

**Program of the Digital Media Conference of boot Düsseldorf 2021  
(Status: November 1<sup>st</sup> 2020)**



**23.-31.1.2021**  
**boot.de**

**4th November 2020:** Start of the digital Media Conference/Moderator: Sascha Kalupke/ Conference language: English

**10:00 a.m.:** **Welcome of the participants** by Robert Marx (on site), President of boot Düsseldorf and the German Marine Federation (BVWW e.V.), and Wolfram Diener (on site), CEO Messe Düsseldorf

**10:10 a.m.:** **boot Düsseldorf takes a clear position** – 17 exhibition halls, enticing participation and exciting stage programs invite water sports fans and trade visitors to Düsseldorf under PROtAction – an excursion over boot 2021 with Petros Michelidakis (on site), Project Director boot Düsseldorf.

**10:30 a.m.:** **Presentation of sailing, motor boats and charter:**

**Video message by Boris Herrmann** before his start at the Vendée Globe from Les Sables-d'Olonne

**10:35 a.m.:** **Moderation of the discussion round with the European Boating Industry**

Round table with Philip Easthill (via Zoom), Secretary General European Boating Industry, Secretary General of the Fédération des Industries Nautiques (FIN), Maud Dugourd (via Zoom), and the President of the German Marine Federation, Robert Marx (on site).

**10:50 a.m.:** **Presentation of a discussion round about sailing and motor boats and chartering**

Discussion with film sequences with Michael Müller (on site), CEO Bavaria Yachts, Dr. Jens Gerhardt, CEO Hanse Yachts (via video), Fanis Kiriacoulis (on site), CEO Kiriacoulis Charter, Luca Brancaleon, Bénèteau Group Deputy Director Brands and Products (via Zoom), Moderation: Marcus Krall (on site)

**11:20 a.m.:** **Presentation of luxury yachts at boot - industry leaders show their colors**

Superyacht expert Marcus Krall presents the messages and film sequences of the market leaders: Giovanna Vitelli (via Zoom), Vice President Azimut Benetti Group, Massimo Perotti (via Zoom), President of Sanlorenzo, Alberto Galassi (via video), CEO of Ferretti, Anthony Sheriff (via Zoom), CEO Princess Yachts

**11:50 a.m.:** **Presentation on the subject of diving**

Petros Michelidakis presents the **new dive tower** - Renderings from the creation of the tower – first photos from the new tower

**12:00 p.m.:** **Diving expert talk** with Dominik Holzer (video Aqualung), General Manager Aqualung Germany, the Chairman of the Diving Industry Association, Thomas Dederichs (on site), CEO BTS Europe, and the president of the Association of German Sports Divers (vdst), Dr Uwe Hoffann (via Zoom).

**12:15 p.m.:** **Introduction Surfing - New Trend Wing Surfing - New popular sport SUP**

Expert Andrea Hoepfner in conversation with Flo Brunner, Managing Director Star Board, about the current trends and extreme water sports enthusiast Michael Walther (all on site) about "SUP a sport for everyone". Film sequences on the trends and board presentation

**During the Media Conference you can ask your questions to the boot team in Düsseldorf at [boot.presse@messe-duesseldorf.de](mailto:boot.presse@messe-duesseldorf.de) .**

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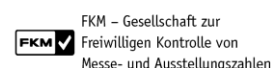
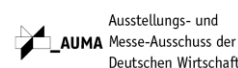
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