



Executive Summary: SMAGIC'25 – 30 September to 2 October 2025, Copenhagen

Summary: **SMAGIC'25 – Implementation in Action: Shaping Maritime's Future**

From 30 September to 2 October 2025, Copenhagen hosted the third edition of the Smart Maritime Annual Global Innovation Congress, SMAGIC'25, bringing together more than 250 maritime leaders, regulators, innovators, academics, students and start-ups from Denmark and around the world.

Building on the foundations laid at SMAGIC'24, this year's congress focused strongly on real-world implementation of smart, green, and secure maritime solutions, whilst promoting future talent and maritime careers. The programme aligned closely with Denmark's priorities during its **EU Council Presidency**, while also reflecting the rapidly changing global context in which the maritime sector now operates. In the words of the Conference Chair, the event took place against “a world more volatile than ever before”, underlining the critical role of maritime resilience, safety and international cooperation.

SMAGIC'25 deepened collaboration across the Danish maritime cluster, elevated Denmark's international leadership on digitalisation and decarbonisation, and introduced several new elements – including the **Implementation Labs** (workshops), the **Danish Maritime Discovery Day** (site-visits hosted by leading Danish maritime bodies), and the **Future Horizons** - a Maritime Talent Forum all designed to translate innovation into practice and strengthen the sector's long-term capacity.

1. Conference Overview

Title: Smart Maritime Annual Global Innovation Congress (SMAGIC'25)

Dates: 30 September – 2 October 2025

Location: Copenhagen, Denmark (DGI Byen, Copenhagen City Hall, CBS PorcelænsHAVEN, and multiple Danish maritime institutions)

Theme: Implementation in Action: Shaping the Maritime Future

Participants: Over 250 delegates from across the global maritime ecosystem, including shipowners, ports, technology providers, maritime authorities, universities, regulators, investors, and start-ups.

2. Key Objectives

The 2025 congress successfully delivered on its objective to:

Move from theory to implementation

SMAGIC'25 provided practical, hands-on environments for tackling the maritime sector's most pressing innovation needs - from emissions reporting and AI integration to data standards and operational optimisation.

Showcase Denmark's maritime leadership

Delegates experienced first-hand why Denmark remains a frontrunner in sustainability, green fuels, smart shipping, and maritime education, with strong contributions from Danish institutions at every stage.

Support Denmark's EU Council Presidency

Discussion throughout the congress aligned with EU maritime priorities - including decarbonisation, maritime safety, cyber-security, digital infrastructure, and emerging regulation.

Strengthen talent development

The congress created new bridges between universities, students, and industry decision-makers, helping secure the next generation of maritime talent.

Elevate Danish innovation globally

Start-ups, scale-ups, and R&D centres had a dedicated platform to connect with both Danish and international partners, investors, and adopters.

3. Programme Highlights

Day 1 – SMAGIC Implementation Labs

(30 September – DGI Byen)

The opening day centred on highly interactive, small-group workshops hosted by GSTS, Inmarsat Maritime, Lloyd's Register, ZEDEDA, and ABS Wavesight. These sessions enabled deep dives into:

- AI-driven optimisation
- Crew wellbeing and future workforce needs
- Edge computing and digital operations
- Value definition in digital transformation
- Emissions exposure, voyage performance and safety

These sessions highlighted that many maritime companies are piloting AI, but very few are scaling - a gap driven by governance, skills, and change management, as stressed by Inmarsat's speaker. They emphasised that digitalisation is ultimately "a human performance endeavour".

Evening: The official **Welcome Reception** at Copenhagen City Hall celebrated Denmark's maritime heritage and set the tone for the congress with civic hospitality and networking. Delegates were also treated to the iconic pancakes.

Day 2 – The SMAGIC Forum (Plenary Conference)

(1 October – DGI Byen)

The main conference day brought together senior policymakers, CEOs, classification societies, global shipping companies, and technology innovators. Sessions explored Denmark's leadership in the maritime sector and the sector's transformation agendas across:

- EU and IMO maritime policy
- Clean fuels and green transition pathways
- Digitalisation and artificial intelligence
- Cybersecurity and operational resilience
- Inclusive leadership and the maritime workforce of the future

Panels featured senior leaders from Danish Maritime Authority, Danish Shipping, Danish Maritime, global corporates, and technology innovators.

