

POSIDONIA 2024 EXHIBITORS ANTICIPATE PARADIGM SHIFT IN MARITIME INDUSTRY AS AI GAINS TRACTION

The maritime industry, often viewed as conservative and measured in its approach to technological integration, is on the cusp of a transformative era with Artificial Intelligence (AI) emerging as a prominent player. Insights from key exhibitors at the upcoming Posidonia Shipping Exhibition reveal a new landscape, where industry leaders strategically align with the inexorable rise of AI and consider adopting it already.

According to **Theodore Vokos, Managing Director, Posidonia Exhibitions S.A.**, demand for space from advanced technology and innovation companies providing services to the shipping industry has risen significantly for this summer's edition of Posidonia, which will be held at the Athens' Metropolitan Expo Centre from 3 to 7 June.

He said: "A comprehensive report on the future landscape of AI in the maritime sector, titled 'Out of the box' and produced by **Lloyd's Register** and maritime innovation consultancy **Thetius**, indicates that the market for AI-driven systems and vessel autonomy is anticipated to achieve a collective value of \$5 billion by 2028. According to the report, presently there are already 276 active companies identified in the maritime AI segment. The report underscores the significance of proactive investment by maritime organisations in enhancing their comprehension of AI across various levels. It recommends a strategic focus on workforce education and training initiatives to augment awareness of safety measures and regulations pertinent to advanced technologies within the maritime domain."



EMMIS MARINE S.A., an industrial manufacturer of premium electrical supply and control solutions, signifies a broader industry sentiment. **Andreas Miserlis, Owner & CEO**, emphasises the industry's advanced technological standing, where AI is recognised as pivotal in addressing current challenges. Miserlis articulates a proactive stance, with plans to incorporate AI into research and development, aligning technology with industry needs. "AI stands at the forefront of meeting the technological demands of the maritime industry. Our commitment to incorporating AI into our R&D department and production lines reflects our proactive approach to staying ahead in the era of digital transformation," he said.

The maritime manufacturing sector in general, also exemplified by **Captain Nemo**, foresees rapid AI adoption. The emphasis on data analysis and project development reflects a keen awareness of AI's potential to streamline processes and drive innovation. "With early AI projects already underway, we look forward to incorporating AI in data analysis, automating standards, and developing new projects within the maritime manufacturing sector," said **Merkouris Panoutsopoulos, CEO** of the company which is preparing for its third consecutive participation at Posidonia.

But the adoption of AI is not only limited to the manufacturing sector, but is also rapidly embraced in the services sectors.



According to **Bureau Veritas**, "AI is already being adopted by the shipping industry. AI investment rates leave little doubt AI is becoming a key enabler in the digitalisation of the shipping industry, offering benefits such as reduced costs, less risk, reduced emissions, improved forecasting, and faster deliveries through optimised routes. As a class society we are using AI to help make our work – and shipping – safer and more efficient", said **Laurent Hentges, Vice-President, Digital Solutions and Transformation**. As a classification society, BV is leveraging data and AI to optimise its operating modes and services to clients. More specifically, AI supports operations in going from fully physical surveys on board a vessel to partly remote and partly augmented surveys, by leveraging data to build over time optimised and predictive survey schemes, by combining data extraction techniques such as OCR with Robotics Process Automation to gain internal efficiency in their processes, and by enabling Generative AI (LLM Large Language Model), hence building chatbots, which help in responding to client technical queries and provide a quicker and better service.

Verifavia, a company specialising in marine surveying services and auditing, already navigates the challenges and promises of AI. The company believes that AI brings exciting possibilities to shipping, improving navigation, predictive maintenance and compliance. Notably, the company emphasises responsible AI usage, weaving sustainability into the narrative. "At Verifavia, we are using AI where it matters most, especially in voyage optimisation, data quality enhancements and carbon market transparency. We're all about responsible AI, ensuring our solutions contribute to a sustainable future," said **Nicolas Duchene, President**.

Governmental ship registry services, as embodied by **San Marino Ship Register**, foresee AI expediting administrative processes and envision that AI will help accelerate ship registration, a testament to the pragmatic applications of AI beyond operational realms. "AI will soon be applied to speed up the process of ship registration, bringing efficiency to administrative functions within the maritime sector," said **Gianluca Tucci, General Director** of the new Registry, which will leverage its participation at Posidonia 2024 to launch its merchant vessel offering.

