

A Decade of Insight: 10th EBI Breakfast Meeting to focus on new generation of customers

3 December 2024 - European Boating Industry (EBI), in partnership with boot Düsseldorf, is thrilled to announce the 10th edition of the Breakfast Meeting, set to be an exceptional event bringing together leading voices from across the boating industry. This high-level gathering will take place on **21 January 2025** in a new, exclusive venue in **Hall 1 of boot Düsseldorf**.



Picture taken at the 9th Breakfast Meeting - © Messe Düsseldorf/C. Tillmann. All rights reserved.

The 2025 Breakfast Meeting, themed **"The New Generation of Customers"** will explore the industry's most pressing question: What does the future customer look like, and how can the boating sector evolve to meet their needs? At a time when the industry is facing pivotal shifts in demographics, preferences, and lifestyle trends, it represents both the biggest challenge and opportunity for the industry's future.

The distinguished **Adjiedj Bakas**, trendwatcher and thought leader known for his insights into global shifts and consumer behaviour, will deliver the keynote, offering invaluable perspectives on how to adapt to emerging customer needs and expectations, blending market knowledge with a bold look into the future of boating.

Adding further depth to the programme, **Brenna D. Preisser**, Brunswick Executive Vice President and President, Brunswick Boat Group, will share her expertise on connecting with tomorrow's customers through innovative product offerings and business strategies. Speaking about the significance of boot Düsseldorf, Preisser noted:

"Düsseldorf is the largest marine trade show in Europe and an important event for Brunswick Boat Group and many of our award-winning brands. With 200,000 visitors annually, it provides a wonderful

European Boating Industry

Square de Meeûs 35 | B-1000 Brussels
www.europeanboatingindustry.eu | office@europeanboatingindustry.eu
Transparency Register #74989093163-18



opportunity to engage with our global consumers and launch many new industry-leading products."

The programme will continue with **Jörg Müller-Dünow**, Managing Partner at the marketing agency **Markenzeichen**, as he will examine the future of social media and its implications for reaching new generations target groups. The event will culminate in a dynamic panel discussion with other industry leaders.

The Breakfast Meeting enters its second decade with a new format, extending networking possibilities and in a new location integrating it closer with boot Düsseldorf. The breakfast and network will take place in room 15 in Hall 1 at 8:00, followed by the event itself in room 15 from 9:00 until 10:30.

Attendance is limited. Reserve your seat early at the [link](#) to secure your place at this prestigious event.

--- End ---

About boot Düsseldorf

With more than 200,000 visitors from over 100 countries and 1,500 exhibitors on 220,000 square meters in Halls 1 to 17, boot Düsseldorf from 18 to 26 January 2025 is the world's largest yacht and water sports fair. Both sailors and motor boaters will find a wide variety of boats, dinghies, superboats or luxury yachts. The popular water sports of diving, surfing, kite surfing, stand up paddling, skimboarding or canoeing are available at boot in all facets and with the appropriate equipment. Attractive stage programs with the stars of the scene, the latest trends and a high-caliber mix of workshops and hands-on activities, both for leisure sports enthusiasts and experts, make the fair unique worldwide. But marine conservation and innovative, sustainable technologies are also in focus at boot 2025. In cooperation with the European Boating Industry (EBI), the blue innovation dock will offer a unique dialogue format with political, economic, technological and media expertise in Hall 10. In addition, two lighthouses for ocean protection will again be on board: The prestigious "ocean tribute" award with partners Prince Albert II. Foundation and German Ocean Foundation as well as the "love your ocean" campaign with its stand in Hall 11.

About European Boating Industry (EBI)

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 #MadelnEurope. More information on EBI's website: www.europeanboatingindustry.eu

European Boating Industry

Square de Meeûs 35 | B-1000 Brussels
www.europeanboatingindustry.eu | office@europeanboatingindustry.eu
Transparency Register #74989093163-18