

**boot.com is online**

## **boot Düsseldorf secures domain for expansion of international network**

In April boot Düsseldorf takes a further step into a successful trade fair and information future: In addition to the proven domain [www.boot.de](http://www.boot.de) it is now also available in the English version at [www.boot.com](http://www.boot.com). The cumbersome formulation [boot-duesseldorf.com](http://boot-duesseldorf.com) belongs thus to the past.

boot Director Petros Michelidakis is pleased with the new English online title of the fair: "As the world's largest water sports fair, we have now taken a further step towards expanding the internationalization of boot. [boot.com](http://boot.com) is short, concise and crisp! This will strengthen the boot brand and ensure an even greater degree of international recognition." The name [boot.com](http://boot.com) is catchy and simplifies the input on mobile devices. All news and facts about boot Düsseldorf can be found in the German and English portals.

### **About boot Düsseldorf**

With almost 250,000 visitors, boot Düsseldorf is the world's largest boat and water sports fair and every year in January the "meeting place" for the entire industry. From 18 to 26 January 2020, around 2,000 exhibitors will be presenting their interesting new products, attractive further developments and maritime equipment. This means that the complete market will be on site in Düsseldorf and will be inviting visitors on nine days of the fair to an exciting journey through the entire world of water sports in 17 exhibition halls covering 220,000 square meters. With a focus on boats and yachts, engines and engine technology, equipment and accessories, services, canoes, kayaks, kitesurfing, rowing, diving, surfing, wakeboarding, windsurfing, SUP, fishing, maritime art, marinas, water sports facilities as well as beach resorts and charter, there is something for every water sports enthusiast.

8 April 2019

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**18.-26.1.2020**  
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