

Helsingin kansainväliset  
venemessut

**VE NE**  **BÅ T**

**12.–21.2.2027**

Helsingin Messukeskus

Pohjois-Euroopan suurin  
veneilytapahtuma



**MESSUKESKUS**  
The real social media

## **The event already attracts a significant number of professional visitors**

(2026 total visitor count: 54,554)

- 1,700 exhibitors
- 3,500 seminar participants, of whom 450 are related to the maritime sector

## **The halls already feature a wide range of B2B solutions, including:**

- Workboats
- Marine engines and gearboxes
- Boat yards and repair facilities
- Technology suppliers (equipment and components)
- Safety and rescue solutions
- Authorities and public-sector operators





## NORDIC MARINE EXPO BY VENE 27 BÅT

*A NEW TRADE EVENT FOR THE  
BOATING INDUSTRY HELD IN  
CONJUNCTION WITH THE HELSINKI  
INTERNATIONAL BOAT SHOW.*

18-21 FEBRUARY 2027 HELSINKI EXPO &  
CONVENTION CENTRE

[VENEMESSUT.FI/NORDICMARINEEXPO](https://venemessut.fi/nordicmarineexpo)

---

Further information: Kalle Mäkelä,

tel +358 40 90 30 167

[kalle.makela@messukeskus.com](mailto:kalle.makela@messukeskus.com)

# NORDIC MARINE EXPO

WHY?

---



# A NEW TRADE EVENT FOR THE BOATING INDUSTRY HELD IN CONJUNCTION WITH THE HELSINKI INTERNATIONAL BOAT SHOW.

## **The Need for a B2B Trade Event**

Event responds to the needs of professional maritime operators by creating a dedicated B2B trade fair in Northern Europe. The event enables the presentation of large professional vessels and specialized equipment alongside engaging, industry-focused programming tailored for professionals.

## **A Comprehensive Maritime Cluster Ecosystem**

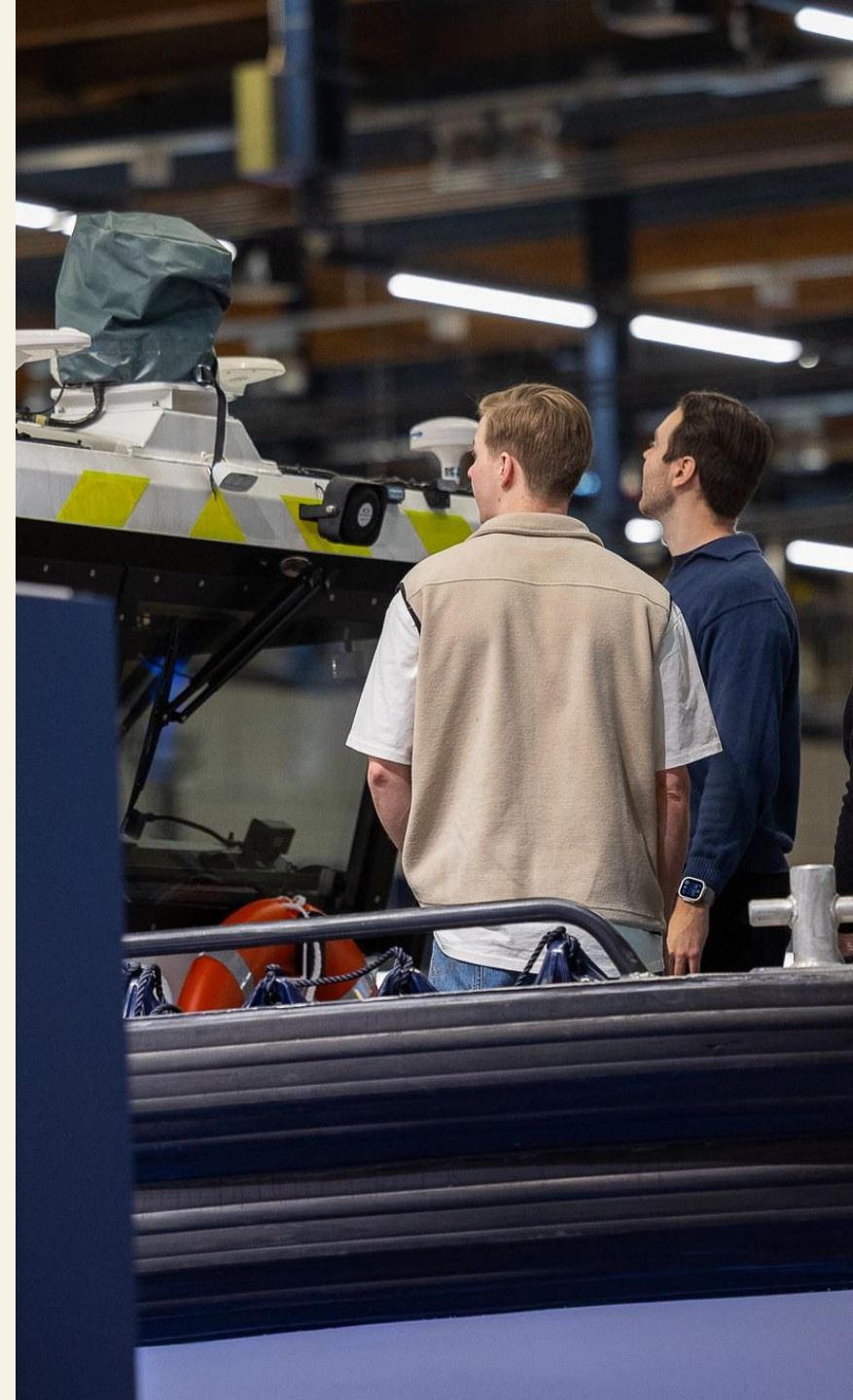
Finland is home to a strong ecosystem of professional boatbuilders and marine technology providers. The industry needs its own event to bring together key stakeholders – boat manufacturers, shipyards, ports, technology suppliers, and authorities.

