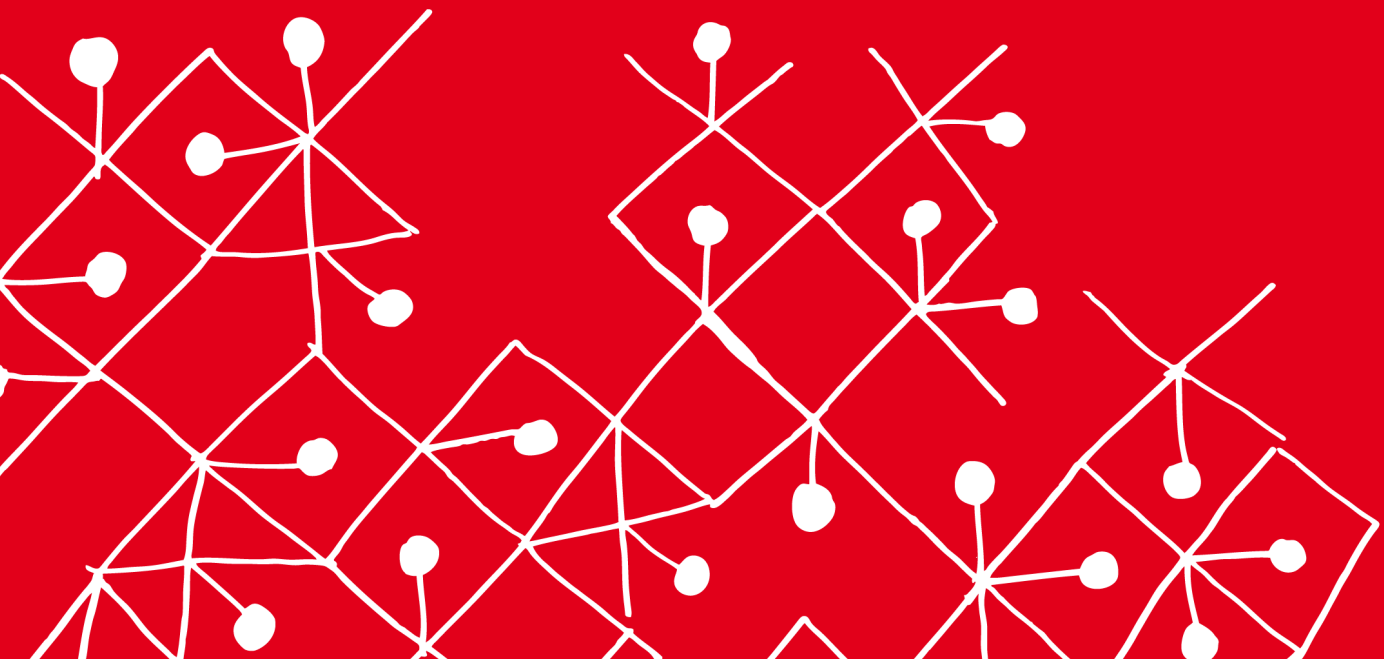


Polska



More than 160 Polish boats in
Düsseldorf

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Nearly 2 000 exhibitors presented their products and services at BOOT Düsseldorf 2018, the largest yacht industry trade fair in the world. More than 160 boats manufactured in Poland enjoyed great interest. The national stand prepared by the Polish Investment and Trade Agency was a true contact point.



On 20-28 January 2018, the 49th edition of the BOOT fair took place in Düsseldorf. It is the largest event of that type in the world. More than 1 900 exhibitors from nearly 70 countries in 20 halls, on 220 000 m2, presented yachts, boats and accessories for all types of water sports.

This year, there were over 30 stands of Polish manufacturers of sailing yachts, motor boats, houseboats, electric motors, yacht paints, diving and wakeboard equipment and sailing apparel. Apart from that, there were several stands submitted by German dealers of Polish shipyards, not to mention numerous boats produced in Polish shipyards for foreign brands. In total, there were more than 160 sailing yachts and motor boats manufactured in Ostróda, Olecko, Augustów, Węgorzewo, the Tricity and its area, Goleniów, Łódź, Poznań, as well as in many other Polish cities. They enjoyed great interest.

