



boot Düsseldorf and EBI extend partnership

EBI official "Content Partner" at the "blue innovation dock" and the "International Breakfast Meeting"

Brussels, 16 June 2022 - boot Düsseldorf and the European Boating Industry (EBI) sign a new 3-year partnership. EBI will be the official "Content Partner" of boot Düsseldorf for the organisation of the "blue innovation dock" (bid), the "International Breakfast Meeting" (IBM) and the "blue innovation dock 360° online", which will take place as a series of events. The aim is to create added value for exhibitors and visitors that will support the boating and nautical tourism industry in its further growth and sustainability.

After the successful cooperation in the past years, EBI and boot Düsseldorf have agreed to **expand their partnership**. The tried and tested "**Breakfast Meeting**" will focus on the most important economic topics of the industry. The "**bid**" will deal with the sustainable change of the industry and innovations. The aim is to cover the entire spectrum of sustainability. In order to always be directly on the pulse of innovations, the online event series "**blue innovation dock 360°**" will start in parallel.

The new cooperation kicks off with a panel discussion that will start on **1st September 2022** on site in Düsseldorf and can then be followed online. Under the motto "**Marina of the Future**", it will deal with a key topic of the industry. On the agenda are the current challenges in the areas of marina capacity, sustainability, infrastructure for alternative fuels and propulsion, and digitalisation. Industry leaders and experts will discuss with policy makers how these major challenges can be tackled together. This launch will be followed by further online events. The highlight of the bid series will be at boot 2023, where each day of the trade fair from 21st to 29th January will feature an attractive programme of panel discussions and seminars with internationally renowned and high-calibre experts from industry, research and politics. The International Breakfast Meeting is traditionally held on the Tuesday of boot, on 24th January next year.

Petros Michelidakis, Project Director boot Düsseldorf, explains the partnership: *"With EBI we have the central European expertise on board. We provide the platform and EBI feeds it with interesting and innovative content. In this way, we offer the international industry, dealers and national associations a unique opportunity for knowledge and information transfer throughout Europe. I am very pleased that we were able to extend the partnership with EBI and I am sure that this will provide strong impulses for the future of the industry. I am of course particularly excited about the first event in Düsseldorf, the 'blue innovation dock' in September, and the first bid in presence at a boot in January 2023."*

Philip Easthill, Secretary-General of EBI, added *"Our overarching mission as EBI is to represent the industry and advance sustainability based on European competitiveness. We want to ensure strong political and innovation support that is necessary to grow in the next years and successfully navigate the green transition. We are delighted to have boot Düsseldorf as a partner at a time of major*



challenges that we will focus on with our existing and new events at boot Düsseldorf and throughout the year. We very much look forward to embarking on this with Petros Michelidakis and his team”

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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.

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, +49 211/4560-545