

**SEATRADE CRUISE GLOBAL REVEALS PANELISTS, THEMES FOR  
2021 STATE OF THE GLOBAL INDUSTRY KEYNOTE**

*World's Largest Cruise Industry Event Returns to Miami Beach Convention Center 27-30  
September 2021 Celebrating 35<sup>th</sup> Anniversary*

**MIAMI** (16 September 2021) – Seatrade Cruise Global, the cruise industry's leading annual business-to-business event, announces its highly anticipated 2021 State of the Global Industry Keynote lineup, presented in partnership with Cruise Lines International Association (CLIA).

Celebrating its 35<sup>th</sup> anniversary edition with dynamic dialogue surrounding the future of sustainable tourism, the kickoff event moderated by CNBC's Global Markets Reporter Seema Mody, will host an exclusive round-table discussion joining senior leadership representing the world's three largest cruise lines.

Panelist will include:

- **Kelly Craighead**, President & CEO, Cruise Lines International Association
- **Arnold Donald**, President & CEO, Carnival Corporation & PLC
- **Richard Fain**, Chairman & CEO, Royal Caribbean Group
- **Pierfrancesco Vago**, Executive Chairman, MSC Cruises

"It's incredibly exciting to bring industry leaders together once again for our State of the Global Industry Keynote. We've thoughtfully curated this year's preeminent event to help our community reflect on current challenges and prepare for the journey ahead," says Chiara Giorgi, Global Brand and Event Director for Seatrade Cruise. "With this in mind, we also collaborated with CLIA and the Florida-Caribbean Cruise Association (FCCA) to develop event protocols that align with those in the industry ensuring an optimal attendee experience while protecting the health and safety of our guests, participants and the public."

The State of the Global Industry Keynote will take place from 9:30 a.m. – 11:00 a.m. on Tuesday, 28 September 2021, highlighting a number of current topics impacting the future of cruising such as operation challenges, guest protocols and safety enhancements. Industry heavyweights will also address charting the way forward for environmental innovations, fostering community partnerships and give an update on the 2022-2023 demand and consumer trends.

"After all that we've been through – your participation is a testament to the resilience and the promise of our industry," said Kelly Craighead, President and CEO, Cruise Lines International Association. "The road to recovery will require us to continue to work as one, and I am thrilled to have the opportunity for all of us to come together either in-person, or through the virtual option to address the 'future of cruising' as we gather at Seatrade Cruise Global."

Guided by [Informa AllSecure](#) standards, Seatrade Cruise Global continuously works to promote a hygienic, productive and high-quality organised event experience. Furthering its commitment to safety,



27-30 September 2021 | Expo 28-30 September 2021

Seatrade also convened closely with CLIA, FCCA and major cruise lines to align all policies and guidelines for the event with those of the industry. This includes physical distancing, use of PPE, temperature screening and on-site testing. As part of its enhanced policies, the [Miami Beach Convention Center](#) developed and implemented new plans and received [GBAC STAR Facility Accreditation](#). Protocols will continue to adhere to all city and state regulations, and more details can be found under the [event safety](#) page.

More specific procedures will be provided ahead of the event and [protocols](#) will adhere to all city and state regulations.

### 2021 Registration Now Open

Seatrade Cruise Global returns to Miami Beach Convention Center 27-30 September, offering flexible attendee preferences for its in-person and virtual conference. For pricing options and to register for the event, [CLICK HERE](#).

Press registration information can be found [HERE](#).

To learn more about Seatrade Cruise Global 2021 and for the latest event details and soon to be announced conference programming, visit [seatradcruise.com](#).

---

To learn more about Seatrade Cruise Events visit [seatradcruiseevents.com](#). Follow Seatrade Cruise on social media: @SeatradeCruise on [Twitter](#) and [Instagram](#), and @SeatradeCruiseEvents on [Facebook](#). #STCVirtual #STCTalks #STCGlobal #STCMed #STCEurope #STCAsia #STCAwards #STCME

###

### About Seatrade Cruise

Serving the international cruise community since 1970, Seatrade Cruise is the industry's leading platform for collaborating, innovating and connecting. Comprised of the largest cruise events and trades shows, news channels, virtual programming resources and coveted awards programs, the Seatrade Cruise portfolio reaches more than 20,000 professionals, 4,000 suppliers, 80 cruise line brands and 130 countries.

For more information on Seatrade Cruise Events visit [www.seatradcruiseevents.com](#). For access to the latest news and industry updates visit [www.seatrade-cruise.com](#).

Seatrade Cruise Events are organized by Informa Markets, a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit [www.informamarkets.com](#).