

Press Schedule

(Stand: 26.01.2024)





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General Information

Press Center

Daily from 8:30 am to 6:30 pm

Access for journalists only with legitimation

Press Parking

Stockumer Kirchstraße, parking garage P4

Press tickets / Accreditation

Online:

<https://www.boot.com/en/Press/>

On Site:

Press Center and in the Entrances

You can find the program for the **blue innovation dock**
at www.boot.com



Press Dates

The press conference dates and activities listed here are based on information provided by our exhibitors. The completeness cannot be guaranteed.

Friday 19.01.2024		
09:30 am	Press Walk Highlights of 55 th boot Düsseldorf 2024	Meeting Point: Press Center

Saturday 20.01.2024		
09:30 am	Opening presented by the German TV presenter Dirk Steffens	Hall 13 Destination Seaside Stage
10:15 – 11:00 am	HanseYachts AG Press presentation of the world premiere Moody Decksaloon 48	Hall 15/A20
11:00 – 12:00 am	Ferretti Group the highlights of Ferretti Group, a presentation on the new Riva full electric El-Iseo, and an overview of the upcoming projects	Hall 6/D28 – A42

12:00 – 12:30 pm	Nimbus Launch of the new 250HT and the 300 HT, sneak peek of the new W11 and the 465	Hall 4/56-A62
12:30 – 01:00 pm	De Antonio D37 LIMITED EDITION	Hall 5/B20
01:00 – 01:30 pm	Yamaha New motor presentations	Hall 3/C9.01
01:30 – 02:00 pm	Axopar Boats AXOPAR 29 World Premiere Launch BRABUS Shadow 1000 World Premiere Launch BRABUS Shadow 1200 World Premiere Launch	Hall 4/B59
02:00 – 03:00 pm	Dufour Dufour 44, World Première Presentation of La Licorne, the boat of tomorrow Dufour celebrates its 60th anniversary	Hall 16/39
02:30 – 03:00 pm	Cantiere Capelli Costa Rica RAID 2024 THE 1st INTERNATIONAL R.I.B ADVENTURE CHAMPIONSHIP	Hall 5/E46
3:00 – 4:00 pm	Sunseeker Join Sunseeker for a spectacular European debut event of the Ocean 182	Hall 6/B61
4:00 – 4:30 pm	Saxdor During a one-of-a-kind press conference, Saxdor Yachts will present the world premiere of the new flagship model Saxdor 400 GTC and go into	Hall 4/D39



	detail about the recent exceptional development of the company.	
4:30 - 5:00 pm	W-Yachts launching the new motorboat brand and giving a world premier to the model W43	Hall 1/A71
05:00 – 05:30 pm	Roto World premier Korkyra 650	Hall 3/B92

Sunday 21.01.2024		
09:00 am	Windelo Catamaran launch of the New Windelo 54	Hall 15/A43
09:30 am	Frauscher Launch of the new Frauscher x Porsche 850 Fantom Air	Hall 5/C21
11:30 am	Mercury Revealing the next step in our electric journey	Hall 3/D89
12:00 am	Sacs Tecnorib Sacs Tecnorib will go into detail about the next steps for one of the world's leading shipyard in the maxi-rib segment, introducing the new product range – with the new PIRELLI X350 and X400 Tenders - and plans for future developments, new alliances and production	Hall 5/E22



01:30 – 2:00 pm	Fjord Fjord 39 Sneak Preview	Hall 5/B22
2:00 – 2:30 pm	D-Marin Announcement of marina acquisitions and ambitious expansion plans	Hall 1 Room 14A
2:30 – 3:15 pm	Meros/Sunseeker Esteban Ocon launches the new MEROS Signature 95 yacht at BOOT. Race to the action and meet an F1 hero!	Hall 6/B61
3:15 – 4:00 pm	Omikron famous designer (especially in sailing) Lorenzo Argento on stage with the shipyard's management to present the OT-60.	Multihall Lounge
4:00 – 5:00 pm	Nautors Swan annual press conference with all the news about the projects, regatta calendar	Hall 16/A58
05:00 – 06:00 pm	Travemünder Woche Poster Presentation and handover	Hall 15/B23
06:00 pm	Cantiere del Pardo Participation only with invitation	Tulip Inn



Monday 22.01.2024		
09:00 am	Jeanneau Sailing Boats Press breakfast for the launch of the new Sun Odyssey 350 - World Premiere at BOOT. Presentation of the boat and visit with the presence of Jeanneau team and designers.	Hall 16/B18
09:30 am	Blue Nav When design meets innovation. Discover BlueNav's brand new product design	Hall 10/E74
10:00 am	X-Yachts	CCD South Room 7A
11:00 am	Beneteau Group 140th anniversary of the Beneteau group	Hall 1 Room 15
12:00 pm	San Lorenzo Sanlorenzo & Volvo Penta: the evolution of a partnership	Hall 10 blue innovation dock
01:00 pm	Mayla	Hall 5/A46
02:00 pm	RAND Boats brand-new adventure boat Roamer 29	Hall 5/A21
02:30 pm	E-Propulsion eLite, the new 500W motor	Hall 10/E42
03:00 pm	Axopar Evoy and Axopar x Agapi boat clubs update. Q&A's with Jan-Erik Viitala	Hall 4/B59

