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the leading international
maritime trade fair



Energy Efficiency Hub

Efficiency First: Powering the Future of Shipping

January 2026 | Hamburg

Energy Efficiency Hub

Efficiency First: Powering the Future of Shipping

The maritime industry faces decisive decades. **IMO targets demand**

- 20% emissions reduction by 2030
- 70% by 2040
- full decarbonization by 2050

The challenge is clear: carbon-neutral fuels alone won't get us there. They will remain scarce and costly in the near term.

Instead, meeting the targets demands an integrated approach focused on reducing emissions and pushing energy efficiency across every stage of shipping.



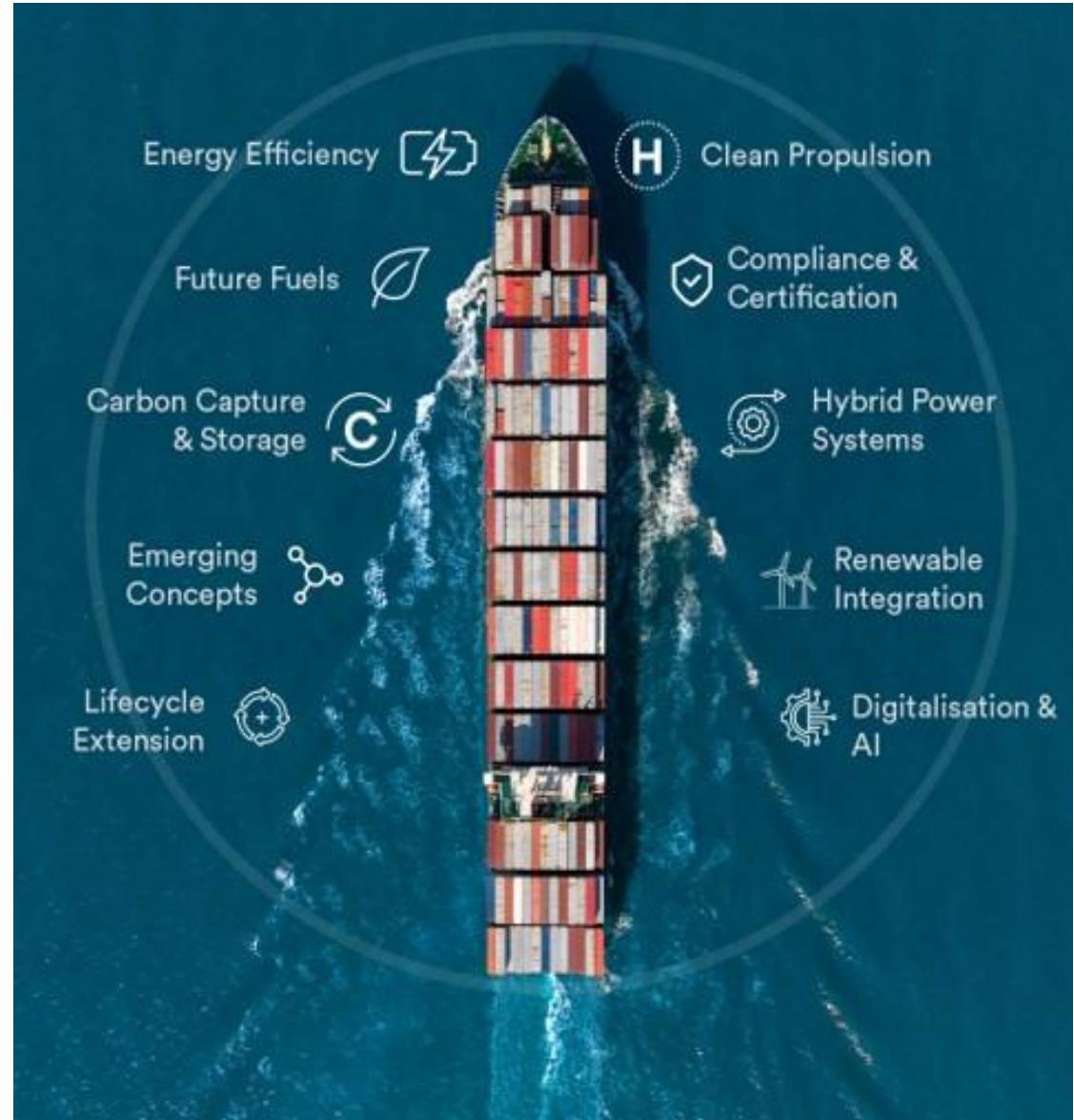
Energy Efficiency Hub

Efficiency First: Powering the Future of Shipping

At the **Energy Efficiency Hub at SMM**, exhibitors will showcase technology-driven innovations that deliver real impact.

Key technologies on display:

- Optimisation tools to increase efficiency & cut fuel consumption
- Future fuel & certification solutions for tomorrow's energy mix
- New electrification & hybrid propulsion systems
- Renewable energy solutions such as solar and wind for auxiliary power
- Onboard Carbon Capture and Storage (OCCS) innovations for deep-sea compliance
- Emerging concepts like nuclear propulsion
- Digitalisation & AI-driven applications that reduce emissions and costs
- Technical high quality solutions that prolong the life of ships



SMM – the leading international maritime trade fair

2.200



Exhibitors

60



Countries

24



National Pavilions

70%



International Exhibitors

48.000



Attendees

116



Countries

57%



International Visitors

78%



Decision Makers

21



Supporting Associations

55



Media Cooperations

75



Sessions

350



Speakers



Why SMM?

Complete Maritime Value Chain in One Place

SMM brings together every segment of the industry - from shipbuilding and propulsion systems to digital solutions and regulatory bodies. Showcase your innovations to the entire ecosystem.

Global Technology Leadership

SMM is recognised as the technology benchmark for the maritime sector. It is where the latest and future technologies are unveiled. Position your brand among the frontrunners that shape tomorrow's shipping.

