



**Seatrade
europe**[®]

Cruise & River Cruise Convention

11 - 13 September 2019

Hamburg Messe und Congress
Hamburg, Germany

Exhibition
space selling
quickly!

Returning 2019

Discover the European gateway for
the international cruise industry

Join over 250
exhibitors



Learn from industry
leaders



Network with key
industry stakeholders



Organised by



**Hamburg Messe
und Congress**

In partnership with

**Seatrade
Cruise**

Keep up-to-date and receive regular information about Seatrade Europe: seatrade-europe.com

Welcome to Seatrade Europe 2019

Celebrating the 10th anniversary of connecting the European cruise community

Welcome to Seatrade Europe – the meeting point for those serious about doing business with the European cruise industry.

Attracting thousands of international participants from every industry sector, Seatrade Europe provides a unique platform for learning; networking and solidifying profitable new partnerships.

From the hive of activity on the busy exhibition show floor to the innovation and inspiration within the conference programme, no other industry event brings together the regional community like Seatrade Europe does.

2017 – what a year it was!

As demand continues to soar, the global cruise industry is going through a period of remarkable growth. 2017 alone saw over 24m passengers take to the seas and an economic output of over US\$120bn.

In the same year, Seatrade Europe opened the doors to its 9th edition, welcoming both exhibitors and attendees from the entire spectrum. The show closed with a 15% increase in attendees and sell-out Newcomers' Boulevard – a powerful testimony to the continued boom of cruise tourism across Europe.

“ The holiday cruise market is booming like never before. Passenger numbers are rising steadily and the demand situation for European shipyards and their suppliers is excellent. Full orderbooks, billions of euros in investments and 75 newbuilding projects to be delivered by 2025 alone. ”

2017 closing remarks from Bernd Aufderheide, CEO and President,
Hamburg Messe und Congress GmbH,



Highlights from 2017

Newcomers' Pavilion a sell-out success

Branded a record sell-out in 2017 with 19 companies taking part, Newcomers' Pavilion is set to return as Newcomers' Boulevard in 2019. An ever-popular feature, Newcomers' Boulevard is a powerful platform for propelling new-to-cruise suppliers into the spotlight.



Lightning pitch sets audience alight!

A new feature for 2017, exhibiting ports and destinations were also given the opportunity to give a 90 second lightning pitch in front of a high calibre judging panel on the final day of the event, proving to be a popular addition to the programme of events.

In addition to the international exhibition floor, a full and engaging conference programme covered the most topical issues and trends currently facing the European cruise industry and featured a number of high-profile personalities and heavyweights.



First virtual keel laying ceremony

Sustainability and environmental responsibility was kept at the forefront throughout the event as delegates were invited to witness the first virtual keel laying ceremony by Carnival Corporation for AIDAnova, the world's first fully LNG cruise ship. To much applause, Arnold Donald, President and CEO, Carnival Corporation and key brand leaders, celebrated this landmark occasion.



River Cruise comes under spotlight

River cruising also came under the spotlight throughout the conference programme, with two dedicated sessions providing a focus on both identifying innovation and analysing the current security situation.

Unrivalled Networking Opportunities

Attracting thousands of engaged industry professionals from all over the world, Seatrade Europe maintains its reputation as the international gateway for doing business with the European cruise industry.

Those who attend are serious about cruise tourism, and they all have both time and budget to invest.

From ship-build and repair to destinations and on-board suppliers, stakeholders from every facet of the regional cruise community convene in Hamburg for Seatrade Europe.

And, from the renowned Seatrade Europe party at Hard Rock Café to the prestigious Seatrade Cruise Awards, the social programme at Seatrade Europe 2017 provided a great balance for informal networking in a relaxed environment.



250+
personnel from
over 20 cruise
line brands

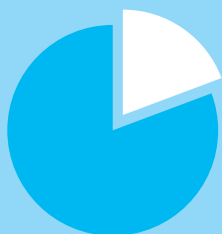


Footfall of
5000+
attendees



80%
+ of cruise line
personnel had purchasing
influence or authority

Cruise industry in Europe



Cruise tourism
contributed over

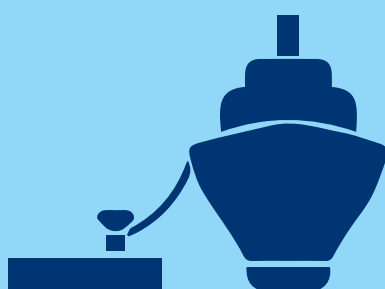
EUR47bn

to European Economy
in 2017 – a growth of
17% from 2014



66 cruise ships are currently on
the order books of European
shipyards for delivery by 2021,
with a total value of more than

€29.4bn

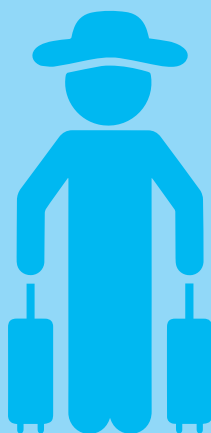


European shipyards are the
heart of the world's cruise
ship building industry



EUROPE

The world's fourth
most popular cruise
destination



Over

6,900,000

Europeans took a cruise in
2017 – up 8% against 2015



**6.50m
passengers**

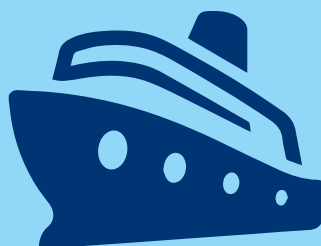
embarked on their cruises from
European ports in 2017 – up
6.1% against 2015



In 2017, cruise lines spent

€5.6bn

in European shipyards,
representing a **22.4%**
increase compared to 2015



63 cruise lines active
in European waters

Reference: Business Research & Economic Advisors and G.P. Wild (International) Limited
and Cruise Lines International Association

Conference preview

Join Europe's most critical cruise conference

As cruise tourism continues to show exceptional global growth, this edition of Seatrade Europe will put the most topical trends and crucial issues under the spotlight.

