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TUESDAY
19 NOVEMBER
2019

DAILY NEWS



METS 20 TRADE 19

SYP SUPER YACHT PAVILION MYP MARINA & YARD PAVILION CMP CONSTRUCTION MATERIAL PAVILION

Welcome to METSTRADE 2019



Left from bottom to top: Sandra Braat, Paulien van Waegeningh, Sarah Westdijk, Tessa Smeding, Jade Boerdijk, Robin Albrecht and Riemer Witteveen. **Right from bottom to top:** Irene Dros, Ellen van Vegten, Isabelle Eppink, Marijke Jansen, Mina Olgun, Eline Heemstra, Petra IJmker and Roland IJzer

A very good morning to you all on this first day of METSTRADE 2019. After months of hard work behind the scenes, it's finally show time. And what a show it promises to be with a record number of exhibitors presenting the very latest products and services in the industry we all love.

Over 1,650 companies from at least 55 countries have a stand somewhere in the RAI complex as you read. With pre-registration for visitors also at an all-time high, METSTRADE is set to prove once again that the leisure marine

world is first and foremost a people's business! Each year we start with a festive official opening ceremony: the METSTRADE Breakfast Briefing, including the DAME winner announcement. The presentation of the METSTRADE Design Awards is a superb showcase for the importance of pioneering new ideas, digitisation and an eco-friendlier approach. The vital role played by family ties in the evolution of many companies is explained by Feanship director Henk de Vries in his Breakfast Briefing keynote speech, which also looks at the best ways to enrich our workforce in today's crowded jobs market and ensure a sustainable future for all. Henk de Vries is also chair of the Water Revolution Foundation, an initiative that aims to neutralise the footprint of the yachting industry and preserve our precious oceans. This cause is close to the heart of everyone at METSTRADE which is why – as you will see – we're supporting this worthy initiative in various ways at this week's event. This is just one of the ways that sustainability, in its widest form, has an integral place here, ranging from panel discussions on the I-nnovationLAB Stage to the striking presentation of biobased and recyclable materials on display in the MaterialDistrict Pop-Up. There is so much on the agenda to excite and inspire, so please do check out the programme of speakers spread across all the different stages and platforms. You can find all full details on METSTRADE.com and the METSTRADE App!

Another factor that fills me with optimism for the future is that we again welcome far more than

200 new participants here to METSTRADE. We had a taste of this at our partner event in Tampa in early October at the International BoatBuilders' Exhibition & Conference (IBEX). More than 100 of the 700 exhibitors at this growing North American success story were exhibiting for the first time in a vibrant sign of how our industry continues to evolve and develop.

Let me end this welcome word by expressing gratitude to ICOMIA and its members, IBI, SYBass, the Water Revolution Foundation, MaterialDistrict, NMEA, HISWA, Marina World, GMI and PIANC RecCom, US Soundings Trade Only, *The Superyacht Report*, *Superyacht Times* and all those who serve on the expertise panels, jury committees and our advisory boards. The buzz we all feel in the air as METSTRADE gets underway would never be possible without your support.

Have a great week in the RAI and Amsterdam!
Irene Dros, Director Maritime at RAI Amsterdam

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RECORD BREAKERS

Record 1,669 exhibitors
(as per November 6) from
53 countries, of which
256 are new.

METSTRADE 1,669 EXHIBITING COMPANIES

METSTRADE up 14.9%	1,306	(*1,137)
CMP up 11.9%	66	(*59)
MYP up 2.9%	72	(*70)
SYP up 11.7%	363	(*325)

*2018

Next generation power technology in the spotlight



Lithium-Ion batteries outperform traditional AGM/lead acid cells in significant ways

Growing emphasis on ecological sustainability in the leisure boating industry continues to spearhead innovation in materials, processes and, particularly, power systems. Increasing demands for power – to both drive electric motors and serve onboard equipment – are being met by advancements in Lithium-Ion battery systems and solar charging capabilities on display here at METSTRADE.

Battery manufacturers note that Lithium-Ion batteries outperform traditional AGM/lead acid cells in significant ways, including greater run times, longer service life, lighter weight, a more compact footprint and a more consistent power drain that provides a consistent voltage all the way through the battery's discharge cycle. "The key advantage is Lithium-Ion's much greater run time, in spite of the battery being up to half the size and

weight of a traditional AGM cell," says Donald Hasler, strategic account manager at **Xantrex (12.525)**. "You can run a Lithium-Ion battery all the way down to a 0% state of charge, compared to only 50% for AGM cells, enabling one to access the full capacity of the battery and not just a portion of it."

