



2nd INTERNATIONAL BREAKFAST MEETING

Tuesday, 24 January 2017
Congress Centre Düsseldorf
CCD EAST, room R
From 9:00 to 10:30



boot Düsseldorf and European Boating Industry are pleased to invite you to the second edition of the International Breakfast Meeting. The event will look at the successful way for the boating industry: **Being attractive to new-comers and keeping elderly people on board**

9:00-9:15 Registration and breakfast

9:15-9:30 **Welcome address by:**

- Petros Michelidakis, Director of boot Düsseldorf
- Robert Marx, President of boot Düsseldorf
- Piero Formenti, President of European Boating Industry

9:30-10:00 **Getting new-comers on board**

- Interconnectedness and digitalization is a megatrend in the car industry. How can the boating industry deal with this challenge?
Speaker: Prof. Dr.-Ing. Jürgen Büddefeld, University Niederrhein
- What do people expect from their leisure time in Europe?
Speaker: Teodora Marinska, European Travel Commission
- More and more (younger) people prefer using instead of owning. Are boat chartering and boat sharing expected to be strong future trends? How will it influence boating development in the future?
Speaker: Sergio Garcia & Diego Orallo, Fanautic

10:00-10:20 **Keeping elderly people on board**

- The demographic change is continuing and the boating population is getting older. A brand new German study shows the present situation and the future demographic trends the boating industry have to deal with.
Speaker: Philip Witte, BVWW
- As the age category 60+ is growing, the future challenge will be to adapt boats to their needs.
Speaker: Nathalie Bekx, Trendhuis (tbc)

10:20-10:30 **Conclusions & End of the event**