**BLUE INNOVATION DOCK AT BOOT 2027: FOCUS ON PRACTICAL INNOVATIONS**

Sponsors: Group Beneteau, Ferretti Group and Brunswick Corporation

From January 23 - 31, 2027, boot Düsseldorf and the European Boating Industry, based in Brussels, will present a varied program on innovations and future-oriented topics in the water sports sector at the blue innovation dock in Hall 10 of the exhibition center in Düsseldorf, Germany. During the nine-days of the trade fair, the blue innovation dock will be a platform dedicated to practical innovations, policymaking and dialogue between industry, research and politics.

The focus will be on current issues affecting the water sports sector: Which technologies are ready for the market? How can the sector adapt to the use of artificial intelligence and digital solutions? What framework conditions are needed for intelligent regulation? How can investment and market demand be strengthened?

The program will bring together industry leaders, innovators, researchers and policymakers from Germany and around the world. Keynotes, panel discussions, interviews and presentations will combine strategic perspectives with concrete practical experience.

"The blue innovation dock is the meeting place for everyone who wants to play an active role in shaping the future of water sports. There, we bring together technological developments, political discussions and concrete business opportunities. As an innovation forum, it is therefore the ideal complement and platform for dialogue at the trade fair," said boot Director Petros Michelidakis.

Since the program will focus primarily on practical topics, greater emphasis will be placed on technologies already available, current regulatory developments, artificial intelligence and robotics, as well as the immediate requirements facing companies and boat owners. Sustainability will also remain a central theme of the forum. In particular, the question of how innovations can promote both environmental progress and the competitiveness of the industry will play a major role in the forums.

Petros Michelidakis stated: "The strong support from European policymakers and the global players in the boating industry will provide lasting inspiration for the audience. We are delighted to have the Beneteau Group on board again this year as our main sponsor and welcome the Italian Ferretti Group as a new project partner. Another long-standing project partner is the Brunswick Corporation, which has been involved since 2023. With this international support from world-leading companies, the blue innovation dock is unique across the entire trade fair sector."

The topics covered over the nine days of the event are:

- low-emission boating and alternative fuels,
- Marinas and nautical tourism,
- start-ups, investment and financing,
- skilled labor, expertise and leadership,
- the circular economy, repair and reuse,
- artificial intelligence, connected boating and modern manufacturing technologies,
- access to boating and responsible participation,
- innovations in sailing and other water sports.

The blue innovation dock will start on January 23 at 11:00 am with the "Business meets Politics" event.. The regular stage program is scheduled from 1:00 pm – 4:00 pm on all other days of the boot 2027 trade fair. The conference will be conducted predominantly in English.

For boot 2027 trade visitors, admission costs €28.00 for one day and €44.00 for two days when ordered online at www.boot.com. The boot app helps visitors search for exhibitors and products, plan events and find their way around the exhibition center. Up-to-date information about the program and the speakers at the blue innovation dock is also available at www.boot.com.

The new B2B lounge at the blue innovation dock in Hall 10 will offer even more space for lively, professional discussions and for establishing new business contacts. Access to this lounge, as well as two other lounges in Halls 7a and 14, is included in the B2B ticket for boot 2027. Attendees with B2B tickets have access to the trade fair starting at 9:30 am, allowing for relaxed professional meetings before the general public arrives.

For information on visiting or exhibiting at boot 2027, contact Messe Düsseldorf North America; Telephone: (312) 781-5180; E-mail: info@mdna.com; Visit www.boot.com and www.mdna.com.

For hotel information, contact TTI Travel, Inc. at (866) 674-3476; E-mail: info@ttitravel.net; www.ttitravel.net or use the booking platform on the boot website: https://www.boot.com/en/Exhibit/Information/Hotel_CityInfos

**The world's largest yacht and water sports trade fair**

With more than 200,000 visitors from over 100 countries and nearly 1,500 exhibitors in Halls 1 to 17, boot Düsseldorf is the world's largest yacht and water sports trade fair. Both sailors and motor boaters will find a wide variety of boats, dinghies, superboats or super yachts. The popular water sports of diving, surfing, kite surfing, stand up paddling, skimboarding or canoeing are available at boot in all facets and with the appropriate equipment. Attractive stage programs with the stars of the scene, the latest trends and a high-caliber mix of workshops and hands-on activities, both for leisure sports enthusiasts and experts, make the trade fair unique worldwide. But marine conservation and

innovative, sustainable technologies will also be a focus at boot 2027. In cooperation with the European Boating Industry (EBI), for example, the blue innovation dock offers a unique dialogue format with political, economic, technological and media expertise. The next edition of boot will be held in Düsseldorf, Germany from January 23 – 31, 2027.
www.boot.com

**About the European Boating Industry (EBI)**
The European Boating Industry (EBI) represents the European recreational boating and nautical tourism sector. It comprises 24 national associations and 14 supporting members.

As the voice of the entire value chain, the EBI works with European institutions and other stakeholders to promote a sustainable recreational boating and nautical tourism industry 'Made in Europe'.

The sector comprises around 32,000 businesses and more than 18,000 marinas. It provides some 280,000 direct jobs and enables around 48 million people each year to enjoy boating and water sports.

The EBI is active in areas including advocacy, sustainability, regulation, research, events and industry collaboration. Furthermore, it holds official stakeholder status with HELCOM, OSPAR, the Mediterranean Action Plan, the United Nations Economic Commission for Europe (UNECE) and the European Committee for the Development of Standards in the Field of Inland Waterway Transport (CESNI).
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