High-Impact Networking

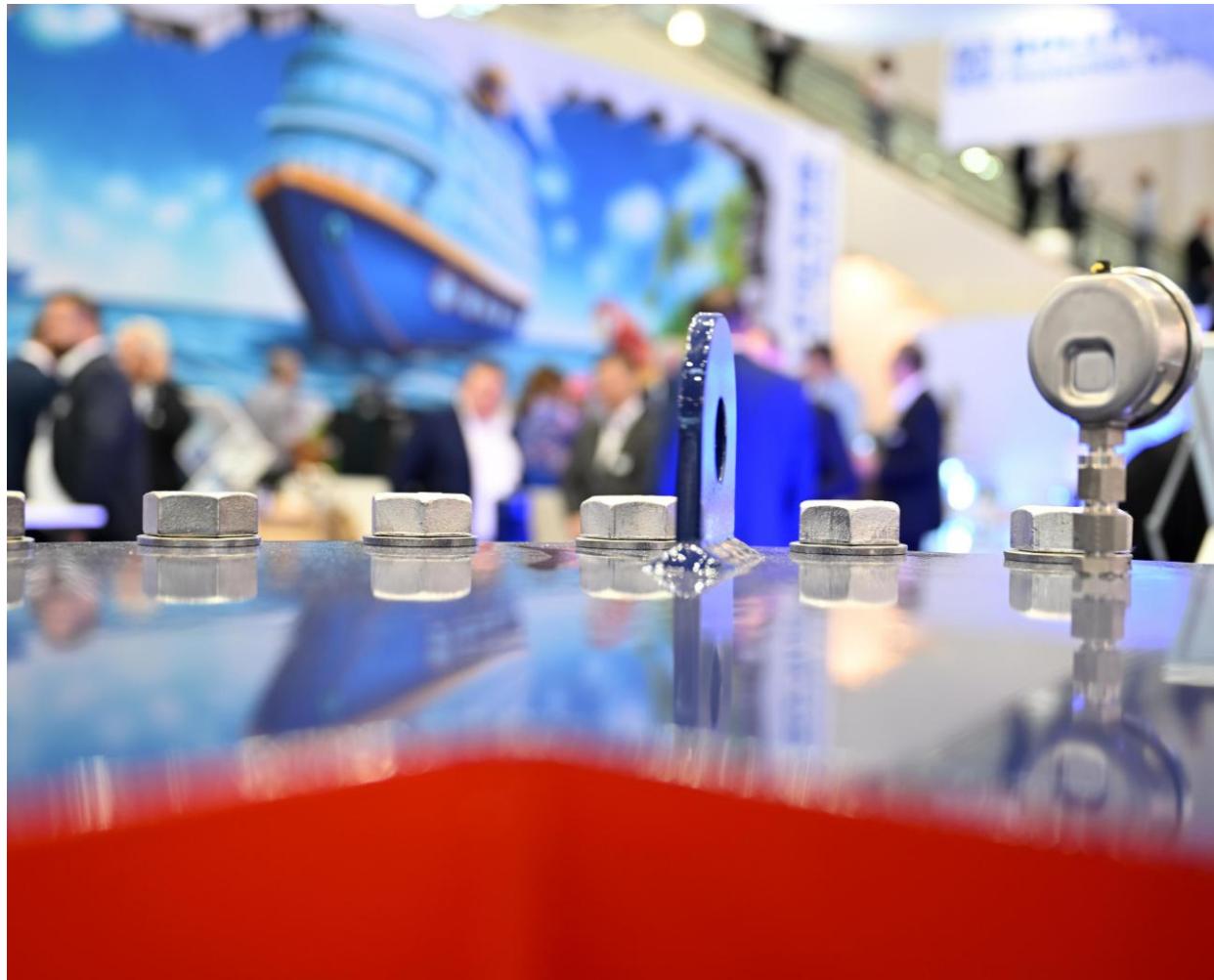
With thousands of decision-makers, shipowners, operators, and technology providers under one roof, SMM offers unmatched opportunities to connect with key stakeholders.

Focus on Innovation and Sustainability

SMM 2026 will spotlight decarbonisation aligning perfectly with the global push for sustainable shipping. The 2050 Tech Area emphasises energy efficiency and advanced propulsion technologies, making it a magnet for visitors seeking practical solutions.

