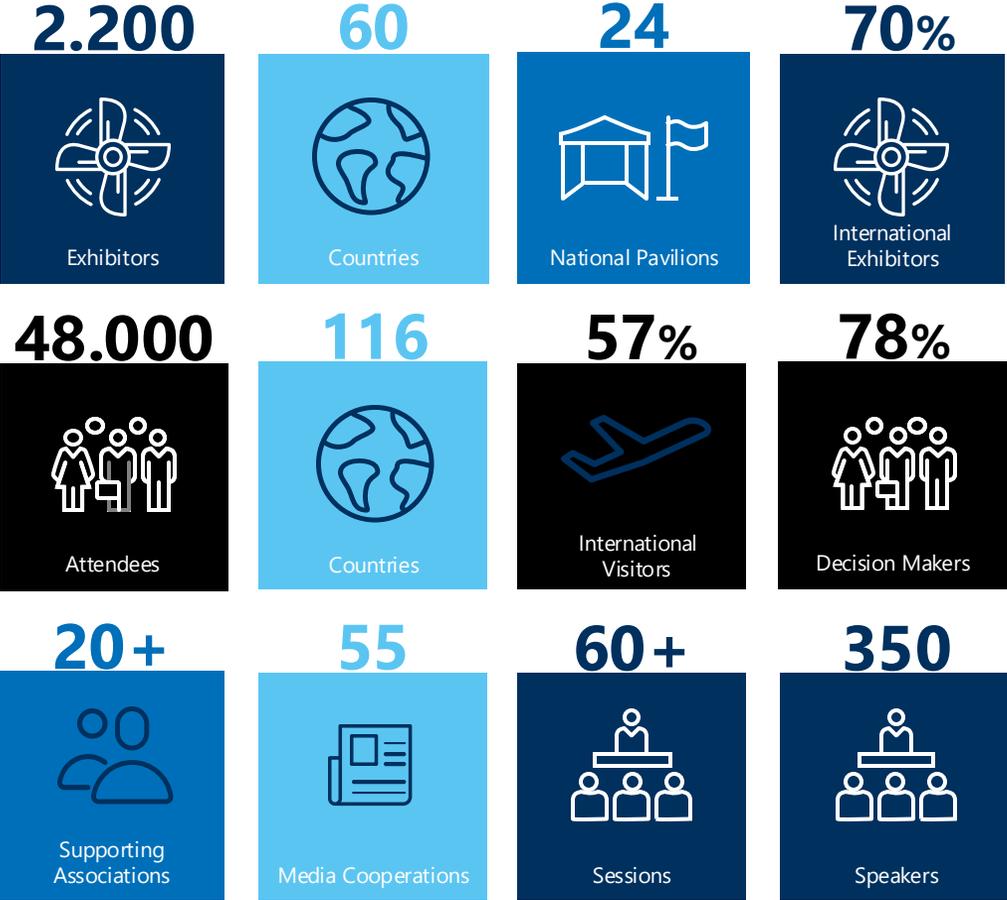
**13** Marine deployment systems

**14** Shipbrokers and charterers

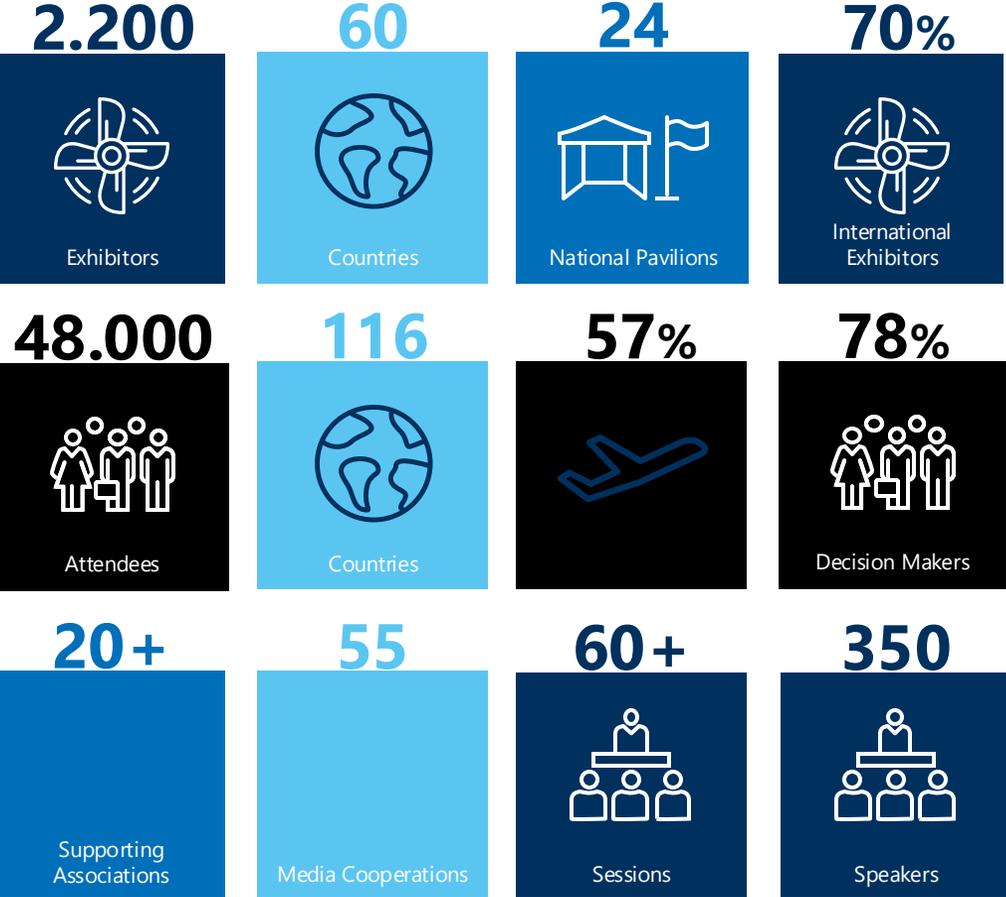
**15** Shipowners

**16** Media

# SMM 2024 – Key Facts



# Key Figures



# Shipowners' Participating at SMM

More than 2,500 executives from shipping companies visited SMM in 2022/2024 from following companies (excerpt):

Admiral Marine Services	GRIMALDI GROUP	Ocean Network Express
Arkas Shipping	Hapag-Lloyd	Yang Ming
BBC Chartering	Hartmann Reederei	OCCL
BOLUDA	HGK Shipping	Offen Group
Briese Schifffahrt	Hyundai	Oldendorff Carriers
BW	IRISL	Qatar Shipping
CMA CGM	MACS	Svitzer
Cosco	Maersk	Tailwind Shipping
Dole	Mediterranean Shipping	Unifeeder
E.R. Schifffahrt	MOL	NYK Line
GASLOG	Evergreen	Orient Overseas

# Exhibiting Keyplayers at SMM (extract)

<p>Shipyards</p>								
<p>Classification Societies</p>								
<p>Suppliers</p>								
								

# Results Visitor Survey

## Evaluation



...of trade visitors give a (very) positive overall rating

## Recommendation



...will recommend SMM

## Re-visit



...are already sure they will return to SMM 2026

## Decision-maker share



...of trade visitors play a decisive or at least consultative role in the decision-making processes

## Important industry event



...of trade visitors confirm that SMM plays an important role as industry event

→ The evaluations are at a very high level and almost unchanged to previous years.

Method visitor survey

Tablet-supported terminal survey (self-completion); On site, Sept. 03.- 06, 2024; German and English, n=641 total

# Top 20 Visitor Countries

1. Germany		11. Finland	
2. Netherlands		12. USA	
3. Denmark		13. France	
4. Great Britain		14. South Korea	
5. Italy		15. Greece	
6. Türkiye		16. Spain	
7. Norway		17. Japan	
8. Poland		18. Singapore	
9. China		19. India	
10. Sweden		20. Switzerland	



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Why Start-ups@SMM?

