

## Testimonials on the postponement of boot Düsseldorf 2021 to 17-25 April

### **Martin Baum, Managing Director Pantaenius Yacht Insurance:**



"As the European market leader, boot is an important communication platform and reliable partner for us.

We are convinced that it will live up to its role as a leading trade fair, even in the face of the current challenges, and we are looking forward to offering owners, skippers and crews the usual Pantaenius service at our stand in April. Of course, in compliance with a strict hygiene concept, but just as personal and individual as always."

### **Axel Becker, Managing Director Beluga Travel:**



"For Beluga Travel, boot in Düsseldorf has been one of the most important marketing tools for years. We generate almost 20 percent of our total sales through our annual presence at this trade fair. This would certainly not have been possible under the given circumstances with the global travel warnings and the current infection situation with the original date in January.

We are all the more pleased about the new date for the boot in the second half of April 2021. By then, the currently very critical situation should have eased to some extent due to the vaccinations that will then be possible worldwide and better weather conditions."

### **Florian Brunner, Managing Director APM Marketing/Starboard:**



"With boot 2021 in April, a new chapter will be opened. First of all, I would like to congratulate the trade fair management and the boot team on this correct and courageous decision. We, as exhibitors in surfing, welcome the shift to spring.

After a very difficult but also successful year, which was marked by restrictions due to the pandemic, we are pleased to be able to present our new products to boot visitors in time for the start of the 2021 season. Windsurfing and kitesurfing are enjoying increasing demand and stand-up paddling is experiencing an unexpected boom.

We will be presenting the latest highlights for this at boot. And an absolutely new sport is conquering all waters - wing surfing and wing foiling are already captivating many water sports

enthusiasts. You will be able to try out this new sport on the pool with wind machines. In addition, the stars of the scene will reveal helpful tips and tricks. You can be curious."

### **Larin Heero, Managing Director Master Yachting**



As a designated highlight in the industry year, boot Düsseldorf has always been an important and integral part of our planning. In this respect, we welcome the fact that we have succeeded in setting up an edition for 2020 that is adapted to the special circumstances of the pandemic. A strong signal in turbulent tourism times!"

### **Dr Uwe Hoffmann, President of the German Scuba Diving Association:**



"Sport diving is also suffering from the Covid 19 pandemic. But recreational diving in open water is possible even under the special hygienic conditions and offers great nature experiences. However, we currently also consider it difficult to implement all the necessary measures at major events, which is why the VDST welcomes the postponement of boot 2021. We hope that boot 2021 can then be used to restart a great diving and water sports season in 2021."

### **Dominik Holzer, CEO Aqua Lung**



"Hello divers! We, at Aqua Lung are grateful that, especially in these challenging times, boot can take place in 2021. We are already looking forward to welcoming you at our booth in Düsseldorf from the 17th to the 25th of April and to presenting you our groundbreaking innovations there.

It's best to note this date down already! Stay healthy and see you at boot! Your Aqua Lung Team!"

**Harald Kuhnle, CEO Kuhnle Tours:**



"We will present our latest new construction, the sauna boat, at boot 2021. By postponing it to 17-25 April, we now even have a bit of time to test the boat ourselves.

boot Düsseldorf is the place where the boating world meets, whether in January or in April. We look forward to seeing you on board and at our stand in Hall 14. See you then!"

**Inga von der Linden, Managing Director M.u.H. GmbH - Innovative Technology for Yacht Building:**



"We look forward to boot in Düsseldorf, as we have every year since 1978. And I can say that almost every year has been different. We have had fewer visitors several times, among other things due to smog and therefore flights not taking place, we have had snow chaos so that no trains or cars could run, we have had floods which flooded the car parks, we have had wars and terror alerts all over the world which made many exhibitors from abroad not come. And now we are living in times of a corona pandemic, with such a severe second wave that even the date of boot in January 2021 had to be cancelled.

