

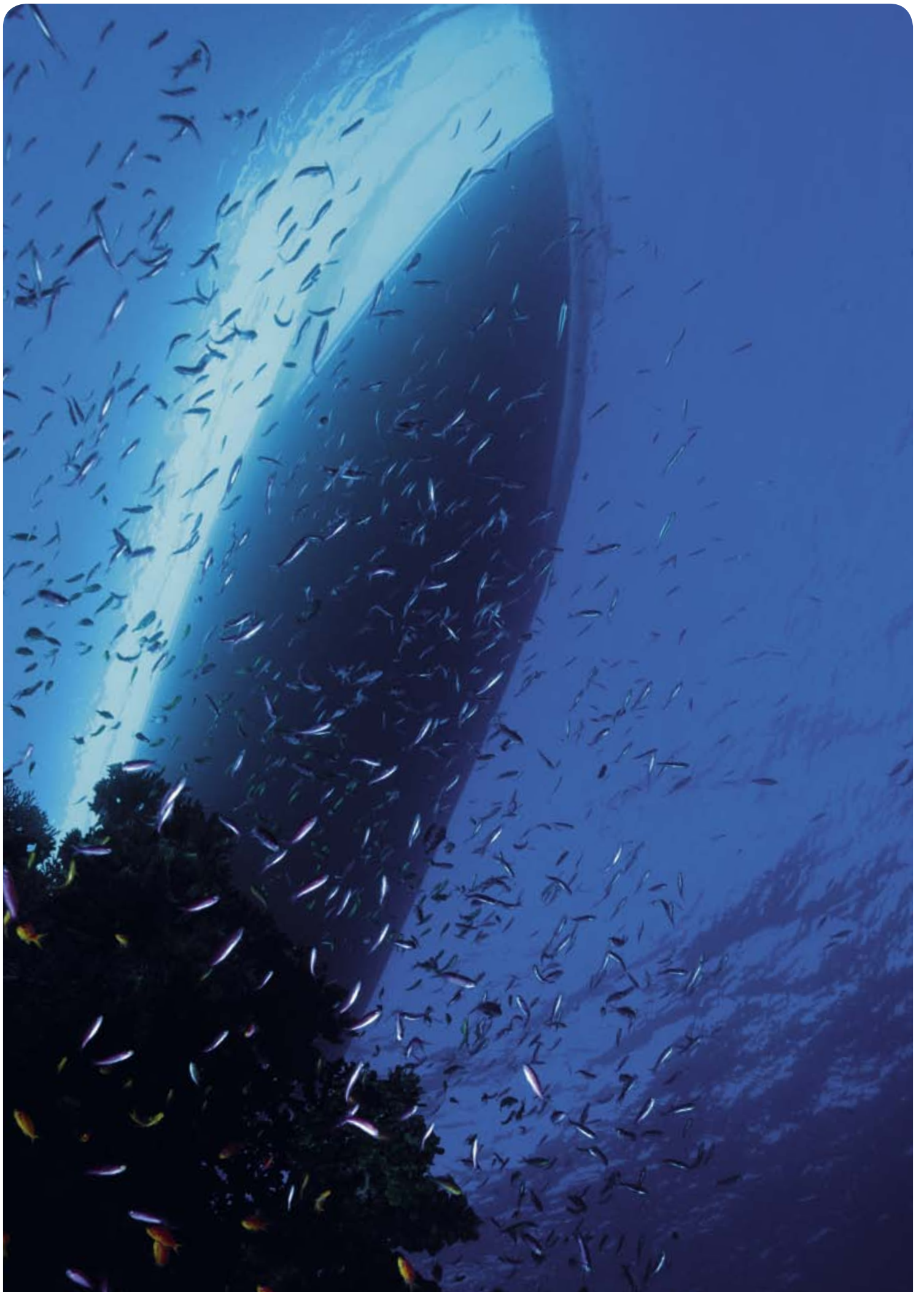


# The global environmental and regulatory clock is ticking

setting the green course  
**7 – 8 sept 2010**  
[gmec-hamburg.com](http://gmec-hamburg.com)

global maritime  
**gmec**  
environmental congress 2010

cruise | ferry | navy | cargo | yacht | offshore



We cordially invite you to the first  
global maritime environmental congress.

