



Starting signal for the first "blue innovation dock"

Brussels, 27 October 2022 – The Düsseldorf Messe Tower is buzzing with anticipation for boot 2023, which will once again take place in Düsseldorf from 21-29 January. Together with European Boating Industry, boot Düsseldorf is launching a new sustainability forum focusing on innovative ideas: the blue innovation dock (bid).

In addition to the numerous boat premieres and new trends, boot also leads the way when it comes to **sustainability and knowledge transfer** and gives visionary ideas a platform. The new sustainability forum "**blue innovation dock**" (bid) in Hall 10, which already had its successful kick-off as an online event during the CARAVAN SALON in Düsseldorf in August, will set an international benchmark. European Boating Industry (EBI), headquartered in Brussels and with excellent contacts to European politics, is also on board with bid as content partner. On all nine days of the fair, companies from and beyond the boating industry, as well as politicians and researchers, will deal with the urgent questions surrounding the future of the sector and share their know-how with the business visitors. "*With the bid, we are giving topics such as sustainability, alternative fuels, circular economy, the use of alternative materials in boat building and non-governmental organisations (NGOs) a forum to present themselves to a broad public and discuss the industry's transformation. Particularly impressive is the outstanding response from potential speakers and European policy-makers*", says **Philip Easthill, EBI Secretary General**.

During the nine days of boot 2023, the bid will have a different theme each day. On the first Saturday of boot, the focus will be on the dialogue between **politics and the industry**. On Sunday, everything revolves around the **challenges** that decision-makers and the industry will face in the use of **sustainable propulsion** systems. International start-ups, investment and their **innovative developments** are on the agenda for Monday. **Fuels of the future** will be discussed on Tuesday. **Sustainable materials** for a successful **circular economy** will be presented on Wednesday. On Thursday, the bid focuses on **sustainable tourism and water sports**. Current **technical innovations for more sustainability** are the hot topic on Friday. On the second Saturday of boot, well-known **NGOs** will present themselves to the public and enter into dialogue with the industry. Committed **marine activists and boating enthusiasts** will be in the hot seat on the last Sunday and answer questions from the public.

All visitors to boot Düsseldorf 2023 are cordially invited to the bid. All panels will be streamed and broadcast on www.boot.com.

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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: www.europeanboatingindustry.eu.

Home port for international water sports

boot Düsseldorf will once again anchor on the Rhine from 21 to 29 January 2023.

boot Düsseldorf has been the home port and motor for international water sports for 53 years. It offers boating in all its facets from 21st to 29th January 2023 and has the top brands on board. Both sailors and motor boaters will find a comprehensive range of boats here, from entry-level boats and dinghies to luxury yachts. Diving, surfing, paddling and fishing are also in the spotlight at boot. With the innovative and technically sophisticated products of the exhibitors, boot is the international innovation platform for its sector and, apart from the pandemic-related break, the starting signal for the new water sports season every year in January. With its comprehensive range of tourism products in the destination seaside for holidays and sports on, by and in the water, it attracts all people who want to spend their leisure time by the sea, rivers and lakes. Attractive stage programs with interesting interview partners from the industry, the latest trend sports offers and a top-class mix of workshops and meetings for both leisure sports enthusiasts and experts make the fair unique worldwide. boot Düsseldorf is once again in 2023 the first address for both the water sports enthusiast family and international experts.

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