

MORE EXHIBITORS AND BOATS: BOAT & FUN BERLIN EXPANDS AGAIN IN 2017

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BOAT & FUN BERLIN reports successful business

Four-day Berlin boating and leisure exhibition BOAT & FUN BERLIN attracted 700 exhibitors and over 43,000 water sports fans – exhibitors reported “good” to “very good” sales – highest business volume in four years

Berlin, 3 December 2018 – Situated in the heart of Europe’s largest region for water sports activities, Berlin was the centre of attention of the water sports industry for four days. One of Germany’s leading boating exhibitions for inland and coastal waters provided a comprehensive display of products, including more than 600 sailing boats, motorboats and some 500 manually powered boats and boards.

More than 700 exhibitors took part who reported very positive reactions throughout as well as “good” to “very good” sales. They included Armin Burchardi from Aquamarin Boote: “Besides visitors, the most important thing for us was meeting our customers. We did good business too. We need this trade fair because we are the capital, and a city on the water.”

Daniel Barkowski, the project manager of BOAT & FUN BERLIN: “There was a marked growth in water sports in the various sections at this year’s event. This was also reflected in the exhibitor survey.”

The majority of exhibitors were satisfied with the 2018 event. Thus, around 90 per cent of exhibitors said they were “satisfied” or “very satisfied” with their results. The volume of business was noteworthy too. It reached the highest level in four years.

A total of more than 43,000 visitors came to the BOAT GALA, the successful opening event on the eve of the fair, as well as to the Berlin boating exhibition during the next four days.

Following its successful debut BOAT & FUN Inwater, the second edition of the Inland Water Boat Show of BOAT & FUN BERLIN, will take place at Werder (Havel) from 30 August to 1 September 2019.

BOAT & FUN BERLIN 2019 will take place from 21 to 24 November 2019. The BOAT GALA will be held on 20 November 2019.

Print-quality photos of BOAT & FUN BERLIN 2018 can be found [here](#).

Exhibitors’ comments on BOAT & FUN BERLIN 2018

Susanne Wollin, Kielwasser:

“The fair went very well for us. We established good leads which we will follow up after the fair. For us the quality of visitors counts for more than numbers, and that was much in evidence here. We are confident we will sell more boats after the fair.”

Thorsten Bergheim, BM-Yachting:

“We had good talks, including with potential customers, and so were very pleased with the fair. Our impression here was that lots of exhibitors are on course for growth.”

Meik Lessig, Enjoy Yachting:

“This was our first time at the fair with Cranchi-Motoryachten, and the results were unexpectedly good. Apart from receiving visitors who had previously bought a yacht from Cranchi, and who are now glad to have a service and spares representative in the region, we were also able to attract interested first-time visitors with our brand.”



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"The Berlin boating exhibition was a home fixture for us. It was also very important for the region. We had excellent talks and anticipate good follow-up business."

Christian Strand, BENTE Yachts:

"A fantastic trade fair which was also great fun again. BOAT & FUN BERLIN is an extremely important exhibition for the local region. We did excellent business and expect more to follow after the event."

Armin Burchardi, Aquamarin Boote:

"Besides visitors, the most important thing for us was meeting our customers. We did good business too. We need this trade fair because we are the capital, and a city on the water. Put simply, it belongs in Berlin."

Frank Schaper, B1 Yachts:

"I loved the flair of this year's event. The halls were even more impressive and that had a positive effect on our business. Emotive appeal is important when buying a boat. Customers want to touch and feel a product and the setting has to be right. In that respect this year's fair was a success."

Hasso-Christian Höher, Pantaenius Yachtversicherungen:

"There were lots of visitors at the fair, particularly at the Boat Gala. We had good conversations with interested visitors. Regular customers also came to see us on our stand with their questions."

Nadine Wieland, Marine Store 2000:

"The fair was a completely new world for us. It was our first appearance and we liked it very much, including the very sympathetic atmosphere. We brought samples of all our products and did good business."

Marko Müller, Verein Seglerhaus am Wannsee:

"As an official partner of the event we made an effort to promote eSailing, i.e. virtual sailing competitions, which in Germany is still in its infancy. For us the trade fair is a place to meet people, and we are often able to follow up new contacts."

Patrick Dittmer, Kajakguru:

"We sold lots of kayaks, made good contacts and were able to bring many established customers back into the fold."

Marc Bierwolf, Svendsen Sport (Savage Gear, Okuma):

"The fair went very well for us. We reached a large number of interested visitors. Many of our retailers are located in Berlin, and because of the fair we can give them local support. There are not many fairs in Germany where everything is just right for us, from the organisation all the way to the visitors. In future, we will probably attend no more than two to three fairs, and this one will definitely be among them."

Karuboats, Malte Schmidt:

"This was our first visit to the fair and we had lots of interested visitors who were very knowledgeable. The Boat Gala and the weekend attracted particularly large numbers. We see the fair mainly as a means to promote awareness of our brand."

USM Boote, Stefan Reifenrath:

"With our ALUDOCK it was possible for the first time to realise a concept which enabled several manufacturers to display their aluminium boats on one stand. It is concepts such as these that underline the flexibility of the fair even though it is a long-established event. The atmosphere is very charming and customer-orientated for businesses, which is fantastic for us."

Angel Ussart, Ulli Beyer:

"Despite being the largest exhibitor of fishing equipment we had to work hard for attention, as this was our first appearance at the fair. I had already observed the Angler World previously for some time with a view to exhibiting here. In recent years the event has evolved in a very positive direction, with rising attendance numbers, so that we definitely want to keep coming back."

Hecht & Barsch, Daniel Andriani:

"The fair went extremely well for us and we had our best results for five years. There were wealthy visitors from all over Germany. We launched a number of new products for which the fair was just the right venue."