## gmec 2010

### 7 – 8 September 2010

### CCH – Congress Center Hamburg

gmec will take place on the occasion of the biennial SMM in Hamburg, the world's leading maritime trade fair. gmec is the first event that brings together executives and decision-makers from all key maritime sectors. Representatives from ship operators, shipyards, ports, classification societies and industrial organisations, as well as environmental and non-governmental organisations and other regulatory bodies will all be participating.

The following pages will provide you with an overview of the gmec 2010 agenda and the experts participating from around the world. They will be presenting maritime industry solutions and achievements in sustainable shipping and environmental protection.

Don't miss this important maritime environmental event!  
Come join us at gmec 2010.

We look forward to welcoming you in Hamburg.



A handwritten signature in blue ink that reads "Bernd Aufderheide".

**Bernd Aufderheide**  
President & CEO  
Hamburg Messe und Congress



A handwritten signature in blue ink that reads "J. Deerberg".

**Jochen Deerberg**  
Organisers Office / Congress Program

## gmec 2010 – target

The maritime industry long ago realised that the Earth was facing a continuous onslaught of environmental damage. As a consequence, over the past 30 years, it has addressed these negative impacts by applying the best available technology and sustainable solutions to minimise the environmental footprint.

gmec 2010 seeks to bring together a wide range of stakeholders from all maritime segments. It aims to promote an understanding of what has been achieved by pioneering companies and organisations so far. Furthermore, it will attempt to accurately identify the status quo and show ways of moving forward in the quest for global environmental protection.

**WHEN IT COMES TO ENVIRONMENTAL STEWARDSHIP AND SUSTAINABLE OPERATIONS – THE MARITIME INDUSTRY IS PART OF THE SOLUTION, NOT PART OF THE PROBLEM.**

### THE MARITIME INDUSTRY KNOWS

## The global environmental and regulatory clock is ticking

Every year, 50 million tons of waste (solid waste, food waste, oil sludge and black water) is produced by the 50,000 merchant ships and 250 cruise ships that comprise the global maritime fleet. These waste streams are professionally processed on board through the use of state-of-the-art treatment technologies – often to levels that far exceed international regulations and comparable land-based standards (e.g. advanced waste water treatment technology).

### gmec 2012 PREVIEW

gmec in 2012 and subsequent years will bring together maritime operators, technology suppliers and other stakeholders to study new approaches and solutions to key environmental challenges facing our industry. In particular, it will address the issues of air emissions (CO<sub>2</sub>, SO<sub>x</sub>, NO<sub>x</sub> and particulate matter), wastewater disposal around the globe – especially in unique areas such as Alaska, the Baltic and the Mediterranean. The congress aims to enhance the shipping industry's position as a strong and positive leader in global environmental protection.



save the date  
**7 – 8 sept**  
**2010**

# gmec 2010 – agenda

## gmec & SMM OPENING

Monday – 6 September 2010



**Bernd Auferheide**  
President & CEO  
Hamburg Messe und Congress



**Ole von Beust**  
First Mayor of the  
Free and Hanseatic City of Hamburg



gmec & SMM Patron  
**Dr Angela Merkel**  
Federal Chancellor  
Federal Republic of Germany



**Hans-Joachim Otto**  
Parliamentary State Secretary  
in the German Federal Ministry of  
Economics and Technology and  
Federal Government Co-ordinator for the  
Maritime Industry



gmec & SMM opening address  
**Efthimios Mitropoulos**  
Secretary-General  
International Maritime Organisation

# Day one\*

Tuesday – 7 September 2010

08:00 – 09:15

**REGISTRATION & COFFEE**

09:30 – 10:45

**WELCOME**



- 1 Bernd Aufderheide**  
President & CEO  
Hamburg Messe und Congress  
Hamburg, Germany



- 2 gmec 2010 / 2012**  
**Jochen Deerberg**  
gmec 2010 Organiser  
Oldenburg, Germany



- 3 Micky Arison**  
Chairman & CEO  
Carnival Corporation  
Miami, USA



- 4 Dr Corrado Antonini**  
Chairman  
Fincantieri  
Rome, Italy



- 5 Spyros Polemis**  
Chairman  
International Chamber of Shipping,  
Chairman & Managing Director  
Seacrest Shipping Company  
London, UK



- 6 Day Chairman**  
**Bernard Meyer**  
Managing Partner  
Meyer Werft  
Papenburg, Germany



- 7 gmec 2010 Opening Keynote Address**  
**Professor Dr Peter Sloterdijk**  
German philosopher and professor  
of philosophy and media theory  
Karlsruhe, Germany

10:45 – 12:00

## PANEL 1

### WHY SHIPPING?

What is the importance of the shipping industry to the world economy – in the past, present and future?