# Start-ups@SMM– dedicated exhibitions area

Future Lab, stage for ideas, inspiring encounters and networking platform at once: We're proud to support the maritime industry leaders of tomorrow by launching a package that helps start-ups raise awareness of their innovations.

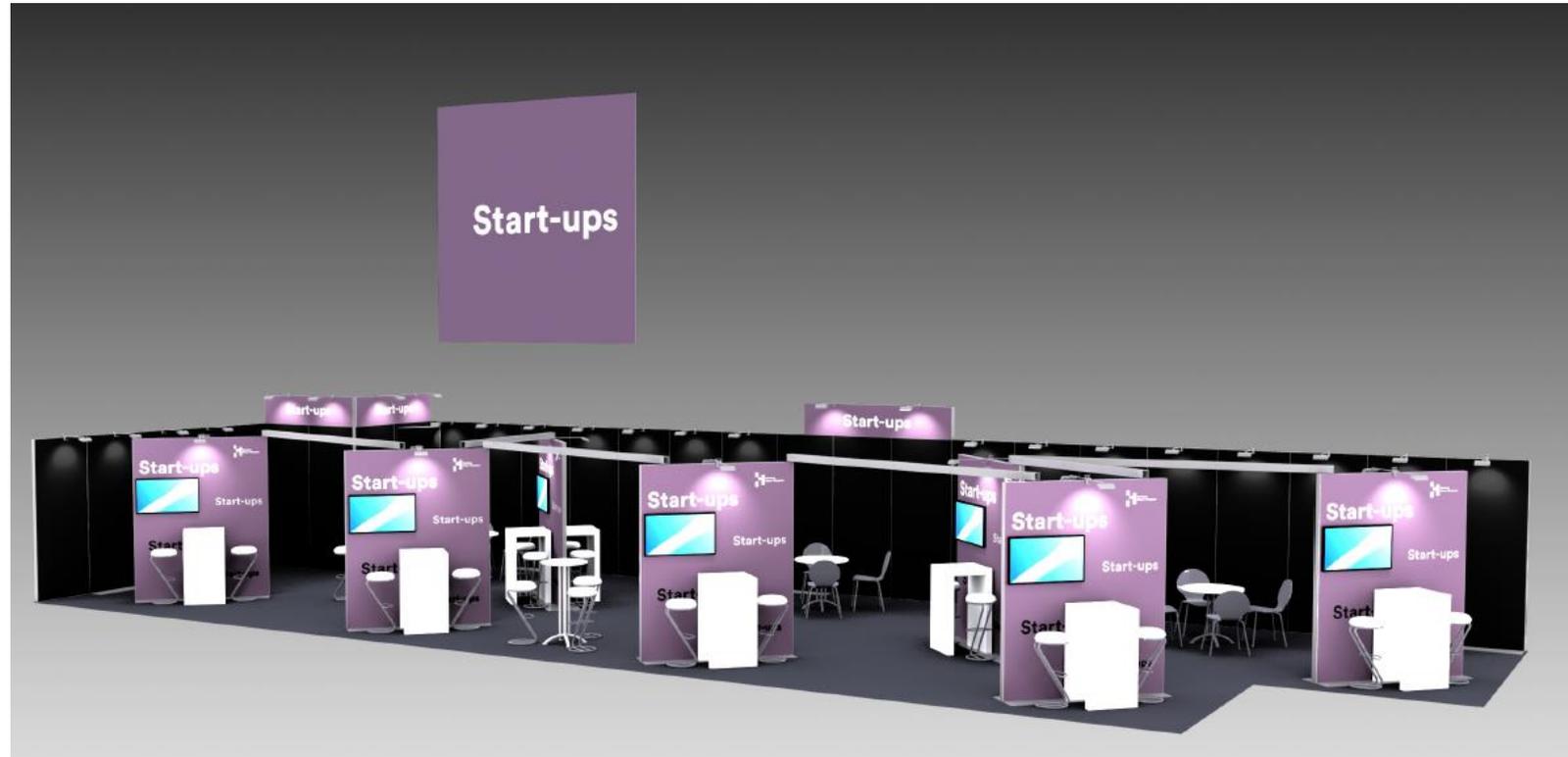
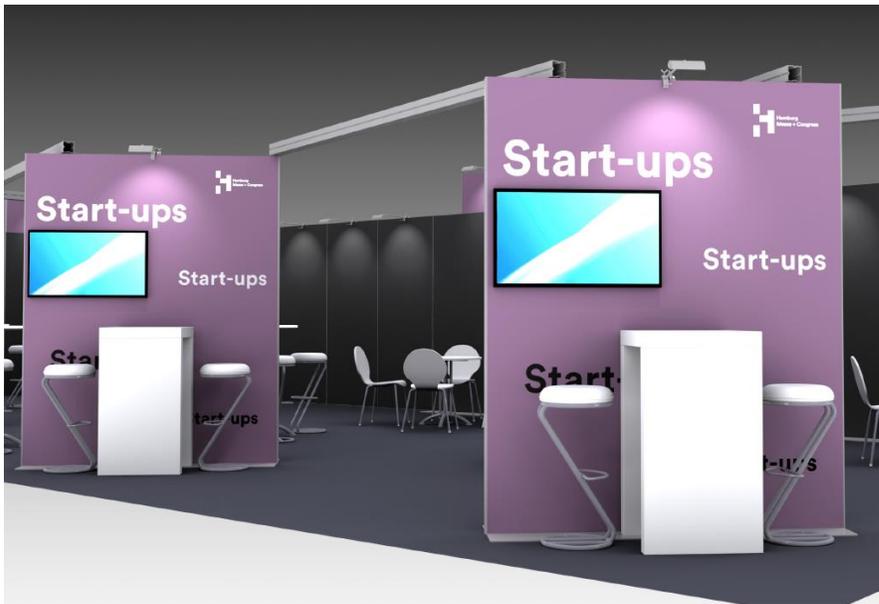
To cover newest solutions and trends for the maritime sector, we planned together with our partner MARITIME STARTUPS GERMANY 2 **dedicated exhibition areas in Halls A3 and B6.**