Another advantage of Li-Ion batteries is longer service life. Where a traditional battery might deliver up to 900 charging cycles before requiring replacement, a Li-Ion battery can provide up to 5,000. "In spite of their higher initial cost, Lithium-Ion batteries provide up to six times more charging cycles than a traditional battery," says Dave Maryanov,

"THE KEY ADVANTAGE IS LITHIUM-ION'S MUCH GREATER RUN TIME, IN SPITE OF THE BATTERY BEING UP TO HALF THE SIZE AND WEIGHT OF A TRADITIONAL AGM CELL"

marketing manager with **Brunswick Corp's Power Products (02.321)** division. "They provide a better return on investment and reduce the amount of waste material when the battery reaches the end of its life."

Where Li-Ion batteries represent a quantum leap forward in battery technology, they work even better when combined with solar panels that can maintain a constant trickle charge

THE I-INNOVATIONLAB

The I-innovationLAB in Hall 6 offers a central stage for all innovation at METSTRADE. It showcases the nominated and winning products of the DAME Design Award and the shortlisted and prize-winning companies for the Boat Builder Awards for Business Achievement. It also hosts seminars, workshops, debates and presentations. Organised or endorsed by Yachtmedia, MaterialDistrict, IBI and ICOMIA, the presentations will cover various engineering innovations, including a unique new approach to adaptive manufacturing or composite products for the marine industry via 3D printing by the engineering wizards from Dutch group Fiberneering and a new spray deflection technique from Sweden-based Petestep. Other engineering presentations will include research on hydrofoils by the Maritime Research Institute Netherlands (MARIN), and new sustainable methods for the building of luxury yachts by Dutch manufacturer Vaan Yachts. Visitors will also be treated to more general themes, such as a discussion of digital disruption in the industry by Germany's BrandUp Factory.

and offset parasitic loads from appliances like refrigerators and aircons. Solar further reduces the depth of discharge on batteries, resulting in extended battery life. Hasler notes that with five to six hours of daily sunlight, a pair of 100W solar panels can generate from 60 to 72 amp hours' worth of power per day – enough power for Li-Ion cells to run an aircon or heater for an extra hour or two overnight.

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at the Italian Pavilions:
Hall 1 - Hall 5 - Superyacht Pavilion



60th | **S[n]**
BOAT SHOW

Genoa, 17 - 22 September 2020



19 NATIONAL PAVILIONS



TRENDING

Huge increase in new entries in digital innovations, e.g. monitoring systems for **marinas, charters (fleets), and yachts** as a whole

- High number of new companies/startups with a sustainable character
- **Many new entries** from **Asia**, but also **Italy, France, Germany, UK, USA** and **The Netherlands**
- All **new entries** come from **35 different countries**

THE E-INNOVATIONLAB

The METSTRADE E-innovationLAB in Hall 7 is focused on electric and hybrid solutions in marine propulsion, exploring a range of technical challenges and successes. Over the next three days, several of the topics covered will revolve around engines and motors, like hybrid propulsion on sailing yachts presented by Oceanco, the electrification of charter boats, discussed by Oceanvolt electric powertrains for heavy-duty vessels and introduced by the engineering corporation Danfoss Edtron, and adapted hydrodynamics in the service of improved electric propulsion, presented by the experts from Hull Vane. Other highlights will include a talk on innovative battery technology by Calder Marine Enterprises.



Topics covered over the next three days will revolve around engines and motors

Is your company ready for the future?

According to business analyst, economist, and IT developer Simon Buehl, the marine industry, like many others, is good at talking the talk, but when it comes to action, it likes to drag its feet. Nowhere more so, according to Buehl, than when it comes to 'digitisation' - the process of converting information into a digital format - that is transforming global business. Frustrated

by companies sleepwalking into their future, Buehl left the comfortable confines of an MD position in finance and founded the BrandUp Factory agency and on Wednesday will be laying out a positive roadmap for digitisation, urging companies to shake-up what they do to unlock the full potential of this digital phenomenon. 'Digital disruption: What do you have to get used to as a company?' will explore the challenges that companies embracing digitisation can face, but also the opportunities that can come from transforming their business model. "There's a whole lot of talk from companies, but most are not trying to change the way they do business day to day. Most of them think digitisation is something technical, that it's for the IT department. But it's not only about optimising procedures or



Take the next step in future-proofing your business and listen to Simon Buehl's presentations at:
YOUNG PROFESSIONALS CLUB

- Wednesday 20 November 11.30-12.00
- **I-INNOVATIONLAB STAGE**
- Wednesday 20 November 14.30-15.00

automating processes - it's not about changing people for computers, but about freeing up talent within a business to focus on more creative tasks, about changing the culture of that business." The 'top-down' military style business approach that defined the working model say, 20 or 30 years ago, is being transformed as employees look to increasingly manage themselves and

employers seek more diverse, dynamic results.

