

PRESS RELEASE

Salzburg, Austria, on June 28, 2021

PALFINGER World Tour 2021: Maritime Digitalization and Smart Systems

Between June 16 and 18, the interactive online event PALFINGER World Tour 2021 connected guests from all over the world. The first day for the Marine Edition counted 1,800 views from over 60 countries. The focus was on solutions for the maritime industry's current and future challenges.



It was a great success. The three-day PALFINGER World Tour 2021 met with great interest from a total of 8,700 livestream views and more than 11,100 registrations. Day one of the digital conference with 1,800 views from over 60 countries reflected the complexity of the marine sector. The industry's latest market developments, innovations and challenges were presented and discussed. Visitors were able to become virtually immersed in the world of the maritime industry for an entire day.

Smart and Sustainable into the Future

Autonomous, networked, and emission-free – these are the terms that characterize the future of the industry and set the course for the Marine Edition of the PALFINGER World Tour 2021. “PALFINGER strives, among other things, to improve the sustainability balance of the maritime industry. For example, we are working on innovative and future-safe solutions to integrate new and existing products into ships with alternative propulsion systems – both hybrid and fully electric,” explains Gunther Fleck, Vice President Sales & Service Region Marine at PALFINGER.

Technical Program with a Wide Range of Topics

A huge variety of subjects were covered during the PALFINGER World Tour 2021 – Marine Edition. Panel talks and discussions with experts offered a detailed insight into PALFINGER's innovative portfolio, including smart davits, all-electric jib cranes, as well as the specially developed, unique slipway and stern entry systems. Solutions for governmental organizations and the steadily growing aquaculture industry were also presented. During interactive roundtable talks, PALFINGER specialists shared their expert knowledge on topics that keep the marine industry moving – among them their assessment regarding the future of the cruise ship industry. A breathtaking keynote was given by the Austrian free-diving world record holder and 'Deepest Man on Earth', Herbert Nitsch. Like no other athlete, he lives according to the PALFINGER principle "Challenge Accepted" and took the participants on incredible dives.

Global Service Competence

The audience was also given a glimpse behind the scenes into the world of PALFINGER's marine business. Experts guided visitors on virtual tours through the company's main service hubs. "Thanks to the global reach of PALFINGER, we are close to our customers wherever they are and whenever they need us. It's crucial that support is available at all times, particularly in the shipping industry. Our global partner network of experienced and qualified specialists delivers support to enable more flexibility and efficiency," says Gunther Fleck.

Interaction and Enthusiasm in the Livestream

The online event brought together experts, customers, partners and dealers from over 60 countries and offered them the perfect setting for an interactive exchange. Participants were able to put questions directly to the PALFINGER experts, join in the live discussion, and contribute their opinions. "The PALFINGER World Tour is our answer to the restrictions that are still in place. It offers us additional attractive opportunities for direct and immediate communication with our customers and partners worldwide. We will continue to use this format for specific target groups in the future," explains PALFINGER CEO Andreas Klauser.

All the presentations are available in full length and on-demand under [this link](#).

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ABOUT PALFINGER'S MARINE SOLUTIONS

The international mechanical engineering company PALFINGER is the world's leading provider of innovative crane and lifting solutions. As a global partner for pioneering and reliable deck equipment and lifesaving appliances, PALFINGER's marine business supplies high-quality products to fulfill standardized and customized demands. Supported worldwide by a network of experienced and skilled specialists, we provide flexible and efficient service solutions. Our portfolio gives a competitive edge for customers in the maritime and offshore industry.

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