



LET'S TALK ABOaT...

European Boating Industry, meaning...

Leisure marine voice in Europe

- **Membership** encompassing manufacturing and services activities linked to **boating, marinas and water sports**
- **Over 38,000 companies** mostly SMEs based in Europe, producing craft for Europe & used in Europe
- **Over 280,000 direct employees**
- **50,000 in manufacturing** (boatbuilding, equipment, accessories, etc.)
- **230,000 in services** (trade, repair & maintenance, marinas, charter, crews, schools, etc.)
- **Annual turnover of 20 billion EUR**
- **Innovative recreational craft** used for leisure, typically boats up to 24m
- **Safe product**, in line with European environmental and legal rules
- **36 million boaters, 48 million people enjoying watersports, 7 million boats in Europe** (80% below 8m)

Since 1994, boatbuilding is regulated and fully harmonised at EU level by the Recreational Craft Directive, while operations (Flag rules, boating qualifications for captains & crews, etc.) are still regulated at national level.



Bridge connecting leisure marine with EU - recent achievements

- **Adoption of new “EU Watercraft Directive”** (2013/53/EU) containing many of our proposals for safer and cleaner products in Europe

- Our best-selling publication - **EU RCD Guide** (on the “EU Watercraft Directive”), currently **available in 9 languages**, because your native language is important!



- **EU-wide competitiveness study dedicated to our sector** to help European Commission identify policy improvements needed for boating industry to further and better develop
- **EU-wide nautical study addressing challenges of the blue economy** including many of our proposals

- Our latest projects include, co-funded by the EU, **Boat DIGEST** for boat dismantling; **TCC-SCV** on skippers' qualifications; other **initiatives** look at market statistics and green innovation
- **EU Strategy on Coastal and Maritime Tourism** that includes many of our proposals for nautical tourism, like professional skippers' qualifications, safety requirements for charter, a study on marina innovative practices, and more



But reaching further to...

Our cooperation with other international associations on trade and business issues, as well as environmental, technical and legal regulations to work together on developing global standards for the sector and facilitating trade between Europe and USA, South America or Asia.



With us take full advantage of EU and its Single Market

- **Since 2009** European Boating Industry as Brussels-based business association **represents leisure marine industry at EU level**, gathering intelligence on EU laws and policies that affect boating industry
- Our work **facilitates your access to EU Single Market** (for boating industry – a harmonised market) of all Member States and over 500 million people – we help you stay familiar with the EU rules, relevant to to all operators, be they small or large, manufacturers, importers or distributors
- We **actively engage in constructive dialogue with EU institutions**, so all businesses can benefit from policies and laws that are favourable to industry, its people and the environment
- We are **regularly consulted and invited to speak at events** and thanks to active presence of our members, national associations and companies, **directly interact** with European Commission, Members of European Parliament, European Economic and Social Committee and others



Our ambition

- **Close work and dialogue with policy-makers and relevant stakeholders** to regularly inform and exchange
- **Being an attractive sector** for both new-comers and regular users
- **Implementing sustainable tourism models**
- **Bring even more innovation** to the sector and making full use of IT potential
- **Streamlining administrative & fiscal requirements** for boating activities at EU, national, local levels
- **Educating professionals & users about good environmental practices** on board and in marinas
- **Improving training & skills** for boating jobs

European Boating Industry is **passionate** about **implementing its members' ideas and developing the right conditions for the industry to thrive**. This is why we constantly engage in a dialogue with various stakeholders and develop new ways of doing things. We welcome industry people who share our goals and therefore **since 2016 we have also opened to "sustaining members"**.

European Boating Industry issues a **monthly newsletter** and runs a **column in Boating Business, a UK-based trade magazine** with 5,500 copies in circulation. We regularly contribute to the specialised media, such as IBI and respond to national press requests.

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