

November 2016

Dear Marine Industry Specialist

boot – 21-29 January 2017: Be part of the No. 1!

In January, **boot Düsseldorf** is the place to be for all involved in watersports. With some 1,800 exhibitors from over 65 countries, it is considered a benchmark for the international boat and water sports industry. Here, you can try almost everything that has to do with watersports: Experience the pure outdoors at the 90-metre long river, join the sailing school, visit the Cruise Pavilion or the Beach World with its unique shows and competitions or take a look at more than 1,500 yachts. For the first time ever there will even be a deep-water wave at a watersports trade fair.

Show Director Petros Michelidakis believes it's time the Kiwi marine industry rediscovered **boot Düsseldorf** as one of the world's premium exhibition opportunities. "You simply can't ignore the depth and the breadth of the market that is represented by this trade fair" he says.

"What **boot** offers is completely different to the likes of Fort Lauderdale, Monaco or METS in Amsterdam," explains Michelidakis. "For example, in terms of B2B visitors, **boot** attracts many production managers; people who are looking for fittings and accessories to put inside marine craft." Production managers want to see what's new in products and technologies from a wide range of equipment builders, he says. "**boot Düsseldorf** attracts both high-level consumers and B2B visitors."

The show is also unique in that it works hard to further develop the boating industry, he adds. "The show covers everything from swimwear to super yachts, and in 2017 the Superyacht conference will move from Hamburg to a new permanent home alongside **boot Düsseldorf**. There will also be a new boat interiors section added to the show next year" he says.

MESSE REPS. & TRAVEL is your contact in New Zealand for **boot Düsseldorf** Information on trade fairs, on Düsseldorf and how we can assist you with questions you might have is available at www.messereps.co.nz.

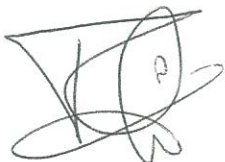
Travelling to boot?

We can help you find the right airfare solution to Europe and Düsseldorf. While there are many airfare options for travel to Europe, Düsseldorf is not as well known as other cities ...but it's well known to us.

For accommodation we can offer you options in Düsseldorf from private apartments where the owners move out and international fair visitors move in, to hotels and hotelships moored on the river. We know the locations, the public transport and the travelling times to the fair.

We are looking forward to welcoming you to **boot** in Düsseldorf.

Regards



Robert Laing
MESSE REPS. & TRAVEL

Messe Reps. & Travel
P O Box 26522, Epsom, Auckland 1344
4 Tokomaru Street, Orakei, Auckland 1071, New Zealand
Ph: 09 5219200, Fax: 09 5219201, info@messereps.co.nz
www.messereps.co.nz



21.-29.1.2017
www.boot.de



Messe Düsseldorf GmbH
Postfach 101006
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Telefon +49 (0)211/4560-01
Telefax +49 (0)211/4560-668
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

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

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