"Ask yourself," says Buehl, "can your business do the same it's done for the last 50 years, for the next 50 years?"

Digitisation is not simply a means of cutting personnel and costs. Core to the concept, says Buehl, is its ability to free up personnel (often some of the most experienced within a firm) previously hostage to repetitive and often mundane tasks, to focus their talents on more creative, solution-driven areas of the business. "The marine industry has lots of processes that can be automatised but the last thing you want is to lose lots of talent and experience to other industries. Companies need to see digitisation as a means of keeping talent, enabling them to focus on their strengths and areas of expertise to the benefit of everyone."

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PATENT PENDING



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Mixer tap



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RECORD NUMBER OF SPEAKERS LINE UP ON ALL KNOWLEDGE STAGES

Construction in Process Stage, I-nnovationLAB Stage, E-nnovationLAB Stage, and Young Professional Club Lounge

MATERIALDISTRICT POP-UP LOCATION

Holland Lounge and CMP



The MaterialDistrict Pop-Up is dedicated entirely to materials that are biobased and/or recycled

'Circular Beauties' is the overriding theme of this year's MaterialDistrict Pop-Up. The exhibition is dedicated to materials that are biobased and/or recycled, avoiding the use of non-renewable material sources. Organised by MaterialDistrict, the global platform for innovative materials, the exposition of raw materials features various partners and around 120 specially selected new

materials on display. The examples show that intelligent, biobased and recycled materials can be beautiful and luxurious. Tiles with oyster shells, lightweight aluminium foam, translucent leather, recycled plastic tiles, 3D textiles, light emitting fabrics, and materials made from waste are just some examples of what innovative 'good' materials you can expect.

MaterialDistrict will also see a series of lectures and presentations organised on the I-nnovationLAB Stage in Hall 6 throughout the next three days. On 19 November, from 15:45-16:15, Niels van Oostenbrugge of Fiberneering will talk about the company's FRP3D technology, which stands for the 3D printing of Fibre Reinforced Plastic, resulting in lightweight, strong, and durable fibre reinforced products.

Els Zijlstra, founder of MaterialDistrict, will take the stage on 20 November from 11:15-11:45 and on 21 November from 13:00-13:30.

Her lecture will discuss the circular board in the world of luxury, showing that intelligent, biobased, and recycled materials can be beautiful too.

The lecture by Friedrich Deimann, master boat builder and founder of Greenboats, on 21 November from 10:45-11:15 will show that it is possible to substitute conventional fossil-based raw materials with biobased and/or recycled materials without sacrificing performance or durability.

HOT TOPICS DAY 1

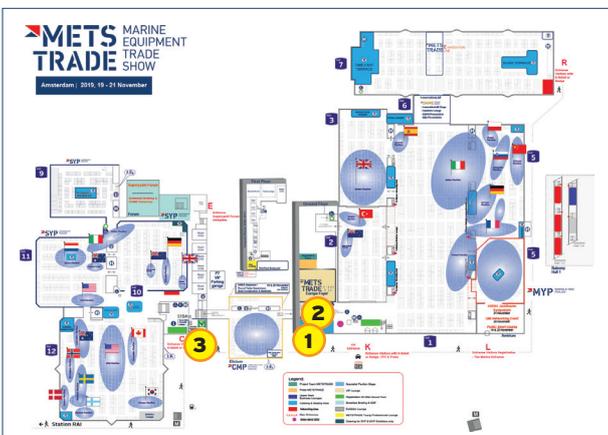
- 9.00-17.30** Sustainability in Practice, Water Revolution Foundation - D201
- 9.00-22.30** The Superyacht Forum
- 10.45-11.15** Choosing the right battery technology - E-nnovationLAB Hall 7
- 10.45-11.15** Interview with keynote speaker Henk de Vries, Feadship Director - I-nnovationLAB Hall 6
- 11.30-12.00** DAME - overall winner presentation, I-nnovationLAB Hall 6
- 12.30-13.30** Meet Henk de Vries, Feadship Director - Young Professionals Club in the Lounge
- 12.30-17.30** PIANC short course on marina design, part 1 - Amtrium (L104)
- 12.45-13.15** Hybrid propulsion onboard sailing yachts - E-nnovationLAB Hall 7
- 13.00-14.00** Panel Session: The challenge of global biofouling - I-nnovationLAB Hall 6
- 13.30-15.00** NMEA OneNet ethernet standard - Elicium
- 13.30-16.00** Round table sessions on boat construction & materials - Rm D202
- 14:15-14:45** The state of connectivity in 2019 and the increasing threat of cyberattack - I-nnovationLAB Hall 6
- 14.45-15.15** Living with Lithium: Selecting and managing lithium ion batteries - E-nnovationLAB Hall 7
- 15.00-15.30** Foiling Future: MARIN's research plan on hydrofoils - I-nnovationLAB Hall 6
- 15.45-16.15** Additive manufacturing of composite products for the marine industry - I-nnovationLAB Hall 6