Traditionally, in the super yacht hall, the Galeon shipyard had its stand, which presented this year as many as six models: 335 HTS (premiere), 405 HTL, 420 FLY, 485 HYTS, 470 SKYDECK (world premiere) and 640 FLY (world premiere). The elegant, big stand was flooded by both individual visitors and industry professionals. Most popular was the 640 FLY model, which in the coming months may get many prestigious awards at trade fairs all over the world.

The Parker Poland shipyard also presented 6 models, including the latest Parker Monaco 110. In addition, models: 690 DC, 750 CC, 770 Weekend, 800 Weekend and 850 Voyager could be admired. The large number of visitors to the stand on all days of the trade fair testifies to the continued interest in the award-winning at various fairs Parker boats. The only thing missing from full happiness was a reward for Parker 690 DC, nominated in the European Powerboat of the Year competition.

In turn, the biggest Polish manufacturer of sailing yachts - Delphia Yachts Kot - presented, at two separate

stands at the BOOT fair, its largest flagship sailing unit in a new instalment (Delphia 47 Limited Edition), as well as awarded motor yachts (BluEscape 1200, Nautika 1150 Voyage, Nautika 1080 Soley). Despite the fact that, as in the case of Parker Poland, it ended only in nomination for the European Powerboat of the Year award for BluEscape 1200, Ewa Kot of the Delphia shipyard positively assessed the Düsseldorf exhibition which “was again successful and resulted in new orders placed by the European representatives of the Delphia shipyard”.

Other Polish exhibitors shared this opinion, i.a. the Northman shipyard from Węgorzewo (which brought three yachts to Düsseldorf this year: Maxus 22 - a ballast version, Maxus evo 24 and Nexus Revo 870 with an inboard engine) and TechnoMarine (shipyard from Malbork, presented as many as four units at BOOT, including the flagship, Alexis II).

Also producers of houseboats were very satisfied with the trade fair. Witold Witkowski of LaMare stated that over the span of 9 days, “the stand was visited by around 10 000 people, 5 000 promotional materials were handed out and hundreds of conversations were conducted.” We keep our fingers crossed that quite a few of these contacts will soon result in actual orders.

