



LET'S TALK ABOaT...

# European Boating Industry, meaning...

## *Leisure marine voice in Europe*

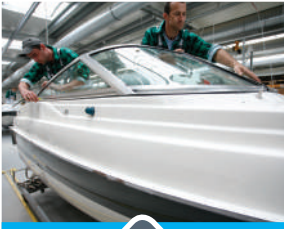
- **Membership** encompassing manufacturing and services activities linked to **boating, marinas and water sports**
- **Over 38,000 companies** mostly SMEs based in Europe, producing craft for Europe & used in Europe
- **Over 280,000 direct employees**
- **50,000 in manufacturing** (boatbuilding, equipment, 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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