



The 7th International Breakfast Meeting will take place on 25 January 2022 and will focus on international trade opportunities and supply chain challenges

Brussels/Düsseldorf – boot Düsseldorf and the European Boating Industry (EBI) are pleased to announce that the 2022 edition of the annual International Breakfast Meeting (IBM) will return to in-person, after a one-year online interlude due to COVID-19 restrictions. On 25 January 2022, high-level panellists from business and politics will contribute to the discussion on the EU's future approach to trade, as well as solutions to the supply chain constraints currently impacting the recreational boating industry based on best practices from other sectors. Registration is open now <https://www.boot.com/ibm2022registration>.

Every year, the IBM held at boot Düsseldorf offers trade visitors, industry, and journalists the opportunity to exchange information on the latest market trends, political developments, as well as to develop new contacts and networks. The 2021 edition, held online, was attended by 220 participants and boasted the participation of European Commissioner Virginijus Sinkevičius. This marked the first time a European Commissioner participated in IBM, showing the prominent presence of the event and the boating industry in EU policy-making.

In January 2022, the organisers of IBM, boot Düsseldorf and EBI, will revive the event in its traditional format. The seventh edition of the IBM will once again tackle a crucial topic for the boating industry and be under the theme of “International trade opportunities and supply chain challenges”. It will take place on 25 January from 09:00 – 10:30.

The main topics will be the EU's new trade policy and the supply chain challenges that are affecting the boating sector and other industries. As a side effect of the pandemic, demand in many sectors increased, including for boats, components and equipment. However, the increased demand intertwined with shortages of materials, supply chains disruptions and trade disputes increasingly complicate business. In light of these difficulties, the European Commission has launched a new trade approach that is open, but also strategically autonomous. The aim of the discussion at IBM 2022 is to help businesses navigate the EU's future approach to trade, as well as discuss potential solutions to supply chain challenges and identify the opportunities for the boating sector over the coming years.



These crucial topics for the boating industry will be informed by presentations from the EU institutions, speakers from the boating sector and other sectors, such as automotive and logistics.

Announcing the 2022 IBM, Project Director of boot Düsseldorf **Petros Michelidakis** said: “We are delighted to welcome back the boating industry in person at boot Düsseldorf and at the International Breakfast Meeting 2022. It will be an excellent opportunity to reflect on the status of the industry and discuss with experts and policy-makers the current most pivotal developments and challenges in international trade.”

Philip Easthill, Secretary-General of EBI commented: “Policy developments in international and European trade policy have been posing key challenges not only for the recreational boating industry, but for many other sectors as well. EBI is looking forward to work again with its partner boot Düsseldorf to bring together different voices and expertise at IBM 2022 for the benefit of the industry and find common solutions.”

Registration is now open and can be accessed here:

<https://www.boot.com/ibm2022registration>

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.

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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 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.

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