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The German Boat- and Shipbuilding Association (DBSV) is hosting a new boat show at the exhibition complex in Hamburg from 17 to 21 October 2018 - DBSV, Messe Friedrichshafen und Hamburg Messe und Congress (HMC) have formed a North-South Alliance

## Cast off for the Hamburg Boat Show

Hamburg - Full speed ahead for the premiere of the new boat show being launched under the name of the Hamburg Boat Show: The Hamburg Boat Show is taking place between 17 and 21 October 2018 at the exhibition complex in Hamburg. "We decided to act based on the express wish of the industry. In order to set up the show for sailors in Northern Germany, the German Boat- and Shipbuilding Association, the Messe Friedrichshafen and the Hamburg Messe und Congress have joined together to form a North-South Alliance, pooling experiences and promoting synergy," states Torsten Conradi, President of the German Boat- and Shipbuilding Association(DBSV). Almost 300 companies have already registered their interest in the Hamburg Boat Show at this very early stage and want to exhibit at the new boat show being organised by the DBSV in autumn 2018.

Torsten Conradi explains its aim: "We are confident that this joint set-up provides a strong alliance on the North-South axis. It aims to fulfil the wishes and requirements of exhibitors from the boating industry, and provide major stimuli in the North."

The Association is relying heavily on the involvement of its members and many other businesses to make the Hamburg Boat Show a success. The new exhibition concept is also a starting point for the "North-South Alliance" formed by the Association and the shows in Friedrichshafen and Hamburg. This should also impact positively on the INTERBOOT show in Friedrichshafen. The DBSV is therefore not only playing a leading role in Hamburg but its presence at the water sports exhibition on Lake Constance will

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also be increasing. Torsten Conradi is confident: "In future, we would also like to fly the flag more in the south and use synergy effects on both shows." For the team in Friedrichshafen organising the industry event, the commitment in the north is an interesting challenge, which offers great potential for both INTERBOOT and the partners: "We can contribute many years of experience from facilitating an economically successful INTERBOOT. As a result, we would like to work together with our partners, DBSV and HMC, to actively contribute to delivering a new water sports exhibition in the north that will impact strongly," states Klaus Wellmann, managing director of Messe Friedrichshafen.

Bernd Aufderheide, managing director of the Hamburg Messe und Congress, which is providing the show site as well as the infrastructure and services: "For decades, the HMC has been closely linked with the boating industry and the DBSV as one of their reliable partners. I am delighted that the DBSV is following the wish of its members, particularly those from the accessory and equipment supplier sectors, and is now organising a new water sports event in Hamburg together with us and Messe Friedrichshafen. We have pooled resources in order to provide attractive and suitable offerings for water sport enthusiasts in the metropolitan region and Northern Europe. The new autumn show and our hanseboot ancora boat show in the spring will complement each other very well in the north."

Frank Horch, the Senator for Economics, Transport and Innovation in Hamburg would like to wish the Hamburg Boat Show every success: "Hamburg is a maritime city with many traditions. The idea of establishing in this area a new concept that is supported by the industry, and appeals to private customers and exhibitors alike, is good. I warmly welcome it."

Arrangements on the ground are already at the concrete stage. At the moment, the configuration of Exhibition Halls 5, 6 and 7 is already planned, with access through the south entrance. True to the motto "By the Industry for the Industry", the concept is being developed in close consultation with future exhibitors and its duration has been set at five days.