

Wednesday 6 to Friday 8  
September 2017

Hamburg Messe, Hamburg, Germany

Seatrade  
**europa**

Cruise & River Cruise Convention

Visiting the  
exhibition is  
**FREE**

## Europe's meeting point for the cruise industry

Once again the cruise industry is waiting for the Seatrade Europe Cruise & River Cruise Convention to begin.

This unique biennial event brings together senior buyers, planners and key decision-makers from Europe's ocean and river cruise lines with suppliers from all sectors of these industries.

Across several days it facilitates valuable business interaction between all participants, incorporating high-level conference sessions and a showcase exhibition, alongside a packed social programme.

Rising passenger numbers, higher sales, full order books – the European cruise market is continuing to grow fast. Consequently, strong optimism and strong figures characterised this year's leading convention.

**You simply can't afford to miss it!**

Did you know that Seatrade Europe can offer you a platform to **meet your business objectives**, with its **free-to-attend** showcase exhibition?

Whether you're looking to identify new business opportunities, meet with current contacts or build relations with some of the leading industry heavyweights, we don't want you to miss out on the benefits of Seatrade Europe...

### *showcase* **EXHIBITION**

#### **Free-to-visit exhibition**

The exhibition element at Seatrade Europe 2017 is completely free to attend.

#### **Meet with a range of industry suppliers**

Whether you want to meet with current suppliers or engage with new ones, over 250 exhibitors from 50 different nations will be waiting to meet you.

### *business* **PLATFORM**

#### **Network with thousands of industry peers**

In 2015, over 5,000 participants attended Seatrade Europe.

#### **Do months of business in just two days**

Meet, network and engage with a powerful network of industry professionals; all under one roof.





## Networking opportunities

Over 5,000 of your industry peers attended Seatrade Europe in 2015, including cruise line executives and influential decision-makers.

As 88% of visitors in 2015 were involved in making purchasing decisions, being represented at Seatrade Europe is a crucial for your business.



**Highly satisfied visitors** 93%\* of all visitors rated Seatrade Europe 2015 either 'very good' or 'good' in an overall assessment of the event.



**Saving the date for 2017** 91%\* of all visitors said that they are 'considering' or will 'certainly' be returning to the next Seatrade Europe in 2017.



**Prepared to recommend it** 94%\* of all visitors will 'probably' or 'definitely' recommend Seatrade Europe to others.

\*Denotes results of an independent fair survey

“ A visit to Seatrade Europe is a must, since it is a meeting point for all decision-makers and professionals in the European cruise industry. The event is an excellent networking platform and a place where trends for the upcoming years are set. This year, Seatrade Europe will be held just before the Hamburg Cruise Days. Both events and Hamburg itself are sure to benefit from this fact. ”

**Mr Karl J. Pojer, President and CEO, Hapag-Lloyd Cruises**

### who EXHIBITS?

Classification societies ~ Cruise associations ~ Cruise ports ~ Cruise terminal suppliers ~ Destinations ~ Food & beverage suppliers ~ Hotel equipment & onboard suppliers ~ Interior outfitters ~ IT & communication suppliers ~ Galley equipment ~ Marine equipment manufacturers ~ On-board entertainment suppliers ~ Ship agents ~ Shipbuilders & repairers ~ Tourism authorities ~ Tour operators & ground handlers

why should you book your **FREE EXHIBITION TICKET?**

**DISCOVER** new products and see the latest industry innovations

**MEET** with representatives of ports and destinations from around the world

Establish **NEW CONTACTS** and nurture existing relationships

**NETWORK** with industry leaders and decision-makers

**TRADE** with key suppliers, manufacturers and service providers

It's **FREE!**





get close to the **CRUISE LINES**

Over 270 cruise lines attended in 2015, including senior buyers, planners and key decision makers from Europe's ocean and river cruise lines.

## Or...why not attend the conference?

As a leading platform for the exchange of industry expertise, Seatrade Europe has been designed to provide participants with the knowledge needed to take their business forward within this growing economy.

Industry peers and experts will debate the opportunities and challenges that go with this status during two and a half days of high-level conference, covering a broad spectrum of topics including:

- The Future of the Cruise Industry in Europe
- **NEW for 2017** The impact of Brexit on the European cruise industry
- **NEW for 2017** Case Studies: Ports and Destinations – Operating beyond peak demand
- Sustainability and Green Shipping Sponsored by **gme**
- What are the latest hotel design trends and can these be transferred to enhance the on-board cruise experience?
- **NEW for 2017** Ship Design & Interiors
- Shorex: What's trending?

global maritime  
environmental congress  
**gme**

**PLUS** we have two river cruise sessions:

- The rise of the river cruise - identifying river innovation
- Shore activities and turnarounds - a security risk for Europe's rivership guests?

*This programme may be subject to alterations and additions.*

*Please visit [seatrade-europe.com](http://seatrade-europe.com) for an up-to-date programme and speaker details.*

### Prices

Full conference (access to all sessions):	<b>€1,155</b>
Day pass:	<b>€850</b>
Individual sessions: (per session)	<b>€340</b>

To take a look at the latest list of confirmed speakers, or to book your place, please visit the website:  
**[www.seatrade-europe.com](http://www.seatrade-europe.com)**

“ Participating at and contributing to Seatrade events helps MSC Cruises to stay in even closer and ongoing contact with companies and actors that are active across the industry's entire value chain. I look forward to attending this year's Seatrade Europe conference in Hamburg and to discussing the developments shaping cruising in Europe with peers and other stakeholders of our industry. ”  
**Gianni Onorato, CEO, MSC Cruises**

**Don't miss your chance to take part: register today as a visitor online for free at [seatrade-europe.com](http://seatrade-europe.com)**

# Where is Seatrade Europe?

The Seatrade Europe Cruise & River Cruise Convention is held in hall A4 of the modern Hamburg Messe, which is situated in the city centre and easy to reach by all forms of transport.

## By AIR

The airport is situated in the north of the city in Fuhlsbüttel. Hamburg Messe can be reached from here by S-Bahn, journey time 25 minutes, or taxi, journey time 20 minutes.

## By CAR

Enter the address Messeplatz 1, 20357 Hamburg into your satellite navigation device.

## By TRAIN

Dammtor mainline station, just 8 minutes' walk from the venue, links Hamburg directly to the mainline rail network, Deutsche Bahn, as well as ICE highspeed trains which connect to the international rail system.



## book your hotel IN ADVANCE

Rates to suit all budgets have been carefully negotiated at a selection of hotels within easy reach of Hamburg Messe. Please visit [seatrade-europe.com/hotels](http://seatrade-europe.com/hotels) to find your accommodation.

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