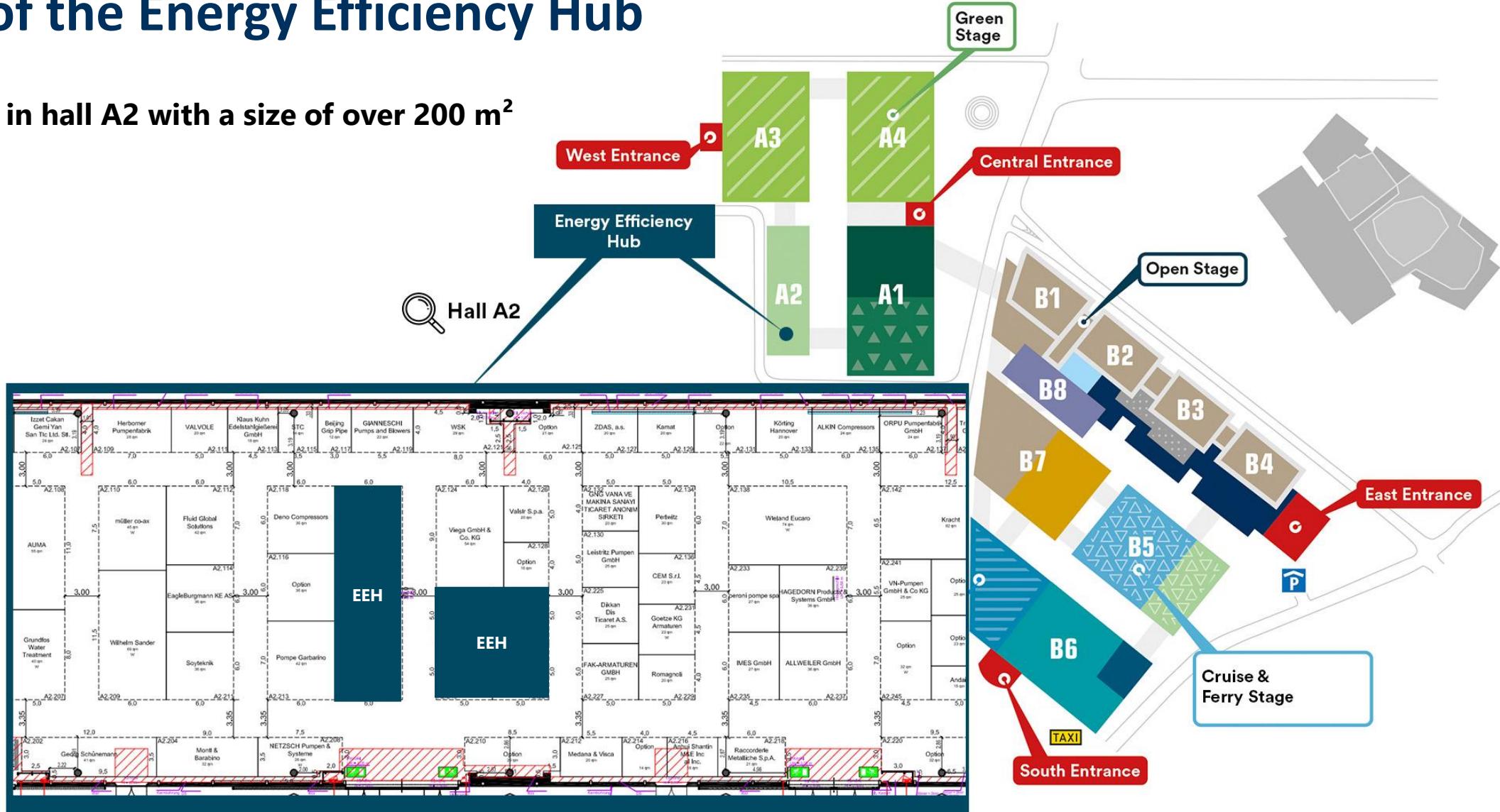
International Visibility and Credibility

SMM attracts a truly global audience from over 100 countries. Exhibiting at the 2050 Tech Area ensures maximum exposure and credibility for your technology in front of the industry's most influential players.