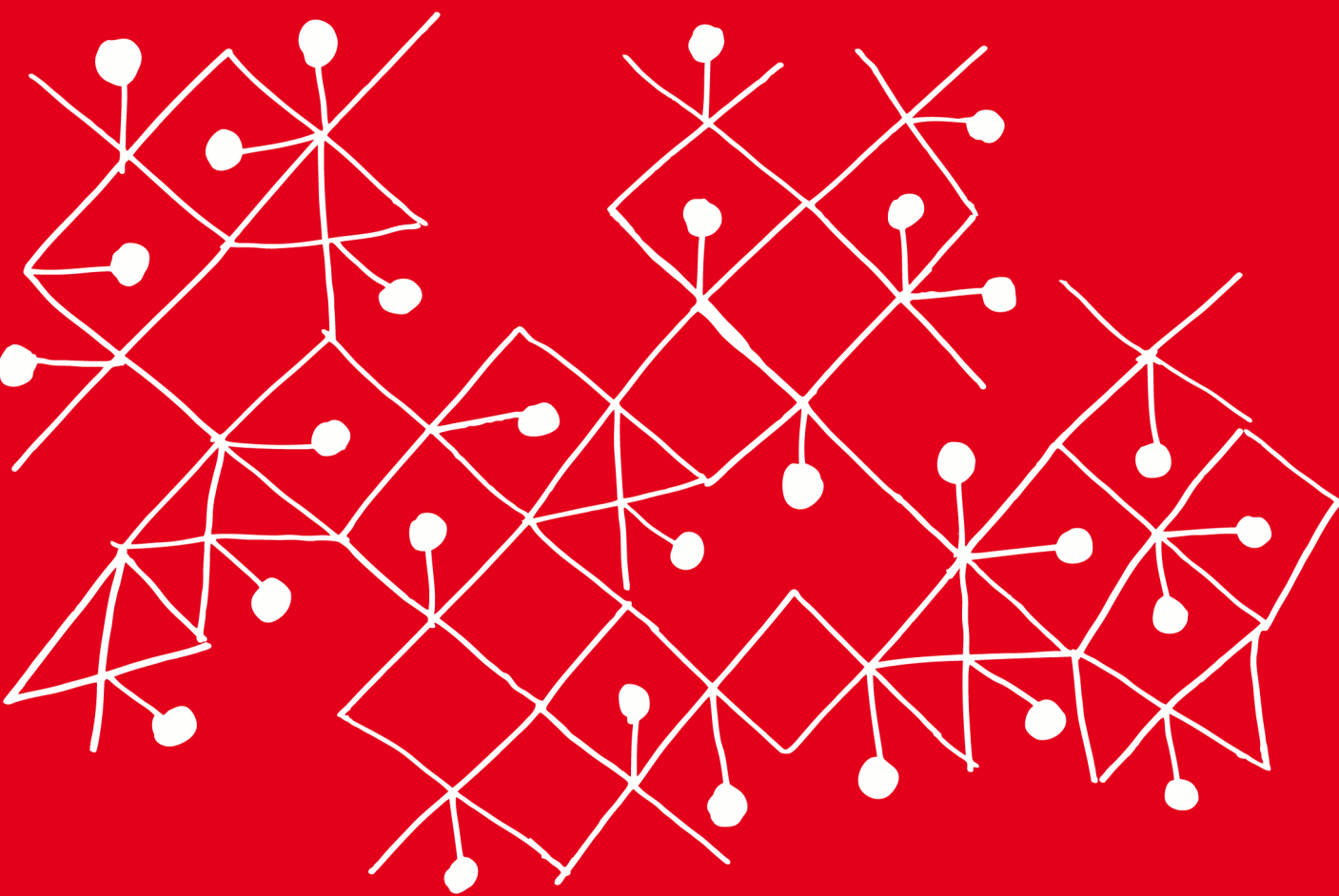
This year, at the trade fair in Düsseldorf, the national stand debuted, prepared by the Polish Investment and Trade Agency as part of the Industry Promotion Programme for the years 2018 2019. A word of appreciation is owed to PAIH for preparing, in such a short period of time (the tender for preparation of the stand was finished only at the beginning of January), a really impressively arranged stand with modern equipment, plasma screens, goggles for watching movies in VR and an interactive reception. The substantive services were provided by the Polish Chamber of Marine Industry and Water Sports - POLBOAT, of which Sebastian Nietupski, the President of the Chamber, and Andrzej Szewczyk, Director of the Economic Promotion Department at PAIH, informed at a special conference. At the national stand, flyers and promotional videos were available and its area could be used by Polish entrepreneurs for e.g. matchmaking meetings. In the near future, PAIH in cooperation with the Polish Chamber of Marine Industry and Water Sports will work together to prepare the next steps as part of that programme for the promotion of the yacht industry.

The Brand promotion programme was prepared as part of Sub-measure 3.3.2 of the Smart Growth Operational Programme, as a series of measures generally promoting the recreational yacht and boat industry on promising markets outside the EU (USA, UAE, Norway, Turkey, Russia, China and Australia). Those measures are supposed to supplement the Go to Brand programme, addressed to small and medium enterprises.



Photo: Michał Bąk - Secretary General of the Polish Chamber of Marine Industry and Water Sports - POLBOAT

Michał Bąk - graduate at the Faculty of Management of the University of Warsaw, a sailing enthusiast, connected with the industry for years now. An employee of the “Żagle” (“Sails”) monthly magazine with ten years of experience, since 2015 the Secretary General of the Polish Chamber of Marine Industry and Water Sports - POLBOAT. Thanks to the management of the ICOMIA/IFBSO 2015 project in Gdańsk and participation in the Executive Committee of the European Boating Industry, he is well established at the European level and has a network of industry contacts all over the world.



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