The new date for 2021 is from 17 to 25 April. It's warmer in April, travel and set-up are easier. Sure it's after Easter, and traditionally most boats are launched around Easter, but who sails then. It may even be that boat owners are only now seeing what is still missing or what may have been broken in winter storage, etc.

Our marine market is relatively small and if many exhibitors come and pull together, even though the season is in full swing, we can still reach many of our customers.

The hygiene concept of the Caravan in the summer of 2020 has convinced us that a trade fair can also take place in Düsseldorf with distance and masks. That's why we have booked and will also be there in April 2021 when it's time to show the flag."

**Michael Müller, CEO BAVARIA YACHTS:**



"Especially in these times it is important that we can present our boats to our customers in person again. boot 2021, now from 17 to 25 April, gives us this chance and we will take advantage of it."

**Marc Rutgers, CEO Allpa Marine Equipment:**



"Allpa Marine Equipment is a leading European Marine Equipment wholesaler, who is on top of the market for over 40 years. To their successful sales program belong brands like Seastar Solutions, Ritchie Compasses, Radice propellers, Technodrive/Twin Disc gearboxes and many more state of the art brands.

Now, in this difficult year, with events and happenings no-one could foresee, we realise that we very often take things for granted.

So, too with boot Düsseldorf. The biggest event in the field in Europe has been postponed because of the Covid-19 virus. In recent years, we were very happy with boot Düsseldorf. When the market slowed down, it brought stability and gave great opportunities to meet everyone in the field. It's the best platform in the world. Better than many a B to B boatshows.

You meet the whole world in Düsseldorf; from every type of consumer to the manufacturer of niche-products. And every-one in between. Many of our dealers are present and they are visited by their clients who come from all over Germany and the surrounding countries. We ourselves, Allpa Marine Equipment, meet our suppliers and manufacturers from all over the world. But also those from not so far away, like the BeNeLux-countries and Germany.

OEM manufacturers from all over Europe are present as well. We are very pleased that all these different sides of the Marine Equipment world are represented on boot Düsseldorf. It is very practical and efficient.

We were not pleased when we heard that the show is cancelled. But we think this decision is the right one. We also understand that it was hard to take. And that it was postponed and pushed into the future for as long as was possible.

But now, new dates are announced and we can at last look forward to it! The new dates are not convenient in any way, but there is an alternative, an event to work forward to. There is perspective. The greatest meeting in the field is set to sail again.

Myself, CEO of Allpa Marine Equipment, and my staff support the initiative and we received it with enthusiasm. It will not be the best show ever, but it is easy to write it down before it took place. He who doesn't dare, doesn't win. Ever! Let's give it a try. This is entrepreneurship! If you don't try, you will arrive nowhere. Who could foresee the events that shaped 2020? We, Allpa Marine Equipment, see the future in a bright way. It presents itself as full of opportunities and even if there are some things that cast a shadow, we have to invest and move forward. In an intelligent and persistent way!

Allpa hopes that many more companies in the field take a similar perspective and that we work and move together to a solid and prospering market. In which decisions that are enhancing growth are taken without reservation even if it is clear in advance that some decisions do not bring the maximum advantage and profit. Like boot Düsseldorf in April!"

**Hans Roelants, CEO Searay/Brunswick Group:**



"It was not really a surprise to us to hear that boot 2021 would be postponed. The circumstances don't leave us much of a choice. We recognize that the April timeframe is a challenge for exhibitors but we believe that it is important to participate. Boat shows are a crucial tool for us to get in touch with our customers and show them the Sea Ray models."

**Giovanna Vitelli, Vice President Azimut Benetti Group:**



"We sea lovers are stronger than the challenges we face. This is why we all should be ready to support the 2021 edition of boot Dusseldorf, now scheduled for next April. Let's meet there because together we are like a powerful, invincible wave."

**Printable portrait photos of the exhibitor testimonials are available from the boot Düsseldorf 2021 press team ([vellent@messe-duesseldorf.de](mailto:vellent@messe-duesseldorf.de), +49 211 4560-518).**