

Invitation to Participate: Canada Trade Mission to SMM Hamburg 2026

Hamburg, Germany | September 1–4, 2026

Showcasing Canadian Ocean Tech on the Global Stage

OTCNS, in partnership with the Atlantic Canada Opportunities Agency (ACOA), Atlantic partners and ABCMI, invites export-ready Canadian ocean technology companies to join an exclusive trade mission to SMM Hamburg 2026.

As the world's leading maritime trade fair, SMM is the epicenter for ocean technology across multiple sectors. This mission is designed to position Canadian innovation at the forefront of the global maritime transition.

Mission Highlights

- **The Canada Technology Pavilion – Prime Global Visibility:** Showcase your technology within a high-traffic, professionally designed pavilion. Located in the SMM Marine Technology Hall B6, this location ensures your brand is associated with Canada's reputation for rugged, high-spec ocean engineering.
- **Exclusive Maritime Defence Roundtable:** Gain rare access to high-level discussions featuring German Naval representation – a critical opportunity for companies in the dual-use and security sectors.
- **The Canada Networking Reception:** Host your key prospects at our signature event. This is a targeted forum designed to bridge the gap between Canadian innovators and international buyers.

Participant Benefits

Our shared booth model is engineered for the modern exhibitor—providing a prestigious home base while allowing you the freedom to "work the show".

Your Registration Includes:

- **Strategic Branding:** High-visibility company logo display within the Canada Technology Pavilion.
- **Official Entry:** One full show pass and a formal listing in the SMM Online Exhibitor Portal.
- **Business Infrastructure:** Access to shared private meeting tables, dedicated Wi-Fi, and hospitality amenities (coffee/refreshments) for hosting clients.
- **On-Site Support:** A dedicated concierge team to manage the booth and handle inquiries while you attend B2B meetings

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Target Sectors for 2026

SMM 2026 is driving the Maritime Transition. This is an excellent opportunity for ocean technology companies working in the following areas: sensors, robotics, harsh environments, digital twins, autonomous systems, cyber security, ports and shipping, decarbonization & green propulsion (hydrogen, battery, hybrid) and maritime security & defence.

Registration & Selection Process

- **Registration Fee:** \$1,500 Note: Participants are responsible for their own travel, accommodation, and meals while in market.
- Space within the Canada Technology Pavilion is strictly limited and in high demand.
- **Register:** Complete the online form [here](#).
- **Screening:** The organizing committee will review applications for export readiness and suitability for the SMM audience.
- **Confirmation:** Participation is confirmed only upon successful screening and receipt of full payment.

Registration Deadline: June 12, 2026

Apply Now to Secure Your Spot!

Don't miss the chance to represent Canada on the global stage.



This project is being supported by the Atlantic Trade and Investment Growth Strategy, a partnership between the Government of Canada and the four Atlantic provincial governments. The Atlantic Trade and Investment Growth Strategy is a collaborative, pan-Atlantic approach which aims to help Atlantic businesses begin exporting, increase their export sales, expand to new markets, and create global partnerships. The strategy was developed jointly by the provincial governments of Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland & Labrador, and the Government of Canada.