AI also plays a role in the peripheral services sector of the marine industry, aiding marine travel management companies, like GMT Greece, in predicting travel movements for cost-saving benefits. Additionally, vessel cleaning companies, like Greensea IQ, utilise small robots equipped with AI to enhance the prediction of cleaning routines, enabling more efficient and faster hull cleaning services.

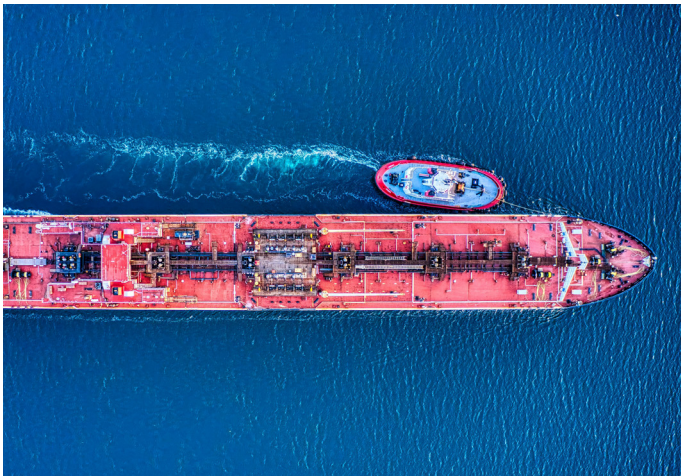
But every revolutionary change has to be approached with care, and companies like **N. Bogdanos Marine Bureau Ltd.** bring a sober perspective to AI in shipping. **Adamantios Papapetros, Vice President & CEO**, highlights the industry's historical prudence, which will wait for AI technology to be further tested before fully embracing it and applying it on ships. "Shipping historically waits for proven results before adopting new technologies. Applications like unmanned navigation are still away from being applied, however, the lack of skilled seamen will accelerate the introduction of similar applications," he said.

Drawing from these industry insights and considering broader trends in maritime technology, the future of AI in shipping appears dynamic and transformative. As the industry navigates towards digital maturity, AI is set to play an increasingly pivotal role in optimising operations, ensuring safety, and steering the sector towards a sustainable and technologically advanced future. The Posidonia Shipping Exhibition stands as a testament to the industry's collective recognition of AI's potential, marking the dawn of a new era in maritime innovation.



THE FUTURE OF BUNKERING IS DIGITAL

Independent marine fuel broking and technology company **Nereus Digital Bunkers** is preparing for its second participation at Posidonia, where it's planning to launch a host of new value-add features to its end-to-end bunker procurement software. Through its proprietary Software as a Service (SaaS) platform, the Piraeus-based company is revolutionising the way shipping companies, ports, vendors, agents, surveyors, and purchasers interact by streamlining the entire bunkering supply chain and procurement process. During Posidonia 2024, the company plans to demonstrate three new features to its SaaS platform: Marketplace Integration, Bunker Matrix Tool, and Enhanced Port Information Database, as well as a revamped version of the platform's user interface. "We eagerly look forward to demonstrating these capabilities at Posidonia 2024, showcasing how they collectively represent a significant leap forward in maritime industry software solutions," said **Nikolas Gkikas, Founder of Nereus**, which is currently mulling plans to expand its footprint to Dubai. **Co-Founder Kelly Dritsa** added: "Our attendance at Posidonia 2024 showcases our commitment to innovation. Eager to unveil our latest developments and connect with global industry leaders, we view Posidonia as more than an event- the biggest celebration of shipping and the world's most captivating maritime event. This eagerly awaited biennial event unites the maritime community from around the world, highlighting our shared passion for the industry."



ONCE AT POSIDONIA, ALWAYS AT POSIDONIA

MIE Co. Ltd. is a company specialised in maritime, industry, energy, consulting, and innovation technologies. The Group has a global presence through its regional offices, establishing strong ties with both local and international markets. The firm is a loyal Posidonia exhibitor currently preparing its plans for its tenth participation at the event. "Posidonia continues to play a significant role in the marine industry, serving as a must-attend platform for networking, encouraging business development and highlighting the latest developments, technologies and innovations," said **Nicholas Kolliarakis, Managing Partner**. The company's other **Managing Partner, Alexandros Papandoniou**, added: "The event remains a fundamental component of our marketing strategy, providing a gateway to establish connections with both existing and potential customers and suppliers within the marine sector. Also, this exhibition enables us to interact with a diverse audience and effectively showcase our equipment and services."