DON'T MISS...

18.00-20.00 Exhibitor Happy Hour, Holland Restaurant at Entrance C

Free entrance upon presentation of your exhibitor/VIP badge

Every exhibitor can invite two business relations. Wristbands for your two guests can be collected at Entrance C on Tuesday 19 November from 17.00-19.00 hrs.

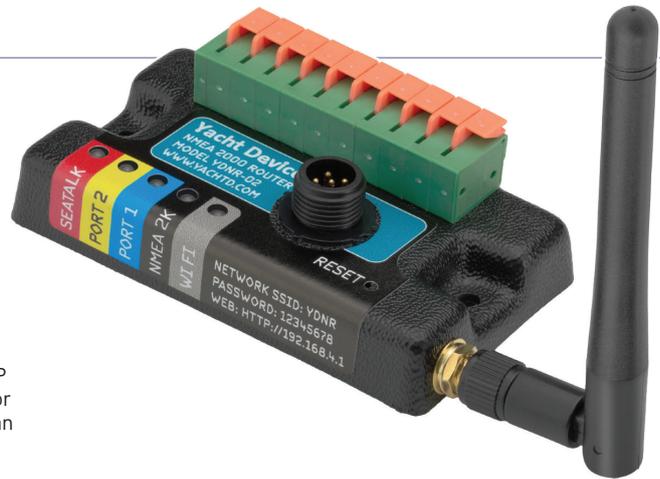


- 1** Press room
- 2** Organiser's office
- 3** MaterialDistrict

NMEA 2000 WI-FI ROUTER

The YDNR-02 NMEA 2000 Wi-Fi Router from Yacht Devices Ltd in the UK connects all marine and mobile devices easily. It supports all popular marine protocols, is compatible with virtually all marine software, and even allows management of your vessel from a web browser without internet connection or installed software. The router is equipped with NMEA 2000 and SeaTalk ports, two NMEA 0183 ports, has three TCP/UDP data servers and a built-in web server, where you can easily configure it or update the firmware. It creates its own Wi-Fi network (Access Point) or can be connected to a boat's existing Wi-Fi.

Stand: 05.455



3IN COMPOSITE BALL VALVE

TruDesign's 3in Composite Ball Valve Thru Hull System for marine applications is said to be a world first. Offering a composite option for larger vessel engine intakes and thru hulls, it eliminates the worries of electrolysis, bonding and galvanic corrosion. Options include a 3-inch and 2.5-inch tail, 3-inch integrated strainer and conventional 3-inch thru hull.

Stand: 02.222



HEMPEL SILIC ONE

Hempel's Silic One is a biocide-free fouling release system based on silicone and hydrogel. This gives the surface of the coating water-like properties that make it difficult for fouling organisms to attach to the hull of a boat and easy for them to be removed when the boat is in motion.

Stand: 07.339



TREM T-BELT

The T-Belt from Italian hardware manufacturer TREM allows sailors to easily attach their SUP to a boat's handrails or stanchions, saving valuable space on-deck. Thanks to 360° swivelling clamps made in high-resistance ABS, it can be installed in multiple positions. The 180cm-long belt is suitable for pipes from 22mm-30mm in diameter.

Stand: 01.329



FISHMASTER HURRICANE WINDSCREEN

The Fishmaster Hurricane windscreen from Marine Accessories Europe BV has a superior wind stability that can endure hurricane force winds. It boasts superb clarity and its universal sