



International Breakfast Meeting



3rd INTERNATIONAL BREAKFAST MEETING

**Tuesday, 23 January 2018
Congress Centre Düsseldorf
CCD EAST, room M
From 9:00 to 10:30**

boot Düsseldorf and European Boating Industry are pleased to invite you to the third edition of the International Breakfast Meeting, under the theme:
Market development – boating leaders versus emerging countries

8:45-9:00 Registration and breakfast

9:00-9:10 Welcome address

- Petros Michelidakis, Director of boot Düsseldorf
- Robert Marx, President of boot Düsseldorf
- Piero Formenti, President of European Boating Industry

9:10-9:15 Introduction to discussion

Anouk Groen – CMF Trend Forecaster

A visual journey through the latest design trends in Sports and power products which can be used as inspiration for anyone involved in product development.

9:30-09:45 Boating leaders' market: USA

Robert Newsome, Vice President, Engineering Standards & Membership, National Marine Manufacturers Association (NMMA)

What does it mean to be the market leader, how is the industry developing in the USA?

9:45-10:00 Boating leaders' market: France

Representative from Fédération des Industries Nautiques (FIN) TBA

Why is France the leader in Europe, what are the reasons and strategy behind it?

10:00-10:15 Emerging countries: Colombia

Udo Kleinitz, Secretary General, ICOMIA

Colombia is attracting lots of attention with the success of its boat show. How is it planning to develop further?

10:15-10:30 Emerging countries: South Korea

Tim Coventry, Special Adviser to the Korean International Boat Show

New marinas have been developed and the boating lifestyle is expanding in South Korea. Is the industry developing as fast?

10:30 Conclusions & End of the event