



“Shipbuilding is strategically vital for Europe”

Innovations for technological leadership

SMM 2010 – 24th International Shipbuilding Fair at the Hamburg Fair site from 7 to 10 September 2010

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SMM 2010 will give valuable inputs for maritime companies faced with the challenge of rethinking their structures and policies. That is the conviction expressed by Hans-Joachim Otto, Parliamentary State Secretary at the Federal Ministry of Economics and Technology, and Maritime Coordinator for the Federal Government, in an exclusive interview for Hamburg Messe, the organiser of SMM. The 24th shipbuilding, machinery & marine technology, international trade fair hamburg, gives some 2,000 exhibitors from all continents a platform for presentation of the latest technology and product developments for the maritime sector, at the Hamburg Fair site from 7 to 10 September. SMM 2010 is a trend show and trendsetter, and a focal point for know-how transfer worldwide.

European shipyards and maritime equipment suppliers play an important part there, as do shipbuilders and maritime suppliers from the global leaders Korea, China and Japan. “Shipbuilding is a vital part of the European industrial scene, with its shipyards, equipment suppliers and outfitters, specialist institutes at universities, design offices and classification societies. The shipyards manufacture complex products which combine a range of capabilities and a high degree of scientific know-how, smart production systems and high-tech. That is why shipbuilding has such strategic importance for Europe,” says Hans-Joachim Otto in his comments on the position of the maritime industry. That reflects the views of the Federal Government, which gives its “full support” to implementation of the European shipbuilding strategy “LeaderSHIP 2015”.

The Maritime Coordinator goes on to underline the importance of targeted research, development and innovation concepts for overall improvement in the competitiveness of the European and German shipbuilding industry. “More investment in product and process innovation can accelerate the pace of innovation,” he explains. “That means we can keep our competitive lead for longer, and defend the high-tech market segments better against competitors.” He feels that research,

development and innovation are the right approach in building cruise ships, too, in order to retain European technological leadership in this high-end domain, defending it against competition from Asian shipyards which are currently preparing their entry.

This strategic direction is supported by the EU and the European governments. The key decisions were made at EU level at the end of 2003 and at national level at the beginning of 2005. That was a key paradigm shift in European and German shipbuilding policy, as the Maritime Coordinator emphasised. The old system of order-based subsidies, which mainly benefited the clients of the shipyards, was replaced by funding for shipyards to make selective investments in shipbuilding research and development, and for innovative and improved building techniques and processes, enabling the European shipyards to improve their competitiveness.

SMM 2010 will be held at the Hamburg Fair site from 7 to 10 September 2010. There will be some 2,000 exhibitors from more than 50 nations, presenting the latest developments in all areas of the maritime industry. This leading trade fair of the global shipbuilding industry is expected to attract more than 50,000 trade visitors from over 100 countries. Info: www.smm-hamburg.com.

On the occasion of SMM 2010, the first global maritime environmental congress (gmec) will be held on 7 and 8 September 2010. This conference brings together more than 700 high-ranking representatives from industry, government, academia, navies and environment protection organisations, to elaborate and present practical solutions for environmentally sound, sustainable shipping. Info: www.gmec-hamburg.com.

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