



Shaping the future of the boating industry sustainably

"Blue Innovation Dock" to launch at boot Düsseldorf 2022

High-level support for Blue Innovation Dock through participation by UN World Tourism Organization

Düsseldorf/Brussels, October 2021 - boot Düsseldorf and European Boating Industry (EBI) are launching the "Blue Innovation Dock" (BID), a new stage at the show from 22 to 30 January 2022. The BID will bring together companies, visionaries, investors and policymakers to make the industry fit for the future and promote sustainability and innovation through boot Düsseldorf's unique platform. This exceptional forum, which will take place throughout the show, will discuss the steps towards a sustainable development of the industry.

The UN World Tourism Organization (UNWTO) announces its participation at the Blue Innovation Dock with a high-level political panel on the development of sustainable coastal and maritime tourism. This will cover the expansion of new and existing maritime and inland waterway tourism destinations, as well as governmental support for marinas and other boating infrastructure.

The BID is actively supported by EBI and will set an example for sustainability for the first time next January. With the forum, boot and EBI want to focus on new, future-oriented approaches in a special setting and encourage politics and industry to act and develop impulses. There will be networking opportunities in a dedicated BID B2B Lounge at the stage in Hall 9. Topics range from new propulsion systems to investment opportunities and sustainable boating tourism, as well as the future development of marina infrastructure.

Previously, boot Düsseldorf launched the "ocean tribute" award together with the Monegasque Prince Albert II Foundation and the German Marine Foundation, giving sustainable and visionary projects a home at the "love your ocean" stand in Hall 11 at the fair. It is thus an important driver of innovation in the water sports industry and is continuing this tradition with the BID.

In addition to the successful partnership between EBI and boot Düsseldorf for the annual "International Breakfast Meeting", the cooperation will now be extended to address the most important challenges facing the industry and to find solutions. EBI will thus present the drivers of a sustainable maritime industry at boot Düsseldorf 2022, design the BID program and will be able to attract exciting speakers and panel participants.

boot Düsseldorf Project Director Petros Michelidakis: *"I am very pleased that we will be taking another step towards sustainability with boot. With the Blue Innovation Dock we will offer companies, international associations and global organisations a public platform where they will present innovations, the latest propulsion technology or sustainable materials for boat building. In order to be able to present the topic to a broad public beyond the fair, the highlights from the BID will be streamed and can be followed live on boot.com. In this way, we are giving the idea of sustainability the space it deserves beyond the boating sector."*

European Boating Industry

Square de Meeûs 35 – 1000 Bruxelles (Belgique)

office@europeanboatingindustry.eu – www.europeanboatingindustry.eu



Philip Easthill, Secretary General of the EBI, says: *"Our industry is aware of the need to move towards sustainability. The Blue Innovation Dock is an opportunity to showcase this shift, discover the latest innovations and collaborate within our sector and beyond. We are very excited to launch this project with our partner boot Düsseldorf and take a big step towards sustainability."*

--- End ---

About boot Düsseldorf

boot Düsseldorf is the largest boat and water sports fair in the world and the meeting point for the entire industry every year in January. The exhibitors present their interesting innovations, attractive new developments and maritime equipment. The next boot will take place in Düsseldorf from 22 to 30 January 2022. The nine-day fair with 220,000 square meters in 17 different halls will host the international market and offer an exciting insight into the entire world of water sports. There is something for everyone here. The focus is on boats and yachts, engines and engine technology, equipment and accessories, services, canoes, kayaks, kitesurfing, rowing, diving, surfing, wakeboarding, windsurfing, SUP, fishing, maritime art, marinas, water sports facilities, destination seaside and chartering. All necessary information can be found on the boot Düsseldorf website, boot.com.

boot Düsseldorf Press Team

Tania Vellen, vellent@messe-duesseldorf.de , +49 211/4560-518

Tanja Karl, karlt@messe-duesseldorf.de , +49 211/4560-999

Radio/TV

Michael Vellen, vellenm@messe-duesseldorf.de , +49 211/4560-990

Daniela Nickel, nickeld@messe-duesseldorf.de, +49211/4560-545

About European Boating Industry

European Boating Industry (EBI) represents the recreational boating industry in Europe. It encompasses all related sectors, such as boatbuilding, equipment manufacturing, marinas and service providers. The industry is a significant contributor to the European economy, representing 32,000 companies that employ over 280,000 people directly. The vast majority of the sector is made up of Small- and Medium-sized Enterprises (SMEs). More information on EBI's website: europeanboatingindustry.eu.

Press contact: office@europeanboatingindustry.eu