## **Showcasing Technological Innovations**

The event highlights the latest innovations in navigation, propulsion, rescue, and safety technologies for the maritime sector.

## **Held in conjunction with the Vene Båt Show**

Organised in conjunction with the Helsinki International Boat Show, the event offers a unique opportunity to showcase large professional vessels and specialized equipment. Helsinki has the potential to become the leading professional boating event hub in Northern Europe. The Vene Båt Show already holds this position as a consumer event.



# NORDIC MARINE EXPO

CONSEPT

---



# NORDIC MARINE EXPO2027 – CONCEPT

Thursday, 18 February 2027, will be a dedicated professional day for invited guests. During the weekend, Friday–Sunday, 19–21 February 2027, the event will also be open to the general public. The objective is to create the leading B2B meeting place for professional maritime stakeholders in Northern Europe.

## Target Audience

The event is aimed at professionals in the maritime and boating industries. There is strong visitor potential in Finland alone (estimated at 5,000–7,000 professionals), and the event will also be marketed across the Nordic countries and Baltics.

## Venue and Exhibitors

Hall 5 at the Helsinki Expo and Convention Centre (6,000 m<sup>2</sup>) provides space for large exhibition stands, with the possibility to expand into Hall 4 (4,000 m<sup>2</sup>).

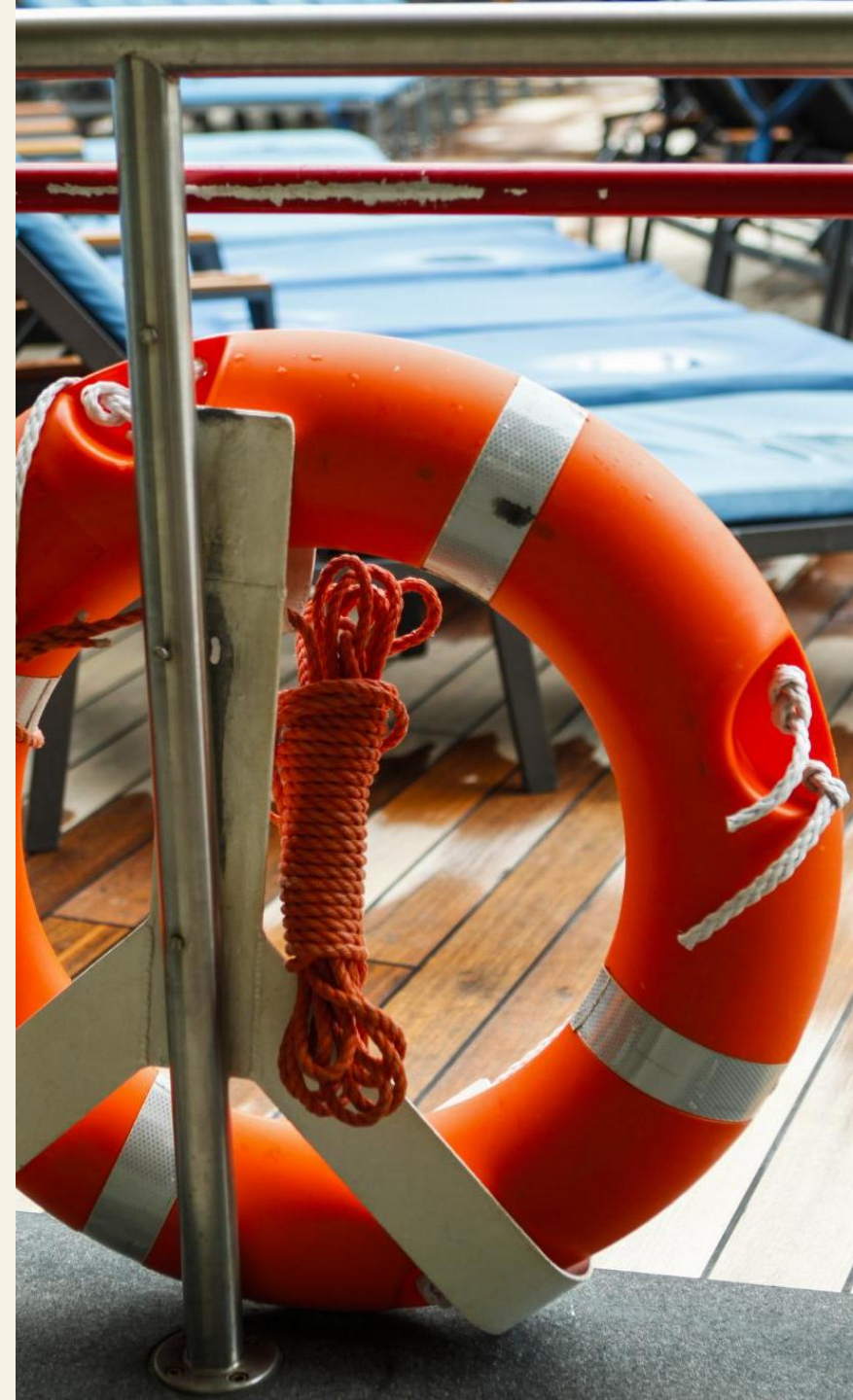
The event will showcase vessels and equipment, shipyard operations, the latest technologies, as well as safety solutions and services.

## A Unique Program

A high-quality program will be organised during the professional day, curated by key industry stakeholders and companies.

## B2B Objectives

The Helsinki International Boat Show already attracts B2B exhibitors. The goal is to at least double the number of exhibitors from the professional maritime sector.



# NORDIC MARINE EXPO

STANDS

---





# NORDIC MARINE EXPO

WHY PARTICIPATE AS AN EXHIBITOR?

---





# NORDIC MARINE EXPO 2027

## **A Targeted B2B Audience**

Event reaches professionals who do not typically attend consumer boat shows and enables efficient networking with purchasing decision-makers and those involved in procurement decisions.

