



E-Interview with Bernd Aufderheide on the new Conference on Maritime Security and Defence, MS&D 2008



Foto: HMC / Michael Zapf (Z)

<b>Title of Interview:</b>	New conference MS&D 2008
<b>Name:</b>	Bernd Aufderheide
<b>Functional Area:</b>	President and CEO
<b>Organisation:</b>	Hamburg Messe and Congress GmbH
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Shipping security has become an important issue in the last years. For this purpose, the international conference "Maritime Security & Defence" (MS&D) will be held at the Hamburg Fair site for the first time on September 24<sup>th</sup> and 25<sup>th</sup> 2008 during the SMM 2008 (shipbuilding, machinery & marine technology international trade fair Hamburg, September 23<sup>rd</sup> to 26<sup>th</sup> 2008). Both MS&D and SMM will be organised by Hamburg Messe and Congress GmbH.

**Mr. Aufderheide,**

**Question 1:**

What is the motivation to hold the MS&D conference during the SMM for the first time this year?

**Answer:**

The MS&D puts the spotlight on questions about threats to the shipping routes and ports by piracy and terrorist attacks, and presents the possible solutions. The MS&D aims to permit an exchange between shipyards and the marine equipment industry on one hand and government agencies, navies, institutions such as coastguard, customs, border guard service, the police and political decision makers on the other hand. It is held in parallel with SMM because a large proportion of the exhibitors at SMM are presenting technology which is important for the navy (approximately 200 SMM exhibitors are already actively presenting this subject). And visitors can combine the two events with one another (approximately 4000 SMM visitors are interested in S&D products).

**Question 2:**

Why is Hamburg the right place to host MS&D? What is the role played by Hamburg Messe and Congress GmbH?

**Answer:**

Hamburg is the ideal venue for this event, being an international city with a great maritime tradition, with numerous shipyards, shipping lines and multipliers as well as marine equipment suppliers. Hamburg is the world's greatest centre for ship financing and is home to more than 100 international shipping companies. Its flourishing port is the trading hub between Eastern and Western Europe, and between Europe and Asia. Thus port protection plays an important role. Many naval ships will tie up in



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the Port of Hamburg during SMM 2008, as for previous SMMs. And Hamburg is close to Berlin and to policy makers.

The New Hamburg Trade Fair and Conference Centre has all the advantages of a central location with numerous hotels just a few minutes' walk away and plenty of restaurants nearby. It is in direct neighbourhood to the Port of Hamburg and well connected by public transport both locally and on main lines, and has an airport that gives easy access to the city centre. With the world's leading fair of the shipbuilding industry SMM in Hamburg and from 2009 onwards also in Istanbul and India, with Seatrade Europe and hanseboot International Boat Show, Hamburg Messe and Congress (HMC) is an experienced provider of maritime platforms. For many years HMC has also very successfully been organising the trade fair delegations of German Companies worldwide.

### **Question 3:**

Could you please outline your view of the future of MS&D?

### **Answer:**

In future MS&D will be held as a separate forum, dedicated to this important subject. The 2008 conference is the forerunner to next year's first international congress with an accompanying "Maritime Security & Defence 2009" (MS&D 2009) trade fair - organised by the Hamburg Fair - which will be held from 6 to 8 October 2009 at the Hamburg Fair site, and then once every two years, alternating with the SMM.

**Mr. Aufderheide, thank you very much for this interview!**