



**Seatrade**  
**europa**<sup>®</sup>

**Cruise & River Cruise Convention**

**Wednesday 6 - Friday 8**  
**September 2017**  
Hamburg, Germany

Europe's meeting  
point for the  
cruise industry

**Early Bird  
Deadline**  
31 March 2017

**Unique around the world:**

Seatrade Europe and Hamburg Cruise Days will come together once again for a joint cruise week in 2017

Book online now at [seatrade-europe.com](http://seatrade-europe.com)

# The ultimate gathering of Europe's cruise and river cruise industries

From 6 -8 September 2017, Seatrade Europe will return to bring together key stakeholders of the cruise and river cruise communities to meet, discuss and innovate for the future of the industry.

The three day event will take place in the hub of the European cruise industry, Hamburg; Germany's highest-ranking cruise port, with 342 ship arrivals and 1,109,000 passengers over the past two years alone. Now approaching its ninth edition, Seatrade Europe will combine a showcase exhibition, innovative conference and unrivalled networking opportunities to bring you one of Europe's most important live events.

Set to welcome approximately 5,000 participants from all over the world including 250 exhibitors from 50 countries, Seatrade Europe is truly a must-attend event for anyone wanting to meet with the European cruise lines, key decision makers and notable figures for the cruise industry.

Don't miss this opportunity to be part of this significant event – Book your stand now by emailing [victoria.philpot@ubm.com](mailto:victoria.philpot@ubm.com), [kristina.hagemann@hamburg-messe.de](mailto:kristina.hagemann@hamburg-messe.de) or visiting [seatrade-europe.com](http://seatrade-europe.com)

## Did you know?

With the Genting Group operating in Germany now too, all major shipyards are represented in Europe.



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## Who exhibits

- Classification societies
- Cruise associations
- Cruise ports
- Cruise terminal suppliers
- Destination management companies
- Food & beverage suppliers
- Hotels & airlines
- Hotel equipment & on-board suppliers
- Interior outfitters
- IT & communication suppliers
- Kitchen equipment
- Marine equipment manufacturers
- On-board entertainment suppliers
- Ship agents
- Shipbuilders & repairers
- Tourism authorities
- Tour operators & ground handlers

## Who attends

Purchasers and procurement personnel, itinerary planners, technical operators, hotel directors, and many more major players such as:

- Director** - Europe Supply Chain, Royal Caribbean Cruises Netherlands
- Executive Vice President**, Norwegian Cruise Line USA
- Director Newbuildings**, AIDA Cruises Germany
- Director Development & Itineraries**, Princess Cruises USA
- European Operations**, AMAWaterways GmbH Switzerland
- Senior Vice President - Port Development**, Carnival Corporation USA
- Director**, A-ROSA Flussschiff GmbH Germany
- Itinerary Manager**, TUI Cruises GmbH Germany
- CEO**, Costa Crociere Italy
- Fleet Manager**, Star Clippers Ltd Monaco
- Corporate Executive Chef**, Fred. Olsen Cruise Line, UK
- Director IT**, Hapag Lloyd Kreuzfahrten GmbH Germany
- Director Hotel F&B**, Costa Crociere Italy
- Managing Director**, Lloyd Werft Bremerhaven GmbH Germany
- Shore Excursion Co-ordinator**, MSC Cruise Line Italy
- Executive Chairman**, MSC Cruises Switzerland
- Managing Director**, Nicko Tours GmbH Germany
- Marine Operations Manager**, Disney Cruise Line UK
- President**, AIDA Cruises Germany
- Newbuild Project Manager**, Peace Boat Japan
- Director of Cruising**, Phoenix Reisen Germany
- Corporate Strategy & Itinerary Planning Manager**, Pullmantur Spain
- CEO**, Silversea Cruises Monaco
- Vice President Operations**, TUI Cruises GmbH Germany

# Reflecting on Seatrade Europe 2015...



**5000** participants from around the world

**250** exhibitors from **50** countries

- 95%** **Highest expectations satisfied**  
95% of all exhibitors rated Seatrade Europe 2015 as 'good' or 'very good'
- 93%** **Key decision-makers in abundance**  
93% of all exhibitors rated the quality of visitors as good or very good
- 94%** **Must attend status confirmed**  
94% of all exhibitors would recommend Seatrade Europe to colleagues
- 89%** **Vital business platform**  
89% of all exhibitors see high to very high benefits to their company's participation in Seatrade Europe 2015.

“This is undoubtedly the most important event for the industry in the whole of Europe. This is where you meet all of the key stakeholders and policymakers.”

Michael Thamm, CEO, Costa group



**82%** of visitors rate Seatrade Europe as either good or excellent

# What can Seatrade Europe offer you?

## Exhibition

The Seatrade Europe exhibition presents the chance for you to meet face-to-face with the European cruise lines, network with key decision makers and create new business relationships; all under one roof.

## Conference

The two and a half day conference programme provides a unique opportunity to hear from a wealth of key industry figures over a range of relevant and current trends and topics affecting the European cruise market.

## Social programme

The exceptional and unrivalled programme of social events is a powerful tool available to you at Seatrade Europe. Wind down in a relaxed environment and take the opportunity to interact with industry colleagues, strengthen current relationships and build new ones.

“ We are impressed by the networking opportunities here. We hope for successful market entry via direct contact with the major players in the industry. Our aim is to draw the attention of the cruise companies to our food & beverage products. And I think we have succeeded very well in that at Seatrade Europe.”

