

PARIS NAUTIC
2017

#DigitalOdyssey2017

#NauticParis2017



DIGITAL BOAT ODYSSEY

CONFERENCE

Tuesday, 5 December 2017

Nautic Scene, Hall 1 – Nautic (Porte de Versailles, Paris)

15h00 – 17h00

Languages: English / French

nautic
SALON
NAUTIQUE
DE PARIS


NAUTIC
FESTIVAL



The digital transformation has become our odyssey – an extended, adventurous voyage and an intellectual quest. It might not be sufficient any more to think of a few digital tricks or to customise one's offer with a "digital sauce" to keep up with the changing world. The model and functioning of our enterprises need to be reinvented integrally, the strategy and managing of the organisation have to change. The revolution in boating, brings with it two aspects: digitalisation on land and digitalisation on water. The change associated with the application and use of electronic technology, leads to the situation, where often our first contact with recreational boating starts thanks to the internet, and most likely thanks to the shared economy. Whether we want it or not, collaborative economy and digitalisation become our future...

PROGRAMME

- 15h00-15h10 **OPENING AND WELCOME REMARKS**
Alain Pichavant, Director of Nautic Paris boat show / Nautic Festival
Yves Lyon-Caen, President of Nautic & French Federation of Nautical Industries (FIN – Fédération des industries nautiques)
- 15h10-15h25 **SHARED ECONOMY - EUROPEAN UNION PERSPECTIVE**
Raluca Ionescu, European Commission, DG GROW (Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs)
Collaborative economy covers many sectors, but issues related to one business model are not necessarily common to all sectors and countries. At the same time, the use of online platforms gives the possibility to offer services beyond the country level. It is then worth understanding existing EU laws to collaborative business models, and recommendations to EU countries on how to support a balanced development of the collaborative economy.
- 15h25-15h40 **BOATING ONLINE EXPERIENCE**
François Héléard, Co-Founder and CCO at Enaviga and **Orcun Akca**, Co-Founder and CEO at Enaviga
Enaviga is an online platform that manages many aspects of nautical experiences, it is a one-stop boat rental which started from a conversation of friends who shared a common passion – the sea – and have already had some experience in disciplines as diverse as online travel, payments, sailing, financial strategy and customer service. This is the insight to boating specificities of a digital online platform.
- 15h40-15h55 **DIGITALISATION ON WATER**
Ioannis Kostopoulos, SaMMYacht CEO & Co-founder
SaMMYacht is a smart App in the world of yachting marinas, aspiring to be the ultimate travel companion for yachters, skippers and marina administrators. It supports e-booking services, navigational & parking assistance features and mobile guidance to the nearby coastal areas. We ask if thanks to such services getting a place in marina becomes easier than ever.
- 15h55-16h10 **QUESTIONS AND ANSWERS WITH THE AUDIENCE**
- CONCLUSIONS**

SPECIAL SESSION:

NAUTICAL TOURISM & THE EUROPEAN UNION

16h15-16h45

Linos Voskarides, European Commission, DG MARE (Directorate-General for Maritime Affairs and Fisheries)

Since the Treaty of Lisbon, the European Commission has a competence in tourism. What is the European Union doing to promote nautical tourism? Which concrete actions to support the boating industry?

16h45-17h00

QUESTIONS AND ANSWERS WITH THE AUDIENCE

