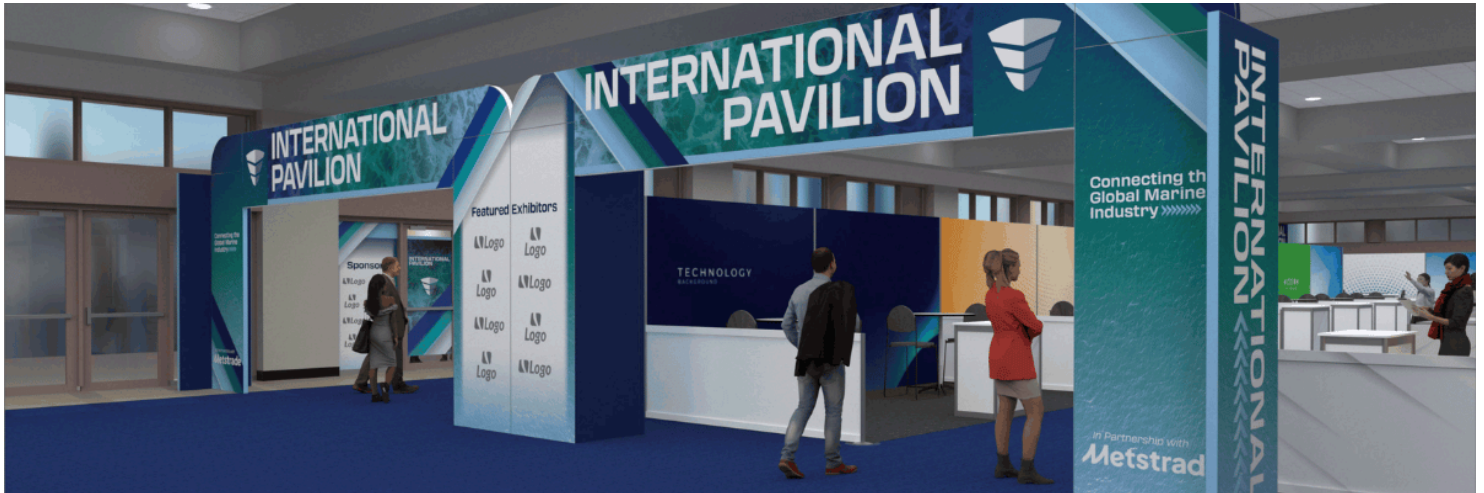


IBEX and Metstrade Open New Pathway into \$230 Billion U.S. Marine Market

IBEX and Metstrade have partnered with the National Marine Representatives Association (NMRA) and the Marine Marketers of America (MMA) to launch a new export-focused program designed to help international companies enter the U.S. leisure marine market. The program includes a new exhibition package at IBEX, North America's technical trade event for the marine sector. IBEX 2026 will mark the event's 36th annual edition.

Tuesday, 26 May 2026



The U.S. remains the world's largest recreational boating market, generating approximately \$230 billion in annual economic impact and supporting more than 812,000 jobs, according to the National Marine Manufacturers Association (NMMA). Consumer spending on boats, marine products and related services totalled around \$55.6 billion in 2024, including \$32.3 billion in new boat, engine and accessories sales.

Launching in the US market

The joint initiative begins at IBEX (October 6-8 in Tampa, Florida) with a structured participation package that combines exhibition exposure, curated networking, and focused education. Located at the International Pavilion at IBEX in a high-traffic entrance area, this dedicated pavilion will be a central hub for international companies targeting the U.S. market with maximum visibility and marketing exposure.

The program is aimed at reducing barriers to entry and supporting international brands during the critical early stages of their North American market launch.

In addition to a prime exhibition location, participants will gain direct access to the U.S. market through a structured programme of pre-arranged meetings, including high-impact speed dating sessions with independent distributors and sales representatives. Delivered in partnership with NMRA, these curated sessions connect companies with dozens of highly experienced, regionally specialised professionals who offer immediate entry into established sales channels. By bringing together a broad network of qualified representatives in one setting, the programme enables international brands to quickly build a clear picture of the U.S. market and accelerate their go-to-market strategy.

A dedicated seminar series labelled 'How to Successfully Launch Marine Products in North America' will cover key topics such as market positioning, communication strategies, distribution models and regulatory considerations. In addition, all participants are required to attend a pre-event educational webinar to ensure strong preparation ahead of IBEX.

Mary Velline, IBEX Show Director, said: "The US leisure marine market operates very differently from the rest of the world, and understanding these differences is essential for commercial success. By combining exposure, networking and education in close collaboration with experienced partners, this program provides international companies with a strong foundation for entering the US market."

David Pilvelait, president of the National Marine Representatives Association, said: "The U.S. leisure marine industry is highly relationship-driven. Our network of independent sales representatives understands the market state by state and is eager to connect with companies that have strong products and realistic growth ambitions."

Alisdair Martin, President of Marine Marketers of America (MMA), said: "The U.S. remains one of the most exciting growth markets in the world for marine businesses. Our goal is to help participating companies maximize the value of their IBEX experience and leave with a stronger understanding of the opportunities, challenges, and

dynamics of doing business in North America. Through MMA's involvement, we hope to provide valuable market context and support that helps participants make informed decisions as they develop their U.S. growth strategy."

International companies interested in joining the IBEX International Pavilion export program (limited to 30 companies) can contact international@ibexshow.com for further information.