04:30 pm	Fairline	Hall 6/D59
05:00 pm	Kieler Woche Poster Presentation and handover	Hall 15/A24
05:30 – 07:30 pm	Boat writers hang out – Meet the media On the Bavaria stand	Hall 1/B37

Tuesday 23.01.2024		
09:00 am	International Breakfast Meeting	CCD South Room 3
11:30 am – 12:30 pm	Technical insights on ICOMIA Propulsion Decarbonisation Pathway	Hall 10 blue innovation dock
01:00 pm	Größtes Ocean Citizen Science Projekt (SSI – EU – DMS – Cousteau Divers)	Hall 12 Dive Center
01:30 – 02:00 pm	Environaut Project German Marine Federation and German Ocean Foundation	Hall 11 love your ocean
04:00 pm	North Sails An exclusive first hand look at NPL RENEW, North Sails' ground-breaking new sustainable sailcloth	Hall 10/H22
05:00 pm	Ocean Forum	Hall 14 love your ocean stage
06:00 pm	Beach World Dealers Day Please confirm your participation at team@apm-marketing.de	Hall 17

Wednesday 24.01.2024		
01:00 - 01:30 pm	Keynote speech by Benedikt Huber The Circular Vessel An investigation into a sustainable future for the boating industry	Hall 10 blue innovation dock
01:30 – 02:30 pm	Panel discussion on How can we measure and communicate sustainability across the entire sector?	Hall 10 blue innovation dock
02:30 – 03:30 pm	Panel discussion – Towards a circular boating industry – what are the latest innovations?	Hall 10 blue innovation dock
03:30 – 04:15 pm	Panel discussion on use of sustainable natural products	Hall 10 blue innovation dock
04:15 – 04:30 pm	Asseccing environmental credentials & rewarding solutions	Hall 10 blue innovation dock
04:30 – 04:45 pm	Sailing for tomorrow: Youth regattas showcasing sailing events as a sustainable awareness tool	Hall 10 blue innovation dock

Thursday 25.01.2024		
01:00 – 01:30 pm	Keynote speech by Lea Jordan Ready, steady, Digitalize! // Insights and Learnings from the Hotel & Travel Industry’s Digital Transformation Journey.	Hall 10 blue innovation dock
01:30 – 02:30 pm	Panel discussion - How can AI and digitalization allow the boating industry to grow and advance sustainability?	Hall 10 blue innovation dock
02:30 – 03:30 pm	Panel dicussssion on Digitalising marinas – opportunities and sustainability quick-wins?	Hall 10 blue innovation dock
03:30 – 04:00 pm	Dan Lenard The Vela Code project	Hall 10 Blue innovation dock
05:45	“Born to Windsurf” Filmvorführung von Gerald Salmina über die Karriere von Bjørn Dunkerbeck. Vorab eine Einführung mit Bjørn und Liam Dunkerbeck.	Hall 17 Beach World



Friday 26.01.2024		
12:00 – 02:30 pm	Captains Day Sportstiftung NRW	Hall 1 Room 14
02:30 – 03:30 pm	Panel discussion on Adapting to climate change – how to plan for the future	Hall 10 blue innovation dock
03:30 – 03:50 pm	Presentation of Baltic Sustainable Boating 2030 project	Hall 10 blue innovation dock
03:50 – 04:10 pm	Presentation of Go:Leif project on electric charging	Hall 10 blue innovation dock
07:00 pm	dive award	Hall 12 Dive Center

Saturday 27.01.2024		
10:30 am	Tag des inklusiven Segelns Deutscher Seglerverband	CCD Süd Foyer vor den Räumen 6 und 7
01:00 – 01:30 pm	Interview with Hannes Jaenicke	Hall 10 blue innovation dock
01:30 – 02:30 pm	Foiling – Open Townhall	Hall 10 blue innovation dock

02:30 – 03:30 pm	New materials in boat-building – Open Townhall	Hall 10 blue innovation dock
03:30 – 04:15 pm	NGO Session: Shark protection in Europe	Hall 10 blue innovation dock
04:30 pm	“Picture of the year “ director’s price award	Hall 12 Dive Center
06:00 pm	Classic Forum Jubiläum Standfeier zum 20jährigen Jubiläum auf der boot.	Hall 14 Classic Forum

Sunday 28.01.2024		
01:00 – 01:30 pm	Keynote by Phil Sharp on Hydrogen A Scalable Solution to Clean Power and Propulsion	Hall 10 blue innovation dock
01:30 – 02:30 pm	Hydrogen – Open Townhall	Hall 10 blue innovation dock
02:30 – 03:00 pm	Interview with Rosalin Kuiper	Hall 10 blue innovation dock