

INVITATION



21.-29.1.2017
www.boot.de

December, 20th 2016

Dear Sir or Madam

On the occasion of boot Düsseldorf 2017 we are pleased to invite you to our

2nd International Breakfast Meeting

Tuesday, 24 January 2017 from 9:00 to 10:30

Congress Centre Düsseldorf (CCD East, Room R)

2017 will see the 5th year of the cooperation between boot Düsseldorf and European Boating Industry!

This second edition will be divided into two thematic parts: getting new-comers on board and keeping elderly people on board. When looking at the first challenge, the speakers will reflect together with the audience on new trends, such as interconnectedness and digitalization and how the boating industry can deal with them. Boat chartering and sharing, new emerging trends in the industry and their impact on the future of boating will also be discussed.

The second part of the Breakfast will address the demographic change and the fact that boating population is getting older. A brand new German study on the present and future situation will be presented at this occasion. Industry representatives will inform, how they react to the demographic change and what's being done (could be done) to adapt boats to the new needs.

Participation to the International Breakfast Meeting is free for all exhibitors and the press. It offers a unique opportunity to combine stimulating presentations, lively exchanges of ideas and networking, while enjoying your breakfast.

The meeting will be held in English. Please find attached the detailed programme and **registration form**. We ask you to send it back **until January, 10th 2017**.

Kind regards

Messe Düsseldorf GmbH

A handwritten signature in black ink, appearing to read "Petros Michelidakis".

i.V. Petros Michelidakis
Director boot Düsseldorf



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Mitgliedschaften der
Messe Düsseldorf:

The global
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Ausstellungs- und
Messe-Ausschuss der
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FKM – Gesellschaft zur
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung