PRESS RELEASE

Inland Waterways Pavilion breaks new ground at BOOT Düsseldorf’s 50th fair

HALL 14 - STAND E22

19-27 JANUARY 2019
IWI's participation in the 50th Boot show in Düsseldorf was highly successful, and proved that limited investment can be used to lever a massive overall effort and influence, benefiting all exhibitors, partners, sponsors and inland waterways in general.

General context
BOOT 2019 set a new record, with almost 2000 exhibitors from 73 countries and displays covering 220,000 m² of stand space. Nearly 250,000 water sports fans (247,000 visitors in 2018) came to Düsseldorf from over 100 countries, clear confirmation of the position BOOT holds as the leading event in the world. Foreign visitors were mostly from the Netherlands, Belgium, UK, Switzerland and Italy. Exhibitors reported great business and many new contacts all over the world. Nearly 2000 journalists from 63 countries followed the event to report on trends and innovations in the sector.

IWI context
The first Inland Waterways Pavilion was also highly successful for the relatively small family within the water recreation sector. The stand was laid out as shown on the plan below. The 13 co-exhibitors and the IWI Lounge with its iconic lock door reception desk (‘Lock 14’) all received a large number of visitors, but with more traction through the aisle on the top side (VNF through to Limburg) than on the bottom (Danube Propeller to the Nautical Boulevard, including IWI’s desk). The top aisle was more central. It should be noted that BOOT provided us with a fully equipped kitchen, which for normal exhibitors would be charged extra. This, and the storage corridors throughout the length of the pavilion, were much appreciated by all.

Cover photos:
1. View of the stands along one side of the Pavilion
2. The French Waterways stand (public-private partnership)
3. Rudy Van der Ween gives his presentation during the Day of the Canals
4. Governor Herman Reynders (Belgian Province of Limburg) gives an interview during his extended visit

1. SCOTTISH CANALS (Scotland - UK)
2. DANUBE PROPELLER (Serbia)
3. VNF - FRENCH WATERWAYS (F)
4. VNF - FRENCH WATERWAYS (F)
5. APIMITECH FRISLAND (NL)
6. DE VLAAMSE WATERWEG (B)
7. SCOTTISH CANALS (Scotland - UK)
8. MARIC Yachthäfen & Campingplätze (B)
9. MAASGOUW LAKES LIMBURG (NL)
10. LIMBURG IMAG (NL)
11. NAUTISCHE BOULEVARD WESSEM (NL)
12. NAUTISCHE BOULEVARD WESSEM (NL)
13. LINSEN BOATING HOLIDAYS (NL)
New members
Seven new members were welcomed:

- **Van de Wetering Yacht Transport**: Loosdrecht NL; Wilbert van Horssen; Special transport specialist. Not only boats but also lock doors from NL to Ireland (report to follow in a future WWW).
- **Shepperton Marina**: Shepperton UK; Colin Watts; Marina and boat trade company. Vice President of the Yacht Harbour Association, delegate for the Marina sector in ICOMIA.
- **Kuiper Verzekeringen**: Heerenveen; Jacco Kuiper; Marine Insurance specialist, strong believer and well-known player in the inland waterway boating world in the Netherlands.
- **Saimaa Yacht Charter**: Savonlinna FI; Harri Niskanen; boat hire operator on Lake Saimaa.
- **Mobiliar Club & Charter**: Lübeck D; Martin Stratmann; boat hire operator and houseboat designer.
- **Puur Yacht Charters**, DE, Lorenzo Guendal, which has bases in Brandenburg and on Lake Constance.
- **Zoltán Biczó**, Hungary (river cruise specialist)

As in previous years, many others took away flyers and magazines and are potential members. There were also many visitors who are still only in the planning stage, before even renting or purchasing a boat.

Stand and other special activities

- **Monday, January 21st**
  Conference - 1st Day of the Canals; over the day a ‘rolling’ attendance of almost 100 persons. The day started with presentation by Petros Michelidakis of a cake to celebrate the 50th anniversary of BOOT Düsseldorf.

- **Tuesday, January 22nd**
  International Breakfast Meeting attended by Krsta Pašković, with many VIPs including Petros Michelidakis, BOOT director, Piero Formenti and Sandrine Devos, president and secretary general of the European Boating Industry, Félix Leinemann, head of unit at DG MARE, European Comission and Roberto Perocchio, president of Assomarinas and past president of ICOMIA.

- **Wednesday, January 23rd**
  VIP visit of Herman Reynders, Governor of the Province of Limburg (Belgium), a 3-hour ‘immersion’ in the world of inland waterways, following which he declared that accessibility for all and development of potential of the Limburg waterway ring cruise would be priorities.

- **Friday January 25th 10:30**
  Stand visit of Delegation Land Brandenburg

- **Friday January 25th 14:00**
  Serbian waterways: a new waterways world to discover (the central lounge was made available to Danube Propellor for this purpose).

Passionate visitors and lively discussions
In addition to the attendees of the Day of the Canals, just to name a few:

- Vice President for Tourism, Mr. Kurt Heinen and
- Senior Manager Special Interest Tourism Dr. Steffen Häbich from ADAC
- Yvonne Schön from Locaboat Holidays (potential new co-exhibitor)
- Valérie Meyer from VNF (Strasbourg, Alsace)
- Jean-Michel Zorn, president of the Association pour le Développement du Tourisme Fluvial (Alsace-Lorraine)
- Peter Jansen, Secretary ICOMIA Marinas Group
- Julia Pollock, Wassertourismus Initiative Nordbrandenburg (WIN), and a delegation from Brandenburg Government including two regional councillors (Landräte)
- two interested specialists from China (B2B)
- three interested specialists from Russia (B2B)
- two boaters from the USA.

