



Picture: MSC Cruises

Feb 23, 2023 12:50 CET

MSC CRUISES TO LAUNCH NEW ENVIRONMENTALLY ADVANCED FLAGSHIP, MSC EURIBIA, IN COPENHAGEN, DENMARK

Geneva, Switzerland, 23 February 2023 – MSC Cruises announced today that the Naming Ceremony for MSC Cruises' newest flagship, *MSC Euribia*, will take place in Copenhagen on 8 June. *The new flagship will become MSC Cruises' second ship to be powered by LNG one of the world's cleanest marine fuels available at scale and will also feature further state-of-the-art environmental*

systems including ‘Baltic Standard’ advanced onboard wastewater treatment, waste management and energy efficiency. *MSC Euribia* symbolises the line’s commitment to protecting the oceans and this is why the port of Copenhagen was selected as the launch location – as not only does the port have a rich maritime heritage but Denmark is a country with a deep respect for the sea and commitment to sustainability.

This highly anticipated new ship will feature a striking fresco painted on her exterior that represents MSC Cruises’ commitment **to protect and preserve the marine environment.** Designed by German graphic artist, Alex Flaemig, the artwork is designed to communicate the importance of protecting this delicate and complex ecosystem. *MSC Euribia* is named after the ancient goddess Eurybia who harnessed the winds, weather and constellations to master the seas, furthering the vision of the ship to master the deployment of state-of-the-art sustainable technologies to protect and preserve the precious marine ecosystem.

Starting her inaugural season in Northern Europe from 10 June, *MSC Euribia* will offer 7-night sailings from **Kiel, Germany** and **Copenhagen, Denmark** to the stunning Norwegian Fjords including **Geiranger, Ålesund, and Flaam.**

Barbara Scheel Agersnap, CEO, Copenhagen Malmö Port commented: *“We look forward to welcoming MSC Euribia in Copenhagen. MSC is a close partner and important customer to us, and we are excited to witness the efforts they put into creating a modern fleet with state-of-the-art technologies to minimize the footprint of tourism and transportation; from waste management and energy efficiency to emission reduction and underwater radiated noise management to help protect marine life. These efforts go hand in hand with our ambition to become one of the most sustainable ports in the world. The arrival of MSC Euribia inspires us to continuously work hard and dedicatedly to secure a green transition.”*

The environmentally advanced *MSC Euribia*

As an LNG powered ship, *MSC Euribia* marks another step forward for MSC Cruises in substantially reducing greenhouse gas emissions. LNG plays a key role in the journey towards climate change mitigation and will reduce CO₂ emissions by up to 25% on *MSC Euribia* compared to standard fuels while also virtually eliminating other air emissions.

As bio and synthetic fuels become available, *MSC Euribia*'s emissions will be further reduced. LNG is key to the development of low carbon solutions for shipping as emerging technologies such as fuel cells can be operated with LNG until zero emissions bio-LNG or green hydrogen become available at scale. MSC Cruises is actively involved in several projects to develop and make these technologies viable in partnership with regulators, academia, shipyards and industry.

MSC Euribia will utilise an advanced wastewater treatment system, as well as an underwater radiated noise management system to minimise the effects of vibrations on marine life. Multiple energy efficiency features help reduce and optimise engine use.

A rich and varied onboard experience

On board, guests can enjoy one-of-a-kind experiences with the ship's array of amenities and thrilling entertainment. A few key highlights include:

- On board, guests will have the opportunity to explore to their hearts' content as they make their way through the beating heart of the ship, the iconic Mediterranean-style Promenade with its breath-taking **LED Dome**, wide array of shops, delicious speciality restaurants and entertainment options to discover
- Guests can choose between **10 elegant dining venues**, as well as the ship's **21 bars and lounges**, to meet the needs of everyone's preferences
- The ship's **954-seat theatre**, offering world-class live entertainment every evening
- **5 impressive pools**, as well as its very own coral-themed **AquaPark**, one of the largest and most elaborate waterparks at sea
- The fleet's onboard **MSC Foundation Centre** will allow children to participate in educational games to learn more about significance of the environment, as well as the option for adults to learn more about MSC Foundation's programmes and causes.

Copenhagen – City of Cool

Copenhagen really is the pearl of Scandinavia and is a must-visit destination with a whole host of unmissable experiences. The award-winning capital is

rich in culture, seamlessly combining history with modernism, is renowned for striking Scandinavian architecture, boasts a world-class gastronomy scene all underpinned with a commitment to sustainability.

To find out more about *MSC Euribia*, please click [here](#).

For more information for media please visit www.msypressarea.com

About Copenhagen Malmö Port

Copenhagen Malmö Port (CMP) is the largest cruise port in Northern Europe. The company is responsible for cruise operations in Copenhagen (Denmark), Visby and Malmö (Sweden) and welcomes almost 500 cruise calls yearly. Copenhagen is the leading turn around port in the region with well-connected international airports, strong infrastructure, and an efficient port operation with a dedication to deliver world-class service to our customers and their guests. CMP aspires to become climate neutral by 2025. Specifically for the cruise terminals in Copenhagen dedicated investments were done in 2014 when waste water pipelines were installed underground, and shore power is being established, also for the largest cruise vessels, within a few years.

About MSC Cruises

MSC Cruises is the world's third largest cruise brand as well as the leader in Europe, South America, the Middle East and Southern Africa with more market share in addition to deployed capacity than any other player. It is also the fastest growing global cruise brand with a strong presence in the Caribbean, North America and the Far East markets.

Headquartered in Geneva, Switzerland, MSC Cruises one of the two brands that sit within the Cruise Division of MSC Group, the leading privately held Swiss-based shipping and logistics conglomerate with over 300 years of maritime heritage. MSC Cruises – the contemporary brand - has a modern fleet of 21 vessels combined with a sizeable future global investment portfolio of new vessels. The fleet is projected to grow to 23 cruise ships by 2025 with options for six more vessel orders in place through 2030.

MSC Cruises offers its guests an enriching, immersive and safe cruise

experience inspired by the Company's European heritage, where they can enjoy international dining, world-class entertainment, award-winning family programmes and the very latest user-friendly technology on board. To learn more about MSC Cruises' itineraries and experience on board its ships please see [here](#).

MSC Cruises has long been committed to environmental stewardship with a long-term goal to achieve net zero emissions for its operations by 2050. The Company is also a significant investor in next-generation environmental marine technologies, with the objective to support their accelerated development and availability industry-wide. To learn more about the Company's environmental commitment please see [here](#).

Finally, to learn more about the MSC Foundation, MSC Group's own vehicle to lead, focus and advance its conservation, humanitarian and cultural commitments please see [here](#).

Contacts



Ulrika Prytz Rugfelt

Press Contact

Chief Communications & Sustainability Officer

ulrika.prytz@cmport.com

+46 70 252 00 98