NO BRAINER... WITH GREENSEA IQ

A company promising to save customers an average of 6.5% in fuel costs is making its Posidonia debut this June and is in discussions with affiliates around the world to expand its reach globally. **Greensea IQ** from Vermont, USA, is offering a service called EverClean, a routine hull maintenance offering using small robots to deliver better performance and lower emissions by keeping the hull always clean. Working in tandem with its proprietary EverClean IQ - an intuitive dashboard providing detailed hull inspection data collected during EverClean service - the company gives users unprecedented information about their hulls using the detailed data collected during cleaning operations. The EverClean service is using AI to better predict cleaning routines and change detection through its EverClean IQ dashboard as well as the robots themselves utilise vehicle perception and autonomy to navigate the hull while cleaning, making the service process more effective and faster. **Rob Howard, CGO**, said: "We are looking at the best way we can scale our service to new regions of the world, and Posidonia is a venue where we feel we can meet the right people to facilitate this expansion. Showcasing EverClean in Greece, where so much of the shipping industry is rooted, is such a great opportunity for us to finally meet many of the ship owners and operators. We are hoping to talk to as many ship owners and fleet operators as possible about how we can increase the performance of their ships through routine, in-water cleaning of the hull using robots in a service model for them."

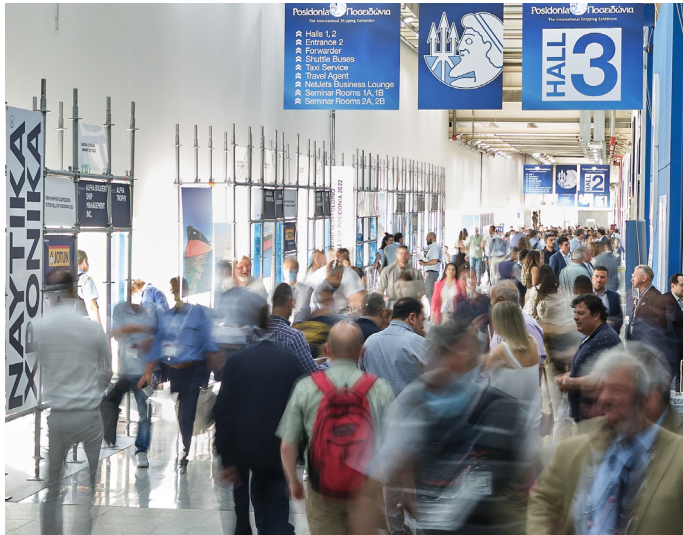
NEW SCRUBBING SYSTEMS FROM NEW JERSEY

Participating in Posidonia has been a cornerstone of **CR Ocean Engineering's** marketing strategy since its entry into the shipping segment many years ago, according to **Nicholas Confuorto, Senior Advisor**, of the US-headquartered global leader in the design, manufacturing and supply of exhaust gas cleaning systems (scrubbers) for ship engines. With a total of 12 Posidonia participations under its belt, the New Jersey-born company aims at gaining further exposure to the industry while rekindling past connections and make new ones. Additionally, the company plans to introduce new technologies as well as highlight improvements to its already established scrubbing systems. Confuorto said: "We find Posidonia to be one of the best events in the maritime industry. We already look forward to the 2024 event where we plan to discuss our development efforts in the areas of fine particulate controls, black carbon reduction, and CO2 capture/sequestration. Further discussions will include the track record of our established scrubbers, how they have been working and what the ships that have been using them think about our systems."



IT'S COOL TO BE DYNAMIC

A global leader in complete refrigeration solutions and services for the marine industry, **Cool Dynamic**, is gearing up for its ninth participation at Posidonia to demonstrate its innovative products. **Dimitrios Gkouskos, Founder & CEO** said: "From our participation at previous Posidonia events, Cool Dynamic also gained exposure, the ability to show and advertise the products and services the company offers and made new connections with a lot of people who are related to the marine industry. Among the numerous people who visited our booth, we were delighted to welcome and discuss with people we have already been cooperating with. In addition, we started new partnerships with numerous companies around the world." Established in 2000 in Piraeus, Greece, Cool Dynamic is a family-run business that operates globally with a strong presence in Athens, where its newly built facilities are located at the Industrial Park of Schisto. It provides services worldwide with four permanent stations in China, Singapore, the United Arab Emirates, and Nigeria, and plans on expanding with technicians in Central America, while also supporting a few of the largest shipyards in the world.