Location of the Energy Efficiency Hub

Dedicated area in hall A2 with a size of over 200 m²



Your participation options

Turnkey Package



Individual Stand Space



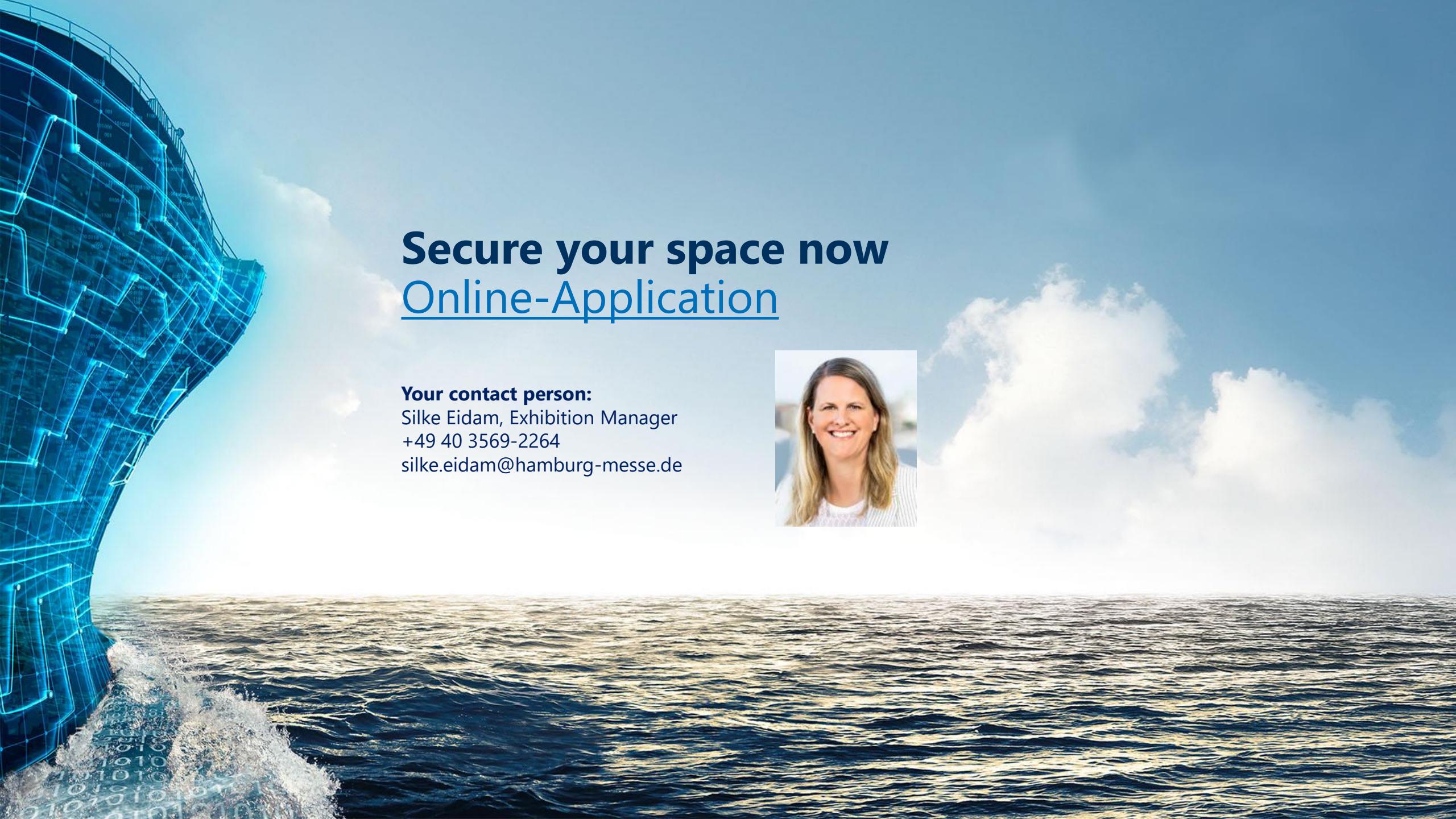
Note: example pictures shown

Your participation options

	Prices*	Services
Turnkey Package	€ 7,490	 Example depending on the number of participants
Individual Stand Space	Row Stand: € 390/m² Corner Stand: € 425/m²	<ul style="list-style-type: none">▪ Special Booth Signage & Design▪ Stand construction including display, printed back wall, furniture, carpet, power outlet, storage, cleaning, additional seating groups▪ Digital Networking & LeadGrowth Package▪ 2 Exhibitor Passes <p>Additional costs:</p> <ul style="list-style-type: none">▪ Digital Networking & LeadGrowth Package: € 1,200 per main or co-exhibitor▪ AUMA fee: € 0.60/m²▪ Co-exhibitor fee: € 400 per co-exhibitor <ul style="list-style-type: none">▪ Stand space only

For more details please visit www.smm-hamburg.com

*all prices excl. VAT



Secure your space now

Online-Application

Your contact person:
Silke Eidam, Exhibition Manager
+49 40 3569-2264
silke.eidam@hamburg-messe.de