## **Product Demonstration and Sales**

Companies can showcase their new products and solutions in a way that allows professionals to see and experience them firsthand. This is a unique opportunity to launch and present new products and services.

## **Opportunity to Contribute to the Event Program**

The high-quality event program is created by industry stakeholders, and participating companies are also invited to propose program content. This offers an additional opportunity to highlight expertise and thought leadership.

## **Cost-Effective Participation**

The event leverages the shared facilities and services of the Vene Båt Show, making participation both cost-efficient and operationally streamlined.

## **Strengthening Brand Visibility**

Visibility at a dedicated professional event strengthens a company's brand and communicates active involvement in the development of the maritime industry.

# NORDIC MARINE EXPO

PROGRAM

---





activities that  
faster satisfaction  
ease of use.



## NORDIC MARINE EXPO – PROGRAM

### **The Event Runs for Four Days, with One Dedicated Professional Day**

The event lasts four days, with Thursday, 18 February, designated as a professional day held as an invitation-only event. It serves as a meeting place for companies, authorities, and other stakeholders in the maritime industry.

### **Key Program Themes on the Professional Day**

Keynote speeches on the professional day will focus on the future of professional maritime operations and technological innovations. The program is produced by industry stakeholders and exhibitors.

### **Exhibition Days Content**

From Friday to Sunday, 19–21 February, the event is open to professionals and the general public. During these days, there will be no conference sessions; the focus is on exploring the exhibition offerings.

### **B2B Matchmaking**

On the professional day, 18 February, companies can book meetings with potential buyers and partners.

# THANKS!

Kalle Mäkelä

+358 40 90 30 167

[kalle.makela@messukeskus.com](mailto:kalle.makela@messukeskus.com)