#### 8 Panel Chairman & Keynote Address

**David Dingle CBE**

CEO

Carnival UK

Southampton, UK

#### **International shipping – Lifeblood of world trade**

Video from the International Chamber of Shipping



#### 9 **How shipping has changed the world and the social impact of shipping**

**Professor Dr Martin Stopford**

Managing Director

Clarksons Research Studies

London, UK

#### 10 **Shipping, logistics and the environment**



#### 11 **Sustainable shipbuilding**

**Martin Landtman**

President

STX Finland

Helsinki, Finland

### PANEL DISCUSSION / TELEVOTING

12:00 – 13:45

### BUFFET LUNCH & NETWORKING BREAK

# Day one\*

Tuesday – 7 September 2010

13:45 – 15:15

## PANEL 2

### LEGISLATION & THE REGULATORY ENVIRONMENT

What is the current regulatory environment facing the maritime industry? What is on the horizon?



**12 Panel Chairman & Keynote Address**

**Dr Hermann J. Klein**

Chairman Executive Board  
Germanischer Lloyd,  
Vice Chairman, IACS,  
President, German Society for Marine Technology  
Hamburg, Germany



**13 Emission regulation and MARPOL limits**

**Andreas I. Chrysostomou**

Chairman  
Marine Environment Protection Committee (MEPC)  
Limassol, Cyprus



**14 On the high seas – moving from plundering to protection**

**Dr Simon Walmsley**

Marine Manager  
WWF International  
Shipping & Maritime Governance  
Surrey, UK



**15 Environmental impact measurement**

**Monika Breuch-Moritz**

President  
Federal German Maritime and Hydrographic Agency  
Hamburg, Germany



**16 Achieved improvements and emission reduction**

**Dr Peter Swift**

Managing Director  
Intertanko  
London, UK

### PANEL DISCUSSION / TELEVOTING

15:15 – 16:00

## COFFEE BREAK

16:00 – 17:45

### PANEL 3

#### ENVIRONMENTALLY SUSTAINABLE SHIPPING – OPPORTUNITIES FROM TECHNOLOGICAL INNOVATION

What are the major environmental challenges facing the industry?  
What are the current technical solutions?



**17** Panel Chairman & Keynote Address

**Spyros M. Polemis**

Chairman

International Chamber of Shipping

London, UK

#### MANAGING ENVIRONMENTAL PROTECTION



**18** Views from an environmentalist

**Clay Maitland**

Founding Chairman

NAMEPA

New York City, USA



**19** An industry overview

**Tor Svensen**

COO

DNV

Oslo, Norway



**20.1** A perspective from the merchant shipping industry

**Masahiro Samitsu**

Corporate Officer & General Manager

Environment Group

NYK Line

Tokyo, Japan



**20.2** A perspective from the cruise industry

**Jamie Sweeting**

VP Environmental Stewardship

Royal Caribbean International

Miami, USA

#### PANEL DISCUSSION / TELEVOTING

17:45 – 18:00

**21** Summary of day one by rapporteur



**John Richardson**

Special Adviser Maritime Affairs

FIPRA

Brussels, Belgium

19:00

#### GALA BUFFET / NETWORKING PARTY

# Day two\*

Wednesday – 8 September 2010

08:00 – 09:00 REGISTRATION & COFFEE

09:00 – 09:30 WELCOME



**22** Day Chairman  
**Ugo Salerno**  
CEO  
RINA – Registro Italiano Navale  
Genoa, Italy

**23** Keynote Address

09:30 – 11:00

**ENVIRONMENTALLY SUSTAINABLE SHIPPING –  
BEST PRACTICE EXAMPLES**



**24** Moderator  
**Michael Crye**  
EVP  
Cruise Lines International Association  
Washington, USA



**25** **The green ship technology book**  
**Ernst-Christoph Krackhardt**  
Chairman EMEC – European Marine Equipment Council  
WG climate change and environmental issues  
Hamburg, Germany



