



## International Breakfast Meeting and BlueInvest workshop go ahead online

*Brussels, 13 January 2022 – The cancellation of boot Düsseldorf leads to postponement of the full launch of the Blue Innovation Dock to January 2023. Two key events are still going ahead at the end of January to support the sector and kick off a successful 2022. The International Breakfast Meeting will discuss the boating' industry's supply chain challenges and the EU's future approach to trade. The BlueInvest workshop on green Nautical Technologies features investors and entrepreneurs to discuss innovation and public and private investment.*

The Blue Innovation Dock will launch at the next edition of boot Düsseldorf in 2023 (21 – 29 January). The co-organisers, boot Düsseldorf and European Boating Industry, will continue to focus on the aim to put sustainability at the heart of the boating and water sports industry and promote innovation. Exciting events in line with these goals are being planned for the coming year.

Despite the cancellation of boot Düsseldorf 2022, there is a strong commitment to supporting the recreational boating industry with business intelligence, contacts to the EU institutions, and provide practical support. With this spirit in mind, two key events are going ahead and moving online in the last week of January.

The **BlueInvest Workshop on Green Nautical Technologies** will take place on 24 January from 10:30 to 13:00 CET. In a first for the boating industry, the thematic workshop, offers an opportunity to network and start conversations with investors, entrepreneurs, and market experts. This event is co-hosted by the European Commission's BlueInvest initiative that promotes blue growth. It is enabled by the European Maritime and Fisheries Fund, and its features are designed to facilitate access to finance and investment readiness for start-ups, SMEs and scale-ups in the blue economy. The event will feature blue economy investors, industry experts, panel discussions and pitch sessions by high-potential start-ups, as well as B2B sessions to connect SMEs, investors, and other stakeholders. Registration, livestreaming, live chat and B2B matchmaking are available [here](#).

The **International Breakfast Meeting**, already in its 7<sup>th</sup> edition, will take place on 25<sup>th</sup> January from 10:00 – 11:30 CET. It will tackle the topic of "International trade opportunities and supply chain challenges". The aim is to help businesses navigate the EU's future approach to trade, discuss solutions to supply chain challenges and identify new trade opportunities for the boating sector. It boasts the participation of Cristina Rueda-Catry (Cabinet Expert, European Commission Executive Vice-President Valdis Dombrovskis), Marc Diening (CEO, Bavaria Yachts), Alessandro Gianneschi (CEO, Gianneschi Pumps and Blowers & Vice-President, Confindustria Nautica), and Michael Heinemann (CEO, Phoenix Contact). Registration is open [here](#).

EBI and boot Düsseldorf look forward to kicking off a successful year for the industry through organising these events on key topics and providing a valuable platform. The next edition of boot Düsseldorf will open its doors from 21 to 29 January 2023.

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### **About boot Düsseldorf**

boot Düsseldorf is the biggest boat and water sports trade fair in the world with almost 250,000 visitors and is the place where all of the industry meets every January. About 2,000 exhibitors are presenting their interesting innovations, attractive new developments and maritime equipment with the next edition taking place from 21 to 29 January 2023. The market will be coming to Düsseldorf to provide an exciting insight into the entire water sports world for the nine-day exhibition covering 220,000 square metres in 17 different halls. There is something for every water sports enthusiast, with the main focus on boats and yachts, motors and engine technology, equipment and accessories, services, canoes, kayaks, kitesurfing, rowing, diving, surfing, wakeboarding, windsurfing, SUP, fishing, maritime art, marinas, water sports facilities, beach resorts and chartering. All necessary information can be found on boot Düsseldorf's website, [boot.com](http://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](http://europeanboatingindustry.eu).

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