

## Press Release · Pressemitteilung

### CLIA and Hamburg Messe strengthen partnership to advance the maritime sector

**Hamburg, 28 April 2025** – Cruise Lines International Association (CLIA), the leading voice of the global cruise industry, and Hamburg Messe und Congress GmbH (HMC) have reaffirmed their successful partnership by signing a new cooperation agreement. The agreement secures CLIA's participation in two leading international maritime events: Seatrade Europe 2025 and SMM 2026.

This renewed collaboration underlines Hamburg's role as a global hub for the shipping and cruise industries and signals a joint commitment to the continued advancement of the maritime sector.

"We are very pleased to continue our partnership with CLIA. Cruise lines are pioneers in shipping innovation, particularly when it comes to emissions, recycling and wastewater treatment. Our trade fairs benefit directly from these advancements. Moreover, this cooperation further strengthens Hamburg's position as a key maritime and cruise industry hub."

— **Claus Ulrich Selbach**, Vice President Exhibitions, Hamburg Messe und Congress, responsible for SMM, WindEnergy Hamburg, INMEX SMM India, Seatrade Europe, Hydrogen Technology Expo and Cruise Ship Interiors Expo Europe

"Europe plays a vital role in the growth and evolution of the global cruise industry. On behalf of our members, CLIA's valued partnership with Hamburg Messe und Congress provides a strong foundation for advancing shared priorities including decarbonisation, innovation and international cooperation in support of the future of sustainable cruise travel."

— **Bud Darr**, President and CEO, CLIA

Darr assumed the role of President and CEO of CLIA on 3 February 2025. A recognised expert in the maritime industry, he has a strong global network and has been a regular speaker at both SMM and the global maritime environmental congress (gmec).

The industry is already looking forward to Seatrade Europe 2025 and SMM 2026 – two events set to deliver critical momentum for the future of maritime business.

**CLIA** – Cruise Lines International Association (CLIA) provides a unified voice for the industry and its members as the leading authority of the global cruise community. CLIA represents oceangoing member lines which comprise more than 90% of global cruise passenger capacity. CLIA supports policies and practices that foster safe, secure, healthy, and sustainable cruise operations; tourism strategies that maximise the

socioeconomic benefits of cruise travel; and technologies and innovations in support of the industry's pursuit of net zero emissions by 2050. For more information visit [www.cruising.org](http://www.cruising.org)

**Seatrade Europe** – will take place in Hamburg from 10 to 12 September 2025. The event will once again open with the CLIA Ports & Destination Summit. The exhibition focuses on international networking and sustainable development and will also open its doors to the general public on Friday, creating synergies with the Hamburg Cruise Days, held from 12 to 14 [September 2025](#). [Cruise & River Cruise Convention | Seatrade Europe - Seatrade Europe](#)

**SMM** – the leading international maritime trade fair – will be held from 1 to 4 September 2026. The event brings together the global maritime community and will spotlight key future topics such as decarbonisation, artificial intelligence and maritime security. As the premier platform for maritime technology, SMM is the natural partner of the cruise industry on its journey towards zero-emission shipping. [SMM – driving the maritime transition | 1 – 4 sept 2026 - SMM](#)

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