**26** **Environmental issues and solutions for navy vessels**  
**26.1** **Rear Admiral Werner Lüders**  
German Navy  
Rostock, Germany



**26.2** **Captain Gianmaria Gambacorta**  
Director – Defence & E.U. Affairs  
Fincantieri  
Genoa, Italy

**27 Environmental issues and solutions for offshore vessels and platforms**

**28 Environmental issues and solutions for superyachts**



**28.1 Andrea Zito**  
CEO  
V.Ships Leisure  
Monaco, Monaco



**28.2 Dr Klaus Borgschulte**  
Managing Director  
Fr. Lürssen Werft  
Bremen, Germany



**28.3 Paolo Moretti**  
Business Manager Yachting  
RINA – Registro Italiano Navale  
Genoa, Italy

**PANEL DISCUSSION / TELEVOTING**



# Day two\*

Wednesday – 8 September 2010

11:00 – 12:30

## PANEL 4

### WHERE THE SEA MEETS THE LAND – SHIP/PORT INTERFACE

What are the environmental challenges to ports and local/regional areas?  
How can industry and ports cooperate to meet these challenges?



- 29** Panel Chairman & Keynote Address  
**The “Motorways of the Seas” concept**  
**Emanuele Grimaldi**  
CEO  
Grimaldi Group  
Napoli, Italy



- 30** **Issues and challenges**  
**Alfons Guinier**  
Secretary General  
ECSA – European Community Shipowners’ Associations  
Brussels, Belgium



- 31** **Air emissions**  
**Dr Matthias Ruete**  
Director General  
for Mobility & Transport  
European Commission  
Brussels, Belgium



- 32** **Port facilities**  
**Eddy Bruyninckx**  
Managing Director  
Antwerp Port Authority  
Antwerp, Belgium

## PANEL DISCUSSION / TELEVOTING

12:30 – 14:30

## LUNCH & NETWORKING BREAK

14:30 – 16:15

## PANEL 5

### SHIP DESIGN FOR THE FUTURE – DESIGN & HUMAN INTERFACE

What is being done and what can be done to improve shipping's environmental footprint?



#### 33 Panel Chairman & Keynote Address

**Tom Boardley**

Marine Director  
Lloyd's Register of Shipping  
London, UK



#### 34 Efficiency

**Bo Cerup-Simonsen, PhD**

VP Maersk Maritime Technology  
A.P. Møller-Maersk  
Copenhagen, Denmark



#### 35 Human factors

**Bob Bishop**

CEO  
V.Ships Ship Management  
Glasgow, UK

#### 36 The ship of the future

**A visionary concept of the ship of the future**



#### 36.1 Drivers of evolution

**Professor Dr (h.c.) Kai Levander**

SeaKey Naval Architecture  
Turku, Finland

#### 36.2 The merchant ship of the future

**Naoki Ueda**

Manager Development & Initial Design Section  
Mitsubishi Heavy Industries, LTD.  
Tokyo, Japan



#### 36.3 The potential for nuclear propulsion at sea

**Vince Jenkins**

Global Marine Risk Advisor  
Lloyd's Register of Shipping  
London, UK

## PANEL DISCUSSION / TELEVOTING

16:15 – 17:00

## COFFEE BREAK

# Day two\*

Wednesday – 8 September 2010

17:00 – 18:00



- 37 gmec summary by rapporteur**  
**John Richardson**  
Special Adviser Maritime Affairs  
FIPRA  
Brussels, Belgium



- 38 Why shipping?**  
**Dr Reinhard Lücken**  
Secretary-General  
CESA – Community of European Shipyard's Associations  
Brussels, Belgium



© Rebecca Hale

## 39 Closing Remarks – Protect our oceans

**Dr Sylvia A. Earle**  
Explorer-in-Residence  
National Geographic Society  
San Francisco, California, USA



18:00

PRESS CONFERENCE

## gmec 2012 PREVIEW

gmec in 2012 and subsequent years will bring together maritime operators, technology suppliers and other stakeholders to study new approaches and solutions to key environmental challenges facing our industry. In particular, it will address the issues of air emissions (CO<sub>2</sub>, SO<sub>x</sub>, NO<sub>x</sub> and particulate matter), wastewater disposal around the globe – especially in unique areas such as Alaska, the Baltic and the Mediterranean. The congress aims to enhance the shipping industry's position as a strong and positive leader in global environmental protection.



