



International Breakfast Meeting

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3rd INTERNATIONAL BREAKFAST MEETING

**Tuesday, 23 January 2018
Congress Centre Düsseldorf
CCD EAST, room M
From 9:00 to 10:30**

boot Düsseldorf and European Boating Industry are pleased to invite you to the third edition of the International Breakfast Meeting, under the theme:
Market development – boating leaders versus emerging countries

8:45-9:00 Registration and breakfast

9:00-9:10 Welcome address

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

9:10-9:15 Introduction to discussion

Anouk Groen – CMF Trend Forecaster

A visual journey through the latest design trends in Sports and power products which can be used as inspiration for anyone involved in product development.

The International Breakfast Meeting is held in English.
Participation is free of charge but prior registration is required, thank you!

9:30-09:45 Boating leaders' market: USA

Robert Newsome, Vice President, Engineering Standards & Membership, National Marine Manufacturers Association (NMMA)

What does it mean to be the market leader, how is the industry developing in the USA?

9:45-10:00 Boating leaders' market: France

Sébastien Milcendeau, Technical Manager and International Business Development, French Federation of Nautical Industries (FIN)

Why is France the leader in Europe, what are the reasons and strategy behind it?

10:00-10:15 Emerging countries: Colombia

Udo Kleinitz, Secretary General, ICOMIA

Colombia is attracting lots of attention with the success of its boat show. How is it planning to develop further?

10:15-10:30 Emerging countries: South Korea

Tim Coventry, Special Adviser to the Korean International Boat Show

New marinas have been developed and the boating lifestyle is expanding in South Korea. Is the industry developing as fast?

10:30 Conclusions & End of the event

ABOUT THE SPEAKERS



Anouk Groen has been Head of Trend Research & Forecasting at GK Design Europe for over 15 years. She focuses on design trend forecasting for clients in the fields of sports, products and automotives. Her expertise derives from a well-grounded education at the Art Center College of Design, a BA in Marketing and from working in positions such as the EU Chairperson for Colormarketing.org, a trend reporter or jury member for the MOVE award.



Robert Newsome is the Vice President of Engineering Standards & Membership for the National Marine Manufacturers Association (NMMA) and the Executive Director of the Boat Trailer Manufacturers Associations (BTMA), responsible for overall membership activities, the Marine Industry Customer Satisfaction Index (CSI) program, and product certification (NMMA Certified) programs for boats, yachts, PWC and boat trailers. He holds a Bachelors of Science degree from Bradley University, and a Masters of Business Administration from the University of Notre Dame. Robert is an avid power boater, fisherman and a life-long sailor.



Sébastien Milcendeau is Technical Manager and International Business Development for the French Federation of Nautical Industries (FIN).

Dipl. Engineer in product development, he has over 15 years experience in the nautical industry, with a specific focus on Product safety, R&D and International Business Development.



Udo Kleinitz is the Secretary General of The International Council of Marine Industry Associations (ICOMIA). He holds the German master craftsman qualification in boatbuilding, which he obtained during the 15 years working in yards at the lakes in the Munich area. In 2008 Udo relocated to UK after being appointed as Technical Manager at ICOMIA - a post he held for five years, before leaving to join British Marine as Head of Technical Services. Udo returned to ICOMIA in June 2015 as Secretary General; his extensive industry knowledge and expertise enables ICOMIA to continue represent the global marine industry. An avid sailor, Udo spends his summer weekends on the water cruising the UK South Coast and the English Channel.



Based in the UK, **Tim Coventry** has enjoyed a full and active career at top level management in the leisure marine industry operating on an international basis. He is a past Vice President of British Marine (BMF). Following the successful sale of his business interests and although now “retired,” Tim has continued to maintain active connections with the marine industry working for over 10 years as an adviser to provincial government in South Korea and has mediated and chaired international industry conferences in Asia. Since 2013 and currently, he is volunteer CEO of a UK national aquatic search and rescue charity with over 8,000 members.