Over the course of two and a half days, a must-attend conference programme will provide a unique opportunity to gain actionable insight from some of cruising's most powerful leaders and influencers

Whether you're looking to learn more about shipbuild and repair or source market development, Seatrade Europe is a must-attend for anyone serious about the future of cruise tourism.



Cruise Week in September 2019

During September 2019, the port of Hamburg will again be transformed into a giant stage for major cruise events. Over the course of ten exciting days, Hamburg will offer a bounty of cruise events for both public and trade audiences.

Highlights are set to not only include Seatrade Europe, but also Hamburg Cruise Days (13 - 15 September 2019) and two further events organised by Cruise Lines International Association (CLIA).

Throughout the events, the port will again be illuminated and transformed into Blue Port Hamburg by lighting artist Michael Batz (6 to 15 September).

For more information, please visit:
www.hamburgcruisedays.com/cruiseweek



Exhibitor Opportunities

With over an incredibly powerful network of buyers; stakeholders in attendance, Seatrade Europe dominates the market as the meeting point for the European cruise industry.



Network

with a powerful network of the industry's most influential movers and shakers



Build

meaningful relationships that lead to new business opportunities



Launch

new products and services on a global stage



Elevate

brand visibility and awareness in front of an engaged audience



Achieve

tangible business results in just 2.5 days

Who should exhibit?

If you are involved with the burgeoning cruise industry...then you should be represented at Seatrade Europe and meet with an audience that wants to do business.

- Shipbuilders & repair
- Marine equipment manufacturers
- Interior outfitters / refurbishers
- Hotel equipment & onboard suppliers
- Entertainment & leisure suppliers
- Food & beverage suppliers
- IT suppliers
- Classification societies
- Cruise terminal suppliers
- Cruise ports
- Tourism authorities
- Destination management companies
- Tour operators & ground handlers
- Ship agents
- Cruise associations
- Hotels, airports & airlines

Previous cruise lines in attendance include:



Previous attendees include:

Association VP, Marine Operations – Royal Caribbean Cruises Ltd

COO - Celestyal Cruises

Director, Global Port Operations – Royal Caribbean Cruises Ltd

Director, Newbuild Logistics - Norwegian Cruise Line

Group CEO - Costa Group and Carnival Asia - Costa Group

Head of Destination Management – Silversea

Head of Marine Operations – Saga Cruisess
President - Disney Cruise Line

Senior Director Business Development Continental Europe - Norwegian Cruise Line

Shore Excursion Manager - Hapag-Lloyd Cruises

Shore Excursion Manager - TUI Cruises GmbH

Specialist Destination Management Sourcing Costa Group - Costa Crociere S.p.A

SVP Corporate Shipbuilding - Carnival Corporation

Vice President Corporate Marine Technology - Carnival Corporation

Vice President Customer Experience & OBR - AIDA Cruises

VP of Deployment & Itinerary Planning – Royal Caribbean Cruises Ltd

Exhibitor packages

Whether you want the ease of a shell scheme or the freedom of space only, we have packages to suit all exhibitor needs.

The event
continues to grow with
47%
new exhibitors in 2017!

Choose your package

(Early Bird rates end 31 March 2019)

Shell Scheme

(minimum of 12sqm)

Early Bird: € 530 per square meter

Full rate: € 556 per square meter

Includes:

- 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
- 50% discount on conference passes

Space Only

(minimum of 32sqm)

Early Bird: € 427 per square meter

Full rate: € 467 per square meter

Includes:

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

Newcomers Boulevard

Standard 8sqm

Set rate: € 3,352 (package price)

Includes:

- 8sqm stand space in a dedicated
Newcomers' Area
- Stand walls
- 50% discount on conference passes
- Fascia board with company name
- Furniture package
(1 lockable counter, 2 bar stools)
- Lighting
- Electric socket
- Print catalogue and internet database entry
- Carpet

Please note: Prices exclude VAT at 19%. Full terms and conditions can be found at seatrade-europe.com

All the extras for exhibitors:

**50% off
conference
passes**

**Invitations to
Seatrade social
networking
programme**

**Free wifi
throughout the
venue during
event hours**

**Access to
our dedicated
exhibitor
marketing
programme**

**Post-event
report**

Have you considered sponsorship?

Stand out from the crowd and explore dynamic sponsorship opportunities with Seatrade Europe.

By putting your business in front of the powerful network of industry professionals that this event attracts, sponsorship is a great way to enhance and increase your brand's competitive edge.

With a range of packages available to suit every budget and marketing objective, your brand has the potential to become a fundamental part of one of the industry's premier events.

Contact Victoria.Philpot@ubm.com for more information



Cruise & River Cruise Convention

11 - 13 September 2019

Hamburg Messe und Congress
Hamburg, Germany

HAMBURG MESSE UND CONGRESS GMBH
Messeplatz 1
20357 Hamburg / Germany

Get in touch

We believe in creating exceptional event experiences.

To have an informal conversation the opportunities at Seatrade Europe, please get in touch.

Exhibition and sales enquiries



Kristina Hagemann

Project Manager, Hamburg Messe und Congress GmbH

+49 (40) 3569 692436

+49 (40) 3569 2277

kristina.hagemann@hamburg-messe.de



Victoria Philpot

Sales Manager, Seatrade Cruise Events

+44 1206 201 566

Victoria.Philpot@ubm.com

Marketing & PR enquiries



Charlotte Thornton

Senior Marketing Executive

+44 1206 201 526

Charlotte.Thornton@ubm.com