Andreas Pollmeler, Sales Manager North,  
Erienbacher Backwaren GmbH



**92%**

of visitors rate Seatrade Europe as an important trade event for their company

## Exhibit at Seatrade Europe

Exhibiting at Seatrade Europe provides you with a unique opportunity to meet with a wide range of key purchasers and decision makers from cruise lines active in the European region.

The exhibition showcases a whole range of cruise products from hotel and leisure suppliers to engineering and technical services. In 2015, approximately 5000 people took part in Seatrade Europe; presenting endless opportunities for creating new business partnerships.



**Premium business contacts. Guaranteed.**  
83% of all exhibitors were able to make contact with either the majority or all of their most important target groups

## Newcomer Pavillion

New to the cruise market? The **Newcomers' Pavilion** is a dedicated area for companies and businesses new to the cruise industry. To make your first experience as enjoyable as possible, newcomers' can take advantage of a tailor-made shell-scheme package and also an exclusive lounge area; perfect for hosting those important meetings. This is not only an ideal way to experience the benefits of exhibiting at Seatrade Europe, but also very cost-effective.



Seatrade Europe in Hamburg is a great venue to meet new business partners and cultivate customer relations. The atmosphere of this event is very inviting. The setting is ideal for holding in-depth discussions.

Julie-Anne Burrows,  
Coordinator, Caribbean Village

Being a part of Seatrade Europe 2015 gave us as newcomers a great opportunity to make contacts in the industry. The market is becoming increasingly attractive for us, with the trend towards more safety and efficiency on board.

Florain Hey,  
International Sales Manager at Wanzl

# Exhibitor packages

There are a range of tailor-made packages available to suit your needs at Seatrade Europe.

## Shell Scheme

\*Early Bird €505/sq. m

Full rate €530/sq. m

### What is included?

- Stand walls
- Fascia board with company name
- Carpet
- Stand cleaning
- Furniture package (1 table, 4 chairs, 1 lockable cupboard 1 lockable counter, 1 electric socket)
- Lighting
- Print catalogue and internet database entry
- Conference places at an exclusive 50% discount

## Space only (min 32 sq. m)

\*Early Bird €407/sq. m

Full rate €445/sq. m

### What is included?

- An area of exhibition space
- Print catalogue and internet database entry
- Conference places at an exclusive 50% discount

## Newcomers' Pavilion (8 sq. m)

Set rate €3,192

### What is included?

- 8 sq.m stand space in a dedicated Newcomers' area
- Stand walls
- Carpet
- Furniture, including a bar stool and lockable counter
- Lighting
- 3 kW electric socket
- Fascia board entry
- Print catalogue and internet database entry

\*Prices exclude VAT at 19%. Full terms and conditions can be found at [www.seatrade-europe.com](http://www.seatrade-europe.com)



Early bird rates expire 31 March 2017. Book early to secure your company a prime position and at the best price!

89%

of exhibitors were able to reach their target groups

# Conference packages

As a leading platform for discussion and debate on issues confronting the exciting European cruise market, the conference at Seatrade Europe is an unmissable part of this event. A comprehensive programme will tackle current trends and topics in a series of innovating, engaging and open sessions.



**Conference topics for 2017 will be announced shortly. In the meantime, take a look at the programme from 2015...**

- State of the cruise industry in Europe
- Europe's river cruise industry
- Design for the future
- Understanding the cruise industry: how can the pan European dialogue create a platform for sustainable growth
- Finance for ocean and river cruise
- Cruise itinerary & shorex development in Europe
- The regulatory framework for cruise operators in European waters
- European source market roundtable

**Conference delegate registration will be open shortly. Register your interest today to stay up-to-date with the latest news on speakers, topics and exclusive discounts.**

## 2015 speakers included...

**David Dingle** Chairman, Carnival UK, & Vice Chairman, CLIA Europe

**Manfredi Lefebvre d'Ovidio** Chairman, Silversea Cruises

**Wybcke Meier** CEO, TUI Cruises GmbH

**Gianni Onorato** CEO, MSC Cruises

**Dominic Paul** SVP International, Royal Caribbean International, Celebrity Cruises & Azamara Club Cruises, and Managing Director, RCL Cruises Ltd

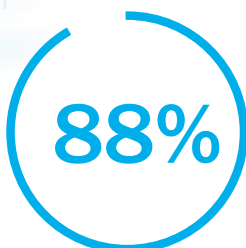
**Karl J. Pojer** CEO, Hapag-Lloyd Cruises

**Michael Thamm** CEO, Costa Group



“The major players in the industry meet up here in Hamburg. This is unmatched anywhere else. Seatrade Europe remains the number one networking event.”

Wybcke Meier, CEO TUI Cruises GmbH



**88%** of visitors are involved in purchasing decisions

# Seatrade europe®

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Organised by



In partnership with  
**Seatrade**

## Sponsorship opportunities

Why not raise your profile at Seatrade Europe? Sponsoring at the region's premier event gives you an abundance of opportunities to stand out from the crowd and place your company at the forefront of the cruise industry.

For more information on the opportunities available contact:  
[victoria.philpot@ubm.com](mailto:victoria.philpot@ubm.com)



Supporter

## Exhibition and sales enquiries

For further information as well as exhibition sales and sponsorship enquiries, please contact:

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