An important result of presence and engagement with visitors is the considerable quality and quantity of intelligence gleaned on inland waterways worldwide.
Examples are the difficulties posed by climate change and falling river levels in Siberia, leading to a complete stop to inland water transport operations, and an initiative led by the Ministry of Tourism in Beijing to form partnerships to set up European-style waterway tourism products in China.
Financial support
The operation was feasible for IWI thanks to the facilities and space kindly offered by the BOOT management at Messe Düsseldorf, and to the participation of the 13 co-exhibitors and 9 additional sponsors, some of whom are expected to join the Inland Waterways Pavilion in 2020:

- Anhalt-Dessau-Wittenberg Germany
- Aqua Libra Yachtcharter Belgium
- Les Canalous France
- City of Leipzig Germany
- Kühnle Tours Germany
- Linssen Yachts BV Netherlands
- Linssen & Linssen BVBA Belgium
- Transmanche Consultants France
- Unser Finowkanal e.V. Germany

Publications and IWI memberships
An ancillary aspect of the stand, handled by Transmanche Consultants with a payment terminal, was sales of IWI memberships and relevant publications, particularly the European Waterways Map and Concise Directory (English, German and French editions).

Special Inland Waterways Directory
Over 1000 copies of the IWP directory were distributed on the desk and by co-exhibitors, in the press pack during the Day of the Canals and on the press shelf in the Messe Press Centre. All co-exhibitors received a number of directories for their company offices and reception desks. All attendees were very impressed by this very professional support tool provided by IWI to participants. (See extract from the directory below, full vector file available on request for reproduction).

Prospects
It is remarkable to note that all co-exhibitors were enthusiastic about renewing the experience in 2020, while several other organisations are seriously considering being present to increase their outreach, including Leipzig and Anhalt Dessau Wittenberg (for the WCC), DBA The Barge Association and Waterways of West England (led by the river Thames).

One option being considered is to have boats for inland cruising, including an English narrowboat, as the central attraction in the Inland Waterways Pavilion. There could be up to 20 co-exhibitors within the Inland Waterways Pavilion in 2020.

Press contact:
Peter Linssen
peter.linssen@inlandwaterwaysinternational.org
Impressions

Opening of the Day of the Canals, January 21st

Talking with Frédéric Millet and Valérie Meyer of VNF

Well-attended reception during the Day of the Canals

Attentive audience during the Day of the Canals
(Messe Düsseldorf, Konstanze Tillmann)

Brandenburg Councillor Daniel Kurth supports the Finow Kanal, accompanied by Antje Uhlig, project coordinator for Landkreis Barnim
Impressions (continued)

Nautische Boulevard Wessem (river Meuse in Limburg)

Krsna Pašković presents the North Sea-Black Sea route

The Danube Propeller stand

Willemroute ‘Boating without Borders’ and De Vlaamse Waterweg

Stand manager Paul Ayres at the IWI desk

Canal historian and IWI Council member Mike Clarke
APPENDIX 1 – PROGRAMME ‘DAY OF THE CANALS’

Monday, January 21st 2019

10:00 Venue opening and coffee
Petros Michelidakis – Presentation of 50th anniversary cake and welcome

11:00 Opening & Welcome
David Edwards-May – President of Inland Waterways International
IWI’s vision and announcement of World Canals Conference in Yangzhou and Wuxi (China Grand Canal) in September 2019
Jeroen Lenaers, EU Member of Parliament
Vision of Canal & River Network from European perspective

12:00 Belgium/Flanders
Rudy van der Ween, Water Tourism Department, City of Ghent
Waterway tourism in Flanders – East and West, linking North and South

12.40 Netherlands – Limburg Province
Rob Vrolijks, responsible for Meuse Region Water Recreation development plan
Cross-border waterway tourism in the two provinces (Limburg NL/Limburg BE)

Interlude: Flemish & Limburg culinary delights

Petros Michelidakis, David Edwards-May and Peter Linssen
MEP Jeroen Lenaers
Rudy Van der Ween
Rob Vrolijks

Limburg buffet lunch
### APPENDIX 1 – PROGRAMME ‘DAY OF THE CANALS’

**Monday, January 21st 2019 (continued)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Country</th>
<th>Speaker</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00</td>
<td>Scotland</td>
<td>Russell Thomson</td>
<td>Transformation of Scotland’s canals through art and creative engineering</td>
</tr>
<tr>
<td>14:40</td>
<td>France</td>
<td>Frédéric Millet</td>
<td>Waterway tourism in France: potential for further development</td>
</tr>
<tr>
<td>15:20</td>
<td>Germany – City of Leipzig</td>
<td>Angela Zábojnik</td>
<td>From open-cast mines to an interconnected network of rivers and lakes Host of World Canals Conference in 2020!</td>
</tr>
<tr>
<td>16:00</td>
<td>Closing</td>
<td>Stef Strous</td>
<td>The significance of rivers and canals</td>
</tr>
<tr>
<td>16:30</td>
<td>Network reception</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18:00</td>
<td>Closing and goodbyes. Looking forward to next year’s event, and enjoying a stronger canal community!</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>