

Press Release · Pressemitteilung

Hamburg Messe und Congress launches cooperation partnership with Cruise Lines International Association (CLIA), World's Largest Cruise Industry Association

Hamburg, 29-06-2022 – Hamburg Messe und Congress (HMC) and Cruise Lines International Association (CLIA) have signed an agreement to collaborate on three international trade fairs: Seatrade Europe Cruise & River Cruise Convention 2023, MARINE INTERIORS Cruise & Ferry Global Expo 2023, and SMM, the leading international maritime trade fair.

“We are very much looking forward to partnering with CLIA. Together with its member companies, this renowned association is a contributor to the success of our trade fairs and conferences, highlighting Hamburg’s importance for the cruise sector and the maritime business world in general,” said Claus Ulrich Selbach, Business Unit Director Maritime and Technology Fairs at HMC.

CLIA will harness its global expertise to advise, support, and amplify Hamburg Messe und Congress in planning and implementing the trade fairs and provide assistance with planning the specialist conferences accompanying the events. On 5 September, just ahead of Seatrade Europe and MARINE INTERIORS Cruise & Ferry Global Expo, CLIA will hold its business-driven Ports & Destinations Dialogue on the campus of Hamburg Messe und Congress to facilitate innovative, enterprising exchanges between cruise line members and industry executive partners focused on ports, destinations, and travel activities.

CLIA President and CEO Kelly Craighead shared that: "CLIA is pleased to partner with Hamburg Messe for these important maritime trade fairs and conferences, including the CLIA Ports and Destination Dialogue, where our cruise line members and partners convene for discussions, networking, and practical workshops on key topics. The cruise industry is future-focused, and these events provide essential opportunities for our community to come together to shape positive outcomes for future sustainable growth. It is appropriate that such a prestigious event on the cruise calendar will take place in Hamburg, a leading cruise hub in Europe, and CLIA looks forward to joining with Hamburg Messe to welcome our colleagues and partners from around the world.”

About 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 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 tradeshow, 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. For access to the latest news and industry updates visit 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.

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About SMM

The leading international maritime trade fair will take place in Hamburg from 03 to 06 September 2024. As an innovation platform and the driving force powering the maritime transition, it brings together the leading enterprises and the maritime community from around the world every two years. Spread across eleven exhibition halls, SMM reflects the entire value chain of the maritime industry. More than 2,000 exhibitors representing all technology fields of the maritime sector, and around 40,000 participants from over 100 countries are expected to attend. At the accompanying conferences, more than 200 top-ranking experts will discuss the key challenges facing the industry. The 31st SMM will focus on the maritime energy transition and the digital transformation of the industry. SMM 2024 will be held under the patronage Federal Chancellor Olaf Scholz. For more information please visit www.smm-hamburg.com or go to LinkedIn: .

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