ADAMAR SHOWCASES MADE-IN TÜRKIYE MARITIME SOLUTIONS AT POSIDONIA 2024

A leading general ship supply and technical services company **Adamar** is making its second appearance at Posidonia this summer to exhibit products fabricated in its own workshop in Türkiye, which started operating in the beginning of 2023, and launch samples of its new stock of lashing equipment, marine valves, and cables. The company offers a wide range of services, including ship supply, repair and maintenance, safety equipment, and logistics support. "Posidonia 2022 was an asset for us because we had the chance to be in the heart of the maritime industry and carry out meetings which due to COVID weren't possible. This year we expect to get target clients' visits again and also have the opportunity to provide them with updates about our new projects and investments that we have done over the last two years. We are thrilled to be part of Posidonia 2024, where innovation meets the maritime industry," said **Taner Topkara, Managing Director**. Adamar already uses AI in its custom-made software. "AI has seamlessly integrated into our daily operations, becoming an indispensable part of our custom-made software. We foresee a rapid adoption of AI within the shipping sector, transforming the way we navigate and operate a vessel," **Topkara** continued.



INTELLIGENT CYBER SECURITY SOLUTIONS SHOWCASE

IQ Solutions S.A. is a provider of end-to-end vessel ICT products and services approved for cyber security by ABS and Bureau Veritas. The company will exhibit its broad portfolio of ICT Services & Products for maritime and shipping companies for the sixth time at a Posidonia event this summer where it hopes to establish new direct contacts with higher level executives and showcase the technical, legislative, and economic impact of its solutions, products, and services. These will include VCell Cyber, complete end-to-end Vessel ICT solution; Vtalos, the industry's only global USB file checking unit for vessels; and Ermis, an augmented reality solution, tailored to the needs of the maritime industry for remote surveys and audits. "Amongst the many lessons learned from the increasing complexity of onboard systems integration, the shipping industry has identified systemic and operational agility of onboard ICT systems as a top priority. Information and Communications Technologies can provide sustainable levels of operational agility for maritime and shipping companies, from secure and remote shore-based work, all the way to resilient critical onboard-integrated systems, and the interactions of both," said **Paris Papanastasiou, CEO & Managing Director**.

TRADEWINDS POWERS POSIDONIA TV: BRINGING MARITIME EXCELLENCE TO YOUR SCREEN

TradeWinds Content Studio is thrilled to present Posidonia TV, participants exclusive backstage pass to the most prestigious shipping exhibition. Posidonia TV will feature:

Live and Recorded TV Content: From the bustling exhibition floor to our state-of-the-art studio in Hall 4, TradeWinds will capture every riveting moment. Get ready for insightful interviews, behind-the-scenes glimpses, and industry updates.

Global Broadcast: TradeWinds coverage will reach over **28,000 visitors** and **2,000 exhibitors** hailing from over **100 countries**. Whether you're in Athens or across the globe, you won't miss a beat.

TradeWinds Front Page: Be part of the conversation! Captivating content will stream on the **TradeWinds front page**, engaging a **global audience of over 300,000 monthly unique visitors**.

There are multiple opportunities for participants to get involved through coverage and high impact interviews. More information is available from info@tradewindsevents.com



