



Advancing and representing a sustainable boating and nautical tourism industry #MadeInEurope

EBI sets course with new strategy and rebranding at General Assembly

Brussels, 25 January 2022 – European Boating Industry takes major leap in representing and advancing the recreational boating industry in Europe at General Assembly. It launches a strategy for the period 2022-2025 and a new branding. Approved by the General Assembly, it is built on a strong set of core actions and new initiatives that EBI will lead. The association will stand strong for all boating companies in Europe, giving them a powerful voice towards the EU Institutions and stakeholders. Approved as new members of the association by the General Assembly were the Irish Boat Rental Association as full member and the Electric Boat Association of Greece as sustaining member.



At the General Assembly of European Boating Industry (EBI) on 25th January, several major decisions for the future of association were taken. Foremost is the new strategy spanning the period 2022-2025 that is based on a mission statement of “Advancing and representing a sustainable boating and nautical tourism industry #MadeInEurope”. With clear objectives, EBI will focus its actions on the core area of active interest representation at European level while introducing several complementary initiatives that will offer added value to EBI’s members and the industry. More information on the strategy, objectives and policy

priorities can be found on the [EBI website](#).

The new strategy is accompanied by a new logo and branding, the first update since EBI’s foundation in 2009, that showcases its status as an effective, modern, and member-driven association. This rebranding effort marks EBI commitment to further improving its value in support of the industry.

On the new strategy and rebranding, **EBI President Jean-Pierre Goudant** commented “*We are proud of the launch of our strategy, and we invite all associations and partners to work with us to implement it over the next three years. We will be focusing on policy areas that we have identified as crucial for the future of our industry together with our members.*”

At the core of our new strategy is the element of competitiveness and keeping Europe at the forefront of manufacturing, services, and nautical tourism. We have therefore chosen to prominently include the Made in Europe element. This is also crucial for the exciting new developments around sustainability and digitalisation that will transform our sector in the next years and decades.

We also very much welcome the Irish Boat Rental Association and Electric Boat Association of Greece as new members of our growing network across Europe. The enlargement of our membership represents a strengthening of our role at European level.”

European Boating Industry

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Joining EBI as full member is the Irish Boat Rental Association (IBRA). It is now in its 50th year of operation and is the representative body for the cruise hire industry in Ireland. It is involved in marine tourism development and are council members of the Irish Tourism Industry



Confederation. **Stephen Conlon, Director** of the **IBRA** commented *“The Irish Boat Rental Association looks forward to building new relationships with the members of European Boating Industry. IBRA sees the membership of EBI as significant as we enter a period of new product development in relation to all aspects of sustainable tourism.”*

More information about the Irish Boat Rental Association can be found on its [website](#).



Accepted as sustaining member is the Electric Boat Association of Greece (EBA Greece). It was founded in 2016 to promote the development of electric boating and to serve the needs of all who have an interest in electric boating, manufacturers, boat owners or business members. On joining EBI, **Andreas Apostolopoulos, President of EBA Greece** says *“By joining the EBI, our Greek Association's links with other Greek maritime business but also Electric Boat Associations around the world, will enable a better exchange of the latest technologies for the urgently required swift transition to zero emission.”*

More information about the EBA Greece can be found on its [website](#).

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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, predominantly SMEs that employ over 280,000 people directly. The mission of EBI is to advance and represent a sustainable boating and nautical tourism industry #MadeInEurope. More information on EBI's website: europeanboatingindustry.eu.