

boot Düsseldorf is launching a new campaign

“reboot your business” aims to fuel the passion for water sports

Wolfram Diener is taking over from Werner Dornscheidt

“Many of the hotspots of the water sports community in Europe are coming to life again”, boot Director Petros Michelidakis is delighted to report. He is Greek by birth and a keen sailor – and will soon be paying another visit to his home country too. Before this, however, he has also been able to enjoy water sports at their best around Düsseldorf, where he has chosen to live for many years now. “After surfing, sailing, diving or SUP became possible again here, I have visited a number of the destinations in the region in recent weeks and have been really impressed by the tremendous commitment displayed by the athletes as they have taken to the water again”, he adds.

In the coming year, boot will once again be the international business platform for motor and sailing yachts, recreational surfing and diving – under the new campaign motto “reboot your business”. At the visual level, the blue boot logo will be bracketed by the prefix “re” and the words “your business”. Michelidakis explains: “Our intention with the ‘reboot’ slogan is to demonstrate to the manufacturers that we are by their side. They will find that boot Düsseldorf 2021 is the ideal place for networking successfully and doing good business”.

Such prominent players as Princess, Azimut or San Lorenzo from the luxury yacht field have already booked space for their presentations at boot 2021. Others who have for example also confirmed their participation are the German market leaders Hanse and Bavaria or Greenline – the well-known innovative pioneer of alternative drive concepts from Slovenia – as well as Starboard, one of the major board producers.

“This means that boot is right on track. The industry is experiencing strong demand, driven by the trade fair this year”, says Michelidakis. While the German Marine Federation is positive in its assessment of the market too. Federation President Robert Marx outlines the situation: “We made an extremely motivated start to this year following a very good trade fair in



23.-31.1.2021
boot.de

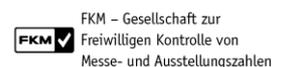


Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland
Telefon +49 211 4560 01
Telefax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Bernhard J. Stempfle
Erhard Wienkamp
Vorsitzender des Aufsichtsrats:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

January. It goes without saying that the corona crisis has proved to be a setback to the industry, but the prospects are good that water sports will experience a successful summer. I think that people will come to appreciate this type of sport in particular and am looking forward to boot 2021 as a stimulant for the entire international industry. It is indispensable for us as manufacturers.”

Werner M. Dornscheidt is being succeeded by Wolfram N. Diener in the executive management of Messe Düsseldorf. The CEO will continue to be directly responsible for the boating and water sports events – and thus boot – in future as well.

Messe Düsseldorf is already starting the new trade fair season on 4. September. CARAVAN SALON Düsseldorf 2020 will be taking place in line with the requirements of the corona protection regulations issued by the state of North Rhine-Westphalia. In this context, Messe Düsseldorf has developed a hygiene concept with specific measures in close liaison with the authorities. Petros Michelidakis: “This will ensure that our exhibitors enjoy the professional environment they are accustomed to for their business.”

About boot Düsseldorf:

boot Düsseldorf is the biggest boat and water sports trade fair in the world and is the place where all of the industry meets in January every year. It is the information and ordering hotspot for every water sports enthusiast, with the main focus on boats and yachts, motors and engine technology, equipment and accessories, diving, services, canoes, kayaks, rowing, surfing, kitesurfing, wakeboarding, windsurfing, SUP, fishing, maritime art, marinas, water sports facilities, beach resorts and chartering.

1. July 2020

boot Düsseldorf Press Team

Tania Vellen and Cathrin Imkampe

Tel.: +49 211/4560-518/589

vellent@messe-duesseldorf.de

imkampec@messe-duesseldorf.de



23.-31.1.2021
boot.de

