

blue innovation dock at boot Düsseldorf 2025: cutting-edge technologies, business and politics dialogue

With its upcoming edition from 18 to 26 January 2025, boot Düsseldorf is in its best shape. It reflects the international market for sailing boats and motor yachts, surfboards and diving equipment, as well as the technological developments in its industry.

To enable an exchange between experts from business, society and politics, boot Düsseldorf and European Boating Industry (EBI) have been able to attract numerous international experts to the blue innovation dock (bid), powered by Beneteau Group and supported by Sanlorenzo Yachts, in Hall 10. The programme for trade visitors and interested water sports enthusiasts begins on 18 January at 11:00 a.m. with the opening session, at which both German and EU politicians will present the importance of boating and water sports for the economy. Keynote speaker Bruno Thivoyon, CEO of the French Beneteau Group, will present the challenges that boat manufacturers face today with innovative ideas. His topic is 'Sustainability will only be successful if it improves customer experience'. The subsequent panel will discuss the economic and political priorities for the European Union and the boating industry until 2030 and formulate clear demands.

On the second day of boot 2025, 19 January, the keynote speaker will be Emily Penn, the marine ambassador known for her empathetic and inspiring appeals to the public. Penn will discuss plans for a sustainable future in a discussion with young professionals in the industry.

On Monday, 20 January, the bid will focus entirely on nautical tourism and marinas. The keynote speaker here is the well-known Swedish professor and researcher Stefan Gössling, whose extensive research work deals with the environmental impacts of tourism and transport. His findings offer valuable perspectives for promoting sustainability in the marina and nautical tourism sectors.

On 21 January, the bid will feature young start-ups. They will pitch to a jury of industry experts and investors and present their innovative developments for implementing sustainability. This will be moderated by Gabbi Richardson, founder of the start-up network Yachting Ventures. boot Director Petros Michelidakis is particularly looking forward to this session and its keynote speaker: "Luca Bassani is a visionary for yacht and industrial design and interior architecture. I am sure that he will inspire the audience with his ideas. And with his company Wally, he is presenting modern and innovative boat design par excellence in hall 6 at boot."

Wednesday, 22 January, is the day of design, yachts and superyachts at bid. Among others, moderator Marcus Krall will welcome keynote speaker Professor Fernando Fastoso. The Uruguayan-born professor of 'Management for Luxury and High-Class Brands' at Pforzheim University of Applied Sciences is investigating the changing luxury market. He will discuss the increasing importance of sustainability in brand development in the luxury sector and show that consumers today are not only looking for exclusivity, but also for products that are ethically and ecologically responsible. The hot topic of foiling

will also be a key issue in a panel discussion.

On Thursday 23 January, the speakers of the bid will address the challenges of tomorrow. The keynote speaker is Anna Goldhofer. She will present the importance of the principles of the circular economy in various industries, including boatbuilding. Based on her experience at BMW and CRITICAL FRIENDS, she will present strategies for reducing environmental impact.

The interplay between digitalisation and new technologies will be presented by the Italian engineers Francesco Belvisi and Marco Calatroni, among others, with their project Nugae as keynote speakers on 24 January. Also, on board on Friday is Luca Rizotti, who represents the new technology in water sports with his Foiling Organization. Visitors to boot Düsseldorf can learn more about this innovative technology and its history in Hall 15 at the new 'Foiling World'.

For committed boaters and water sports enthusiasts, protecting the oceans is high on the agenda. For this reason, boot Düsseldorf and EBI have invited extreme swimmer and ocean ambassador André Wiersig to deliver the keynote address at the panel on Saturday, 25 January. His commitment to protecting the oceans is also exemplified by his initiative theBlueHeart. Wiersig will share his profound experiences and insights with the audience and inspire them to connect with the ocean and work to preserve it. Actor and environmental activist Hannes Jaenicke, and the EU4Ocean Coalition are expected to join the panel discussion afterwards.

The final day of the bid, 26 January, will also be dedicated to water sports enthusiasts. Investigative photographer and author York Hovest will give the keynote speech. He travels the world in search of the most pressing current issues affecting the survival of our world's ecosystems and cultural heritage. For each of his projects, he goes to the most dangerous and inaccessible places on earth to show the whole world what it can no longer afford to ignore. Martin Fischer, head designer of the successful Americas Cup Team Ineos Britannia, will also be there live, sharing his expertise in sailing with the audience.

The blue innovation dock stage will be open daily from 1:00 pm. The current programme is available [here](#).

Tickets for trade and private visitors online in the ticket shop

[Tickets](#) for boot 2025 are available online for trade visitors, who already have access to the trade fair and the trade visitor lounge at 9:30 a.m., at a price of €26.00. For private visitors, the cheapest admission ticket costs €19.00 through a membership in boot.club, and is valid for two days of the fair. Children up to and including 12 years of age can visit boot without a ticket together with their parents.

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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

European Boating Industry

Square de Meeûs 35 | B-1000 Brussels

www.europeanboatingindustry.eu | office@europeanboatingindustry.eu

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fair. Both sailors and motor boaters will find a wide variety of boats, dinghies, superbats 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 #MadeInEurope. More information on EBI's website: www.europeanboatingindustry.eu

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