# All you need to know

## REGISTRATION AND PRICES

Register at: [www.gmec-hamburg.com](http://www.gmec-hamburg.com)  
Early bird discount available until 30 June 2010.

Standard	€ 1,795 (excl. VAT)
Early bird	€ 1,495 (excl. VAT)
SMM exhibitor	€ 1,395 (excl. VAT)
NGOs / Universities	Prices available on request

## All prices include:

- gmec participation
- Gala buffet/networking party
- Coffee and snacks
- Lunch
- SMM season ticket

## gmec 2010 SCHEDULE

Tuesday 7 September 09:30 – 18:30

Wednesday 8 September 09:30 – 18:00

## GALA BUFFET / NETWORKING PARTY

Tuesday 7 September 19:00 – open end

## LOCATION

gmec will be held at

**CCH – Congress Center Hamburg**

Am Dammtor / Marseiller Straße

20355 Hamburg • Germany

## HOTEL AND TRAVEL SERVICES

**FIRST REISEBÜRO Rauther GmbH**

[hamburg-messe@rauther.de](mailto:hamburg-messe@rauther.de)

Phone: +49 40 72 41 61 - 51

Fax: +49 40 72 41 61 - 69



# At the helm

Members of the gmeC committee

gmeC | Patron



**Dr Angela Merkel**  
Federal Chancellor  
Federal Republic of Germany

gmeC | Opener



**Efthimios Mitropoulos**  
Secretary-General  
International Maritime  
Organisation

gmeC | Chairmen



**Dr Corrado Antonini**  
Chairman  
Fincantieri



**Micky Arison**  
Chairman & CEO  
Carnival Corporation



**Spyros Polemis**  
Chairman  
International Chamber  
of Shipping

gmeC | Executive Board



**Tom Boardley**  
Marine Director  
Lloyd's Register of Shipping



**Lars Clasen**  
Managing Director  
A-ROSA Flussschiff



**David Dingle CBE**  
CEO  
Carnival UK



**Pier Luigi Foschi**  
Chairman & CEO  
Costa Crociere



**Emanuele Grimaldi**  
CEO  
Grimaldi Group



**Dr Hermann J. Klein**  
Chairman Executive Board  
Germanischer Lloyd



**Martin Landtman**  
President  
STX Finland



**Werner Lünen**  
Managing Director (Chair.)  
Lloyd Werft



**Roberto Martinoli**  
President & COO  
Norwegian Cruise Line



**Bernard Meyer**  
Managing Partner  
Meyer Werft



**Ugo Salerno**  
CEO  
RINA



**Richard J. Vogel**  
Managing Director  
TUI Cruises

## gmec | Organisers



**Bernd Aufderheide**  
President & CEO  
*Hamburg Messe und Congress*



**Jochen Deerberg**  
*Organisers Office / Congress Program*

## gmec | Steering Committee



**Nicholas Brown**  
Marine Communications Manager  
*Lloyd's Register*



**Maurizio Cergol**  
Cruise Vessel Chief Designer  
*Fincantieri*



**Chris Hayman**  
Managing Director  
*Seatrade*



**James M. Hunn P. E.**  
VP Corporate  
Environmental Compliance  
*Carnival Corporation*



**Ralf Hübner**  
VP/GM  
*Hobart*



**Professor Wolfram Lausch**  
Consultant



**Tony Mason**  
Secretary General  
*International Chamber of Shipping*



**Captain Minas Myrtidis**  
VP Fleet Regulatory Compliance  
*Norwegian Cruise Line*



**Jamie Sweeting**  
VP Environmental Stewardship  
*Royal Caribbean International*



**Pascal Thirion**  
VP Trade Fairs & Exhibitions  
*Hamburg Messe und Congress*



**Richard Vie**  
VP Newbuilding & Technical Development  
*Carnival Corporation*



**Thomas Weigend**  
Director  
Head Sales & Design  
*Meyer Werft*



**Andrea Zito**  
CEO  
*V.Ships Leisure*

# Mission statements

## gmec | Organisers



"As the host of the world's leading maritime trade fair and the organiser of important maritime congresses the protection of the maritime environment is of outstanding importance to us."

