

EBI brings together industry and politics with successful events at boot Düsseldorf

Brussels, 3 February 2023 - European Boating Industry (EBI) as the official content partner of boot Düsseldorf, organised the highly anticipated blue innovation dock and the industry's annual must-attend event: the International Breakfast Meeting. They both drew significant attention at the show and led the discussions on key subjects for the industry.

The first edition of **blue innovation dock (bid)** at boot Düsseldorf could not have been better received by industry, politics and visitors. Sessions were livestreamed allowed **B2B and B2C visitors** of boot Düsseldorf, as well as a **sizeable online audience** to follow the discussions.

The event brought together **more than 110 high-level speakers** from all corners of Europe, including not only the different sectors of the **industry**, but also **journalists, innovators**, as well as **representatives of universities** and **policy-makers** who gathered at the BID from 21 to 29 January. A large number of policy-makers from the EU institutions, which are involved in the regulation for the industry, spoke at the event.

The blue innovation dock opened a **new space**, providing a much-needed platform to discuss the **future of the sector**, which gives a boost to **sustainability and innovation**. Among the most exciting content on display at the BID is the launch of the **EU Roadmap for the end-of-Life of boats**, which offers a solution to an issue of great importance to the industry. The roadmap will be officially published in the coming months. Sustainable propulsion, nautical tourism, circular materials, fuels of the future and innovation for sustainability were some of the other crucial topics addressed during the sessions. It was a diverse event, in which all partners relevant for the dialogue participated, including Non-Governmental Organisations, and boaters.

All **sessions were recorded** and are available here:

https://www.boot.com/en/Trade_Visitors/Events_for_Trade_Visitors/blue_innovation_dock

In addition, **reports on each session** of the blue innovation dock are available here:

[https://www.boot.com/en/Press/Overview/blue_innovation_dock_\(bid\)](https://www.boot.com/en/Press/Overview/blue_innovation_dock_(bid))

Nevertheless, EBI's contribution to boot Düsseldorf did not end there. For the eighth time, the **International Breakfast Meeting (IBM)** was organised

It was the perfect occasion to bring together **industry leaders, journalists** and, as is characteristic of EBI, **representatives of the EU institutions** to discuss the most important issues affecting the boating industry. This year's theme was the **shortage of skilled labour** in the sector.

Almost 200 people came together to hear what speakers from the industry, associations and the European Commission had to say, which included not only a comprehensive overview of the situation from the point of view of multiple sectors, but also the solutions that are being implemented.

The **IBM was recorded** and is available online here:

[https://www.boot.com/en/Trade_Visitors/Events_for_Trade_Visitors/International Breakfast Meeting](https://www.boot.com/en/Trade_Visitors/Events_for_Trade_Visitors/International_Breakfast_Meeting)

EBI's participation in the show was a great success, not only because of the events the association



organised in the framework of boot Düsseldorf, which helped to **further connect industry and politics**, which was clearly manifested in the number of high-level political decision-makers attending. The association also managed to bring all its members together for the first time after Covid for its General Assembly.

Jean-Pierre Goudant, President of European Boating Industry said: *“European Boating Industry’s position as the bridge between the industry and politics is now needed more than ever. Its role at boot Düsseldorf was the culmination of many months of work . We will continue to lead the conversation, promoting the interests of the industry and reaching concrete outcomes that support companies in the sector. We are very happy to be actively working with boot Düsseldorf as a strong partner in these endeavours. Thank you very much to its Director Petros Michelidakis and his team for the great cooperation and an amazing show”*

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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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