A key moment was the Maritime Leaders' panel, who called the upcoming net zero framework "non-negotiable" for the sector's digital future - stating that "if we don't get it done now, we'll never get it done".

Leadership and culture were strongly represented. Maersk's contribution highlighted courage, curiosity, and empathy as essential capabilities and a female Captain shared powerful reflections on representation, the sea-to-shore transition, and the importance of women holding roles of real influence.

Participants also noted that crew welfare's true value cannot be measured purely in financial terms, and that eliminating 'blame culture' is essential to attracting the next generation.

Multi-partner roundtables facilitated actionable dialogue among delegates, and keynote speakers provided strategic direction for the industry's innovation efforts.

The closing summary framed maritime innovation as both an opportunity and an obligation - to safeguard planetary health and prosperity.

Evening: *Night SMAGIC* once again proved a highlight — a multi-venue social networking format across Copenhagen's Meatpacking district, strengthening connections in a relaxed setting.

Day 3 – Danish Maritime Discovery Day

(2 October – across multiple Danish maritime locations)

Morning Site Visits

Delegates visited leading organisations including:

- Danish Shipping – Future of Maritime Education
- Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping – Decarbonisation pathways
- Danish Maritime & ZeroNorth – AI and digitalisation in practice

These visits showcased Denmark's world-leading work in sustainability, green corridors, maritime safety, and next-generation maritime technology.

Afternoon: Future Horizons - Maritime Talent Forum (CBS)

A major new initiative for 2025, this forum brought together students, early-career professionals, and maritime organisations for:

- An opening industry insight session
- A career progression panel
- Structured CV clinics hosted by Danish experts

The programme strengthened the talent pipeline and increased awareness of career opportunities across the Danish and global maritime sectors.

4. Key Partners

SMAGIC'25 was delivered in strong collaboration with leading Danish and international partners, including:

Danish partners:

BIMCO, Danish Maritime, Danish Shipping, Danish Maritime Authority, ShippingLab, WISTA Denmark,

Title sponsors:

ABS Wavesight, CETO, GSTS, GTMaritime, Inmarsat Maritime, Intelsat, Lloyd's Register, Oceanly, OrbitMI, ZEDED.

Academic partners:

CBS (Copenhagen Business School), MRA (Maritime Research Alliance), Aarhus Maritime Gateway, MARIKO.

Stakeholder participation ensured broad representation across shipping, technology, ports, academia, regulators, and start-ups.

5. Outcomes and Impact

SMAGIC'25 generated clear and measurable benefits for Denmark's maritime ecosystem and for the international community:

Industry outcomes

- New partnerships and joint initiatives emerged from workshops and roundtables.
- Implementation roadmaps for decarbonisation, digitalisation, AI, and data standards were drafted by participants.
- Danish digital and green innovation gained heightened international visibility.
- Follow-up collaboration is already underway across SMN's global events and networks.

Talent outcomes

- Career pathways clarified for students and early-career professionals.
- Strong engagement with Danish universities and training institutions.

Strategic outcomes

- Denmark's maritime priorities were successfully amplified during its EU Presidency year.
- The congress reinforced Denmark as a global hub for maritime innovation, collaboration, and policy influence.
- Engagement with Danish organisations remained high across all three days, including at the civic and educational venues.
- Maritime leadership framed not only as technological, but as social, ethical, and organisational.

Measurement indicators

- Attendance across all sessions exceeded expectations (250+ delegates).
 - High engagement across social media (#SMAGIC).
 - Positive post-event feedback on relevance, practicality, and networking value.
 - Case studies and collaboration follow-ups continue into 2026 with planning and development already underway for **SMAGIC'26 in Copenhagen** – the fourth iteration of the Smart Maritime Annual Global Innovation Congress, to take place w/c 28 September 2026.
-

6. Conclusion

SMAGIC'25 successfully advanced Denmark's maritime innovation agenda, supported national and EU priorities, and reinforced the global reputation of the Danish maritime cluster.

The congress delivered practical, actionable outcomes, deepened international and cross-sector cooperation, and provided significant value to Danish companies, institutions, and future maritime professionals.

With its expanded scope and strong participation, SMAGIC'25 further established Copenhagen as a leading global centre for maritime innovation and sustainability.

Ultimately SMAGIC'25 set a clear direction for the industry as it enters what several speakers described as "the biggest shift since the diesel engine."