Companies can book their space to showcase their solutions **at SMM 2026.**



# Look & Feel

Example depending on the number of participants.



# Offer for Start-ups@SMM exhibitors

## Services by Hamburg Messe

- Special Start-ups@SMM Booth Signage & Design
- WiFi
- 2 exhibitor passes\*
- Included services per exhibitor
  - 40 inch screen, 2m printed back wall with textile print in the design of the joint stand, individual logo of the exhibitor on the back wall, 1 long arm spotlight, 1 high table 60cmx60cmx110cm (WxDxH, white), 2 Z bar stools (white), 1 power socket
- Services of joint stand
  - Storage room with coat rack, waste bin and shelf, fascia boards on rear wall in the design of the joint stand, Suspended banner in the design of the joint stand, Additional seating groups, Lighting via long-arm spotlights on rear walls, Carpet, Daily cleaning (vacuuming carpet/wiping tables and chairs)
- Entry in the online exhibitor directory, the trade fair app & Visitor Guide
  - Basic Marketing Package included (company description, company website, keywords, social media buttons + links)
- Participation in Start-up Pitches (subject to availability)
- Access to Networking events:
  - Wine o' clock, SMM Maritime Start-up Party
- Marketing & communication as part of the visitor advertising campaign of SMM

6.500 €  
excl. VAT

[Apply here!](#)

\*Further exhibitor passes may be ordered on payment of a charge from the Online Service Center

# Start-up Pitches and SMM Maritime Start-up Night

**Our partner Maritime Start-ups Germany will organize**

## Start-up Pitches

- Start-up Pitches on one of the SMM Open Stages on Wednesday
- The categories 2024 were
  - Ship Performance / Fuel Saving / Environmental
  - Ship Operations / Management
  - Digital Ship
  - Other

