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## Maritime Future Summit: Vision Becomes Reality

**What does the Digital Revolution specifically mean for the maritime industry, and what are the technologies that drive innovation? At the Maritime Future Summit (MFS) during SMM, the leading international maritime trade fair, experts will study future perspectives for the industry.**

**Hamburg, 24/04/2018** – From digitalisation and big data through to Artificial Intelligence (AI), new technologies have the potential to revolutionise global shipping. “Mind the gap – bridging disruptive technologies” is the appropriate theme for the Maritime Future Summit (MFS), which will take place on 3 September. SMM, the leading international maritime trade fair, will open its doors the following day. At the MFS, two high-profile expert panels will discuss how digitalisation and other megatrends can be leveraged to make the shipping business more transparent and efficient, and how to best prepare the sector for the future.

### Optimised logistics chain

There is no question that network integration of ships and ports harbours huge opportunities for the shipping industry. Speaking from the perspective of a liner company, **Hubert Hoffmann**, CIO and CDO of MSC Germany, will address this topic in his opening speech titled “New thinking in shipping”. The IT specialist’s proposition boils down to this: If you want to be a leader tomorrow, you must begin by challenging your company’s established internal and external processes today.

**Ulf Sive** from the Swedish Maritime Administration’s Sea Traffic Management Validation Project will speak about the role the maritime industry could play in the logistics chain. Standardised information sharing will be a key element in this logistics network and have a significant impact on trade flows and business models.

Numerous research institutes and companies are currently conducting intense research into autonomous shipping. Some initial tests have been completed successfully. According to the SMM Maritime Industry Report (MIR), one third of responding decision-makers from shipping companies believe that unmanned ships can realistically be expected to be in commercial use within the next 20 years. But who will be liable if something goes wrong? In his speech **Wu Sun** from the Chinese Classification Society CCS will examine some technical and legal aspects.

The Japanese National Maritime Research Institute (NMRI) has conducted a comprehensive research project. Its scientific director **Kohei Matsuo** will present the results. The “Technology Roadmap to 2050” will provide some insights into the changes innovative technologies will bring about for both, the shipping and shipbuilding segments. Under the aegis of the Japan Ship Technology Research Association (JSTRA), the scientists studied innovative technologies in various industries and countries.



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## Technological wake-up call

**Christian Roeloffs**, Managing Director of Container xChange, will explain how increasing network integration of all stakeholders and an ever more sophisticated supply chain management approach can improve efficiency, ultimately building competitive advantage through lower costs. The best ways for shipping companies and ports to position themselves in disruptive markets will be the subject of a lecture by **Mikko Lepistö**, Director of Software and Automation Operations at ABB Marine and Ports Business.

The head of the research department of DNV GL Maritime, **Pierre C. Sames**, will look ahead to the year 2030: How will artificial intelligence and the use of 'Digital Twins' change the way classification societies work? As for manufacturing, 3-D printing technology and the evolution of Smart Factories based on process automation using robots and algorithms will cause major structural upheavals: **Nick Danese**, CEO of the French engineering firm NDAR, refers to this development as a "wake-up call for the shipbuilding industry". "This topic will be supplemented by a special exhibition on 3-D printing, including live demonstrations, right here at the fair complex," says **Claus Ulrich Selbach**, Business Unit Director Maritime and Technology Fairs at Hamburg Messe und Congress GmbH.

## Hands-on technology

"The Maritime Future Summit is of vital interest to any stakeholder of the maritime sector who wants to remain competitive," says **Krischan Förster**, Editor-in-Chief of HANSA – International Maritime Journal, which is once again the media partner of the MFS. The event will be chaired by Professor **Volker Bertram** of World Maritime University. During the subsequent four days SMM visitors will be able to study in practice at the Hamburg Messe fair complex what the panel experts have discussed in theory, for example by following the Digital Route. Numerous technical innovations will be on display. "Trends in SMMart Shipping": The theme for this year's leading international maritime trade fair definitely taps the pulse of the industry.

Further information on [www.smm-hamburg.com/mfs](http://www.smm-hamburg.com/mfs)

## About SMM

The leading international maritime trade fair takes place in Hamburg every two years. More than 2.200 exhibitors and roughly 50,000 visitors are expected to attend the trade fair in the famous port city from 4 to 7 September 2018.

SMM covers the entire maritime value chain, bringing together decision-makers from around the world and highlighting innovative technology.

For further information please visit: [www.smm-hamburg.com](http://www.smm-hamburg.com) and follow us on social media:



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