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Press Release · Pressemitteilung

Voices from SMM 2026

Anschütz | Martin Richter

“At SMM 2026, we saw strong interest in practical applications of digitalisation and AI that can improve safety, efficiency, decision-making and operational automation on board. Many discussions focused on solutions that bring together data from different sources to create a clearer understanding of the navigational situation and support decision-making. A recurring theme was how these capabilities can be integrated into existing bridge systems to enhance situational awareness and enable safer, more consistent navigation.”

Martin Richter, Director Marketing & Communications, Anschütz

BAR Technologies | Ada Ak

“The Energy Efficiency Hub is a valuable addition to SMM. What stood out particularly for us was how concrete the discussions have become: shipowners are actively looking for solutions to improve fleet efficiency and are increasingly engaging with technologies such as wind propulsion that are already available today.”

Ada Ak, Sales Engineer, BAR Technologies

BOTIX | Alan Wenhao Zhang

“Interest in AI driven technologies has surged significantly this year, and industry stakeholders have gained greater familiarity with AI related concepts. While full scale AI adoption within the shipping sector remains a multi year journey, the industry is clearly on a positive trajectory toward broader acceptance. Market participants are increasingly focused on tangible, near term value delivered by AI solutions, shifting discussions away from abstract concepts toward practical use cases. As a maritime focused technology startup, our team looks forward to connecting with peer innovators to exchange insights and explore their business developments.”

Alan Wenhao Zhang, Senior Vice President, BOTIX, China

Bundeswehr Innovation Center | Rear Admiral Christian Bock

“SMM and MS&D are important platforms for identifying new technologies at an early stage and bringing innovations into operational use more quickly.”

Rear Admiral Christian Bock, Head of the Bundeswehr Innovation Center, Germany

CAJS | Junichi Hirata

“SMM is the Maritime Olympics!”

Junichi Hirata, Managing Director, CAJS, Japan

Danish Export Association | Mie Jakobsen

“SMM is a unique meeting place for the maritime industry. Our exhibitors have held numerous discussions with international business partners that will lead to new collaborations. We will be back in 2028 with a strong Danish presence.”

Mie Jakobsen, Deputy CEO and Head of Marine, Danish Export Association, Organiser of the Pavilion of Denmark

Everllence | Dr. Uwe Lauber

“The stronger focus on security and resilience was clearly noticeable at SMM. At the same time, I am concerned that decarbonization is increasingly taking a back seat in many areas as a result. Yet climate-neutral shipping must remain our strategic objective. The technological solutions are available, but a lack of investment and planning certainty is slowing implementation. We must not allow the challenges of the present to become an excuse for further postponing our industry's defining task for the future.”

Dr. Uwe Lauber, CEO Everllence

Maritime Future Summit | Michael Meyer

“The interplay between artificial intelligence and human intelligence is one of the key factors in advancing the industry. It is not about integrating AI everywhere on board or into every process, but about finding the ‘sweet spots’.”

Michael Meyer, Editor-in-Chief at "HANSA - International Maritime Journal" & "Binnenschifffahrt", Moderator Maritime Future Summit

REINTJES | Klaus Deleroi

“Decarbonization remains important, but maritime security and the protection of shipping lanes are currently the number one priority. We need ships in the water quickly and must significantly shorten procurement processes. The industry stands ready: many of the required products and technologies already exist and do not need to be developed from scratch.”

Klaus Deleroi, Managing Director REINTJES

Rheinmetall AG | Oliver Grün

“SMM is an important platform for us to engage personally with partners and suppliers. The new Naval Hall is an excellent addition and was very well received by visitors.”

Oliver Grün, Spokesman Division Naval Systems, Rheinmetall AG

SEA.AI | Patrick Haebig

“At SMM 2026, we can clearly see that discussions are becoming more concrete: customers are asking less about the potential of AI and more about ready-to-deploy solutions for collision avoidance on board. The quality of the conversations was noticeably higher this year.”

Patrick Haebig, Senior Sales Manager EMEA North, SEA.AI

Tototheo Global | Vlassis Papapanagis

“At SMM, customers are moving beyond the ‘what can AI do?’ conversation and asking much more practical questions about where it can make a difference in their operations. We are seeing strong interest in fleet optimisation, data analytics and automation, alongside growing attention to connectivity and cyber resilience. Visitors are coming to us with specific operational and security challenges and a genuine interest in solutions that deliver real value.”

Vlassis Papapanagis, Chief Commercial Officer, Tototheo Global

West Pomerania Region | Jacek Wójcikowski

“What we particularly value about SMM is its international reach and the quality of the business contacts. This is where genuine business opportunities emerge that extend far beyond the four days of the exhibition.”

Jacek Wójcikowski, Director, Economic Initiatives Centre, West Pomerania Region – Poland