List of Confirmed Conferences & Seminars at Posidonia 2024 as of 05.03.2024

	Organiser	Event Title	Posidonia Venue	Time	Contact Organiser
THU 30/5	Cannon Events	Marine Insurance Greece	Athens Marriott Hotel	09:00-17:00	Grant@cannonevents.com
MON 3/6	Capital Link	9th Capital Link Maritime Leaders Summit	Four Seasons Astir Palace Hotel Athens	08:30-15:30	ebej@capitalink.com
	Baltic Exchange	Baltic Exchange Risk Forum at Posidonia	The Margi Hotel	11:30-16:00	marketing@balticexchange.com
TUE 4/6	TradeWinds	TradeWinds Shipowners Forum 2024	Conference Hall	11:00-16:00	info@tradewindsevents.com
	Embassy of the Republic of Poland in Athens	POLAND - Thinking out of the box about maritime industry	Seminar Room Central	10:30-12:30	agata.krupa@msz.gov.pl
	S&P Global Commodity Insights	S&P Global Commodity Insights Shipping Forum	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	10:45-18:30	liz.herbert@spglobal.com Anuj.Angirish@spglobal.com
	UES Marine	The Ferry Experience, Passenger	Seminar Room 2B - Sponsored by UES Marine	10:45-12:30	bpetersen@uesint.com
	Schneider Electric & Msystems	Edge Solutions for Maritime installations	Seminar Room 1B	12:45-14:30	
	MAN Energy Solutions Hellas Ltd	MAN PrimeServ Retrofit Solutions: Navigating Decarbonization	Seminar Room 2B - Sponsored by UES Marine	12:45-14:30	spiros.sofianos@man-es.com
	Japan Ship Exporters' Association (JSEA)	JSEA Seminar	Seminar Room Central	13:00-17:00	posidonia@jsea.or.jp
	Wärtsilä	Wärtsilä Technical Seminar - Future Fuel and Decarbonisation Solutions	Seminar Room 2B - Sponsored by UES Marine	14:45-16:30	posidoniaevent@wartsila.com
	Norsepower Oy Ltd	Seminar	Seminar Room 2A	16:45-18:30	
	Kyvernitis Travel Group	Crew Insights	Seminar Room 2B - Sponsored by UES Marine	16:45-18:30	i.marinakis@kyvernitis.gr
Isalos.net	The Isalos.net Posidonia Conference	Seminar Room Central	17:00-19:00	info@isalos.net	
WED 5/6	Hellenic Marine Environment Protection Association	HELMPEA Conference	Conference Hall	10:30-14:30	helvepa@helvepa.gr
	BIMCO	Today's contractual solutions for your decarbonisation voyage	Seminar Room Central	10:30-14:30	et@bimco.org
	LALIZAS	Safety is not just a product, it is an ongoing process	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	10:45-12:30	communication@lalizas.com
	Shanghai Qiyao Environmental Technology	Green fuel or CCUS? It's not a question	Seminar Room 1B	10:45-12:30	yaoping@ccpitmsc.org
	DNV	DNV Experts' Seminar	Seminar Room 2A	10:45-12:30	Joanna.Boulntoumi@dnv.com
	DANELEC	Presentation	Seminar Room 2B - Sponsored by UES Marine	10:45-14:30	as@danelec.com
	Inmarsat	Inmarsat Partner Update - by invitation only	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	12:45-14:30	Lidia.Selivanova@inmarsat.com
	Telematic Medical Applications	Presentation	Seminar Room 1B	12:45-14:30	aserafeim@tma.gr
	Green-Jakobsen A/S	Using data to drive human performance	Seminar Room 2A	12:45-14:30	m.progoulaki@green-jakobsen.com
	RINA	Seminar	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	14:45-16:30	Angeliki.Xylaki@rina.org
	CMA D. Argoudelis	Technological Equipment on Board	Seminar Room 1B	14:45-16:30	k.georgiou@cmagreecce.com
	WISTA Hellas	WISTA Hellas Presentation	Seminar Room 2A	14:45-16:30	wistahellas@wista.gr
	Danica Crewing Specialists and Ocean Technologies Group	Beating the talent time-bomb: Strategies for Recruiting, and Retaining Top Maritime Talent	Seminar Room 2B - Sponsored by UES Marine	14:45-16:30	jensen@danica-crewing.com
	Embassy of the Republic of Korea to the Hellenic Republic, IOBE (Foundation for Economic & Industrial Research)	4th Korean-Hellenic Maritime Cooperation Forum	Seminar Room Central	15:00-19:00	vvasileiou@mofa.or.kr