## SMM Maritime Start-up Party

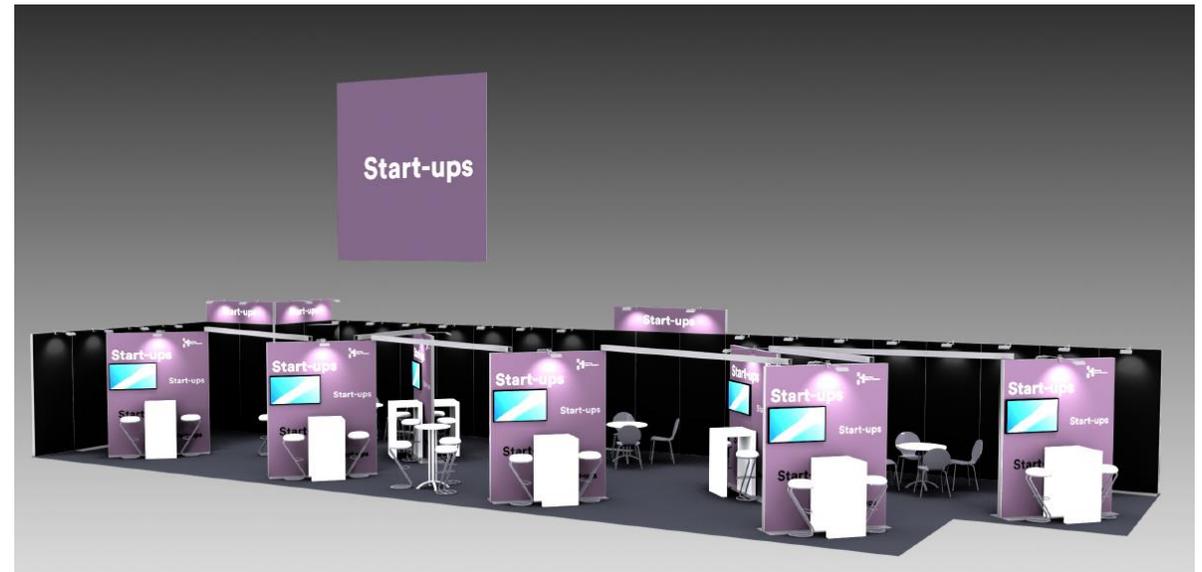
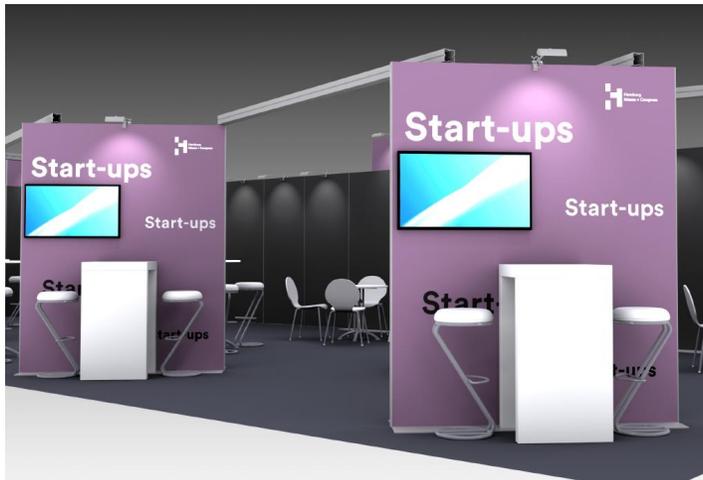
- SMM Maritime Start-up Party (location tbd)
- Award ceremony of the winner start-up
- Networking opportunities
- Music, food & drinks



\*Further exhibitor passes may be ordered on payment of a charge from the Online Service Center (exhibitor pass for one day = 58€, exhibitor pass for all days = 90€)

# Requirements for participating in Start-ups@SMM

- The company may have been founded up to 9 years ago
- Not in majority holding of a company established on the market
- Max. 50 employees (Start-ups that offer innovative solutions may, in exceptional cases, have more employees)





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# Secure your space now

## [SMM Application - SMM \(smm-hamburg.com\)](http://smm-hamburg.com)

Your contact person:

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