**Bernd Aufderheide**  
President & CEO  
*Hamburg Messe und Congress*



"The oceans are our global commons. Our target is to show what owners, yards and suppliers such as Deerberg have achieved regarding environmental protection in the past 30 years and what can be done in the next 10 years."

**Jochen Deerberg**  
*Organisers Office /  
Congress Program*

## gmec | Chairmen



"The green approach shapes our business from basic design to production process throughout the lifecycle of the ship. The goal? Energy saving performances and zero emissions."

**Dr Corrado Antonini**  
Chairman  
*Fincantieri*



"We are committed to protecting the environment, particularly the marine environment in which our vessels sail and the communities in which we operate, minimising adverse environmental consequences, using resources efficiently, and meeting or exceeding all environmental legal requirements."

**Micky Arison**  
Chairman & CEO  
*Carnival Corporation*



"The International Chamber of Shipping, which represents shipowners globally, is committed to the continuous improvement of environmental performance and the ultimate goal of zero pollution."

**Spyros Polemis**  
Chairman  
*International Chamber  
of Shipping*

## gmec | Executive Board



"At Lloyd's Register our mission is to enhance the safety of life and help shipping clients in their efforts to be sustainable, believing that you cannot perform to your potential unless you are operating both safely and sustainably."

**Tom Boardley**  
Marine Director  
*Lloyd's Register of Shipping*



"Our waters are an important source of life on our planet and the basis of our industry. We are committed to innovation and efficiency which are key to protect our environment and to deliver an outstanding vacation experience and are prerequisites for a sustainable future of our business."

**Lars Clasen**  
Managing Director  
*A-ROSA Flussschiff*

## gmec | Executive Board



**David Dingle CBE**  
CEO  
*Carnival UK*

"Having massively improved its performance in recent years, the shipping industry looks forward to being a major contributor to environmental solutions in the future."



**Emanuele Grimaldi**  
CEO  
*Grimaldi Group*

"Corporate responsibility and sustainable transport are the challenges of the new century. During last century research, innovation and progress were mainly inspired by war industry. Hopefully, nowadays environment care will be the driver of development and welfare."



**Martin Landtman**  
President  
*STX Finland*

"The oceans are the environment of our business. It is our joint responsibility to strive for truly sustainable solutions and to protect our marine ecosystems."



**Roberto Martinoli**  
President & COO  
*Norwegian Cruise Line*

"We are committed to operate in an environmentally friendly manner, and to continuously improve the quality of our practices. Our environmental practices adhere to and often exceed applicable laws, rules, and regulations. We endeavor to participate in and support the development of technology, systems – and sustainable solutions that improve and promote the protection of the environment."



**Ugo Salerno**  
CEO  
*RINA*

"Sustainability is one of RINA core values – for ourselves, for what we do, and for the society around us. All our efforts, investments and commitment are strategically focused on the development of innovative services dedicated to the environment. Our mission is to support community and industry to build a balanced and sustainable growth."



**Pier Luigi Foschi**  
Chairman & CEO  
*Costa Crociere*

"Our Cruise Industry is committed to meet or exceed the most stringent worldwide environmental regulation in order to provide exceptional holiday experience to our guests in the most sustainable way."



**Dr Hermann J. Klein**  
Chairman Executive Board  
*Germanischer Lloyd*

"Our ship classification services have the primary goal of protecting life, property and the environment. We contribute to efficient ship design, good construction and efficient operation – and thus to its economic success."



**Werner Lüken**  
Managing Director (Chair.)  
*Lloyd Werft*

"A healthy environment and a sparing use of all natural resources are the basic requirements for a stable economic and social development on our planet."



**Bernard Meyer**  
Managing Partner  
*Meyer Werft*

"The protection of the environment is very important for us. Meyer Werft is building innovative and greenships for the 21st century."



**Richard J. Vogel**  
Managing Director  
*TUI Cruises*

"As a new, contemporary and responsible cruise line company, the protection of the oceans and the environment is one key item in our operation. Our guests are calling for large scale actions on this. The importance of all environmental tasks will increase. And this is the right way."

global maritime  
**gmec**  
environmental congress 2010

**Hamburg Messe und Congress GmbH**

gmec project team  
Messeplatz 1  
20357 Hamburg • Germany  
Phone: + 49 40 3569-2083  
Fax: + 49 40 3569-2089  
gmec@gmec-hamburg.com  
www.gmec-hamburg.com