

Metstrade 2026 opens visitor registration with first programme highlights across a week of industry events

A curated event to facilitate business and networking brings the leisure marine sector together in Amsterdam

Visitor registration for Metstrade 2026 is now open, inviting leisure marine professionals from around the world to secure their place at the industry's leading global B2B event, taking place at RAI Amsterdam from 17–19 November. Free registration for Metstrade is only available until 1 November – secure your registration here: <https://metstrade.login.rai.eu/?survey=2cmxfxr7ruf2>

Metstrade is where the leisure marine industry comes together to scout the latest products, solutions, and trends that will shape the future of the sector whilst facilitating business and networking. Across 13 exhibition halls, over 1,700 exhibitors will showcase everything from propulsion systems and sustainable materials to smart connectivity and onboard electronics, giving visitors the most efficient route to the products and partners shaping the year ahead.

Each year, Metstrade sits at the centre of a broader week of industry events and content, bringing together decision-makers and professionals for a wide range of sessions, workshops and networking moments taking place before, alongside, and after the show.

Metstrade is placing a stronger emphasis on high-value sessions to enable companies and attendees to better plan their time and prioritise the sessions most relevant to their business. The 2026 content programme introduces a more curated format for the Metstrade and Superyacht Stages. These talks and panels are designed to deliver greater depth and interaction, with 45-minute in-depth sessions followed by 30-minute dedicated networking opportunities, creating space for more meaningful exchange.

Programme highlights

At the Superyacht Stage, sustainability and future propulsion technologies will be explored in “Opportunities for Nuclear Propulsion in the Superyacht Industry” (Tuesday 17 November, 11:30). The session examines how developments such as Small Modular Reactors could shape maritime decarbonisation and what this means for the future of yacht design and operations.

This stage will also see a stronger integration of safety and operational topics. Themes that were previously presented in more standalone formats — including those involving the KNVTS (The Royal Dutch Society of Marine Engineers) — are now positioned more prominently within the Superyacht programme, reflecting a closer connection between safety, real-world operations and the broader industry dialogue.

On the Metstrade Stage, the session “MARPOL in Practice – Closing the Compliance Gap in Leisure Marine” (Thursday 19 November, 12:30) provides a practical perspective on environmental regulation. The session focuses on how compliance challenges play out in daily operations, from marina environments to insurance implications, and outlines concrete steps towards more effective implementation.

Global insights: North American Stage

The North American Stage (Hall 12), developed in collaboration with NMMA, IBEX and Soundings Trade Only, provides a focused platform for international market insights and discussion.

One of the standout sessions, “New Tools, New Rules: Marine Marketing in the Age of AI,” explores how AI, data and new creative tools are reshaping how marine companies reach and engage their audiences. Bringing together agency leaders, manufacturers and media voices, the session highlights both the opportunities and challenges of applying AI in a sector built on relationships and reputation.

Innovation, sustainability and industry development

Innovation continues to be a key focus throughout the event week. The Yachting Ventures Startup Pitch Competition (Wednesday 18 November, 12:30) will once again bring together emerging companies, investors and industry leaders.

Sustainability is further addressed through initiatives such as the Marine Impact Lab, which supports exhibitors in strengthening and communicating the environmental value of their innovations. As an exclusive added benefit, this year’s DAME Design Awards shortlisted companies and startups will gain complimentary access to dedicated sustainability training through the Lab.

This initiative underscores the marine industry’s accelerating commitment to sustainability, transparency, and future-ready innovation, equipping leading innovators with the tools to clearly demonstrate and enhance their environmental impact in an increasingly demanding global market.

In addition, the Crew Voices Interactive Workshop (Wednesday 18 November) bring industry professionals together to explore the future of training, leadership and workforce development within the superyacht sector.

What else is new?

This year will see an exciting range of new enhancements, including a newly designed show floor format. Created to improve navigation and deliver more space for business connections, it includes an expanded Superyacht Zone, a relocated Marina & Yard Zone, and significant growth in the Construction Materials Zone.

Niels Klarenbeek, Director RAI Marine Technology, said: “The 2026 floorplan isn’t just bigger, it’s structured differently to improve visitor experience. By regrouping the Superyacht, Marina & Yard and Construction Materials zones, we’re cutting the distance between visitors and the conversations that matter most to them so they can spend more time in front of new products, new exhibitors and the connections that drive business.”

In addition to Metstrade, The Superyacht Forum remains the superyacht sector’s leading C-suite event, bringing together industry leaders for strategic discussions on the future of the superyacht market through a programme developed by industry partners. Under the 2026 theme “Accelerate the Evolution”, the Forum will explore how the industry can move faster from ambition to implementation across key areas including sustainability, innovation, infrastructure, regulation, talent and operational excellence. To see the full programme at The Superyacht Forum and to book tickets to this exclusive event for the superyacht trade, visit: <https://www.thesuperyachtforum.com/>. The Superyacht Forum takes place from 16–17 November 2026 at RAI Amsterdam.

Why register now

Registration is free until 1 November 2026; after that, a €90 (excl. VAT) fee applies. Early registrants get access to programme updates as they’re announced, priority rates through RAI Hotel Services so they can book before accommodation fills up, and access to the limited number of early-bird tickets for Metstrade – the show’s dedicated Eurostar carriage from London to Amsterdam, which turns the journey itself into a networking opportunity. Limited early-bird Metstrade tickets are available now: <https://register.visitcloud.com/survey/105h506ky4tp6>

For those flying to Metstrade, Air France / KLM offer preferential discounts on airfare with extended travel flexibility and other corporate benefits. Early booking is essential – more information here: <https://www.metstrade.com/your-trip>

Patricia Becker, Exhibition Manager at Metstrade, said: “Metstrade 2026 will bring together the global leisure marine industry for an unmissable week of innovation, knowledge sharing and business opportunities. We encourage attendees to register early, plan their visit and make the most of everything happening both on the show floor and across the wider Metstrade week in Amsterdam.”

Register for a free ticket at Metstrade 2026, 17–19 November 2026 at RAI Amsterdam: <https://metstrade.login.rai.eu/?survey=2cmxfxu7ruf2>

Ends

For further information or images, please contact the Metstrade team at McKenna Townsend by calling +44(0)1425 472330 or emailing metstrade@mckennatownsend.com

Notes for editors

About RAI Amsterdam

Founded in 1893, RAI Amsterdam is a leading international exhibition and convention centre, committed to creating platforms that facilitate industry collaboration and progress.

About Metstrade

Metstrade is the world's largest trade exhibition for marine equipment, technology and services for the global leisure marine industry. Organised by RAI Amsterdam in association with ICOMIA (International Council of Marine Industry Associations), Metstrade's target audience includes yacht builders, naval architects, refit yards, distributors, dealers, wholesalers, captains, marina owners and marine equipment manufacturers worldwide. It connects global marine professionals in a unique cluster of networking, knowledge exchange and business development activities.

Metstrade 2026: 17–19 November 2026, at RAI Convention Centre in Amsterdam, the Netherlands.