	Damen Global Support BV	Seminar	Seminar Room 1B	16:45-18:30	
Hellenic Electricity Distribution Network Operator (HEDNO S.A.)	Initiatives of HEDNO to support the electrification of the maritime sector	Seminar Room 2A	16:45-18:30	jprousal@naval.ntua.gr melinakalampoka@yahoo.gr	
SQ Learn	Presentation	Seminar Room 2B - Sponsored by UES Marine	16:45-18:30		
THU 6/6	Newsfront/ Naftiliaki under the auspices of MARTECMA (Marine Technical Managers Association)	Greener Shipping Summit 2024 - New Technologies and Education	Conference Hall	10:30-16:00	natvas@otenet.gr
	American-Hellenic Chamber of Commerce (AmChamGR)/ North American Marine Environment Protection Association (NAMEPA)/ U.S. Embassy Athens	4th Trading in U.S. Waters Seminar & the Shark Tank Event - "Future Trends & Innovations in the Maritime Sector"	Seminar Room Central	10:30-16:30	v.tseritzoglou@amcham.gr executive.director@namepa.net Maria.Georgousi@trade.gov
	90POE	Navigating Digital Adoption: Charting a Course Through Tech Transformation	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	10:45-12:30	posidonia@90poe.io
	Hellenic Institute of Marine Technology	Seminar	Seminar Room 1B	10:45-12:30	info@elint.org.gr
	RetroFIT55 Consortium	RetroFIT55 Forum 2024	Seminar Room 2A	10:45-12:30	alessandro.jafrafi@cnrit.it vzgakas@simfwd.com
	Maritime Technologies Forum	Accelerating safe maritime decarbonisation	Seminar Room 2B - Sponsored by UES Marine	10:45-12:30	contact@maritimetechnologiesforum.com
	Hydrus Engineering	Hydrus Engineering Seminar	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	12:45-14:30	j.vlavianos@hydrus-eng.com
	University of Piraeus	Presentation	Seminar Room 1B	12:45-14:30	ilagoudis@unipi.gr
	EMICERT Ltd.	Presentation	Seminar Room 2A	12:45-14:30	e.koutsouki@emicert.com
	UES Marine	The Ferry Experience, Operator	Seminar Room 2B - Sponsored by UES Marine	12:45-14:30	bpetersen@uesint.com
	Learning Seaman	Seafarers' Mental Health and Wellbeing	Seminar Room 2A	14:45-16:30	info@learningseaman.com
	Fleetwork - Everything You Need to Manage Your Fleet	The Cloud Shipping ERP Era is NOW	Seminar Room 2B - Sponsored by UES Marine	14:45-16:30	pchytioglou@fleetwork.io
ORCA AI	Seminar	Seminar Room 1A - Sponsored by S&P Global Commodity Insights	16:45-18:30		
Maritime Research Institute Netherlands (MARIN)	Sustainable shipping is more than alternative fuels	Seminar Room 1B	16:45-18:30	P.M.Hooijmans@marin.nl	
FRI 7/6	Young Executives & Students (YES) Forum	YES to Shipping Forum 2024	Conference Hall	10:30-17:00	info@yes-forum.com
	UES Marine	Health, Wellness and Fun	Seminar Room 2B - Sponsored by UES Marine	10:45-12:30	bpetersen@uesint.com
	Samyoung Machinery Co., Ltd.	Metal Casting innovation with sand 3D printing technology	Seminar Room 2A	10:45-12:30	kanghoon.lee@sym.co.kr
	Hellenic Logistics Association (EEL)	Presentation	Seminar Room 2A	12:45-14:30	mbougioukas@bca.edu.gr



Regional sales representatives

For Greece, Balkans, Cyprus, Russia, Sweden, Turkey, Ukraine and Latin America contact the Posidonia organisers direct:
Tel.: +30 210 4283 608
E-mail: posidonia@posidonia-events.com

International sales:
Informa Markets/ Seatrade, UK:
Tel.: +44 (0)7866 799191
E-mail: chris.adams@informa.com
Contact: Mr Chris Adams

For China, including Hong Kong and Taiwan:
Informa Markets, Hong Kong:
Tel.: +852 2827 6211
E-mail: elaine.yip@informa.com
Contact: Ms Elaine Yip

For the United States of America and Canada:
The Maritime Executive, USA:
Tel.: +1 (954) 848 9955
E-mail: Bkeil@maritime-executive.com
Contact: Mr Brett Keil

For hotel bookings and travel services, contact:



To book your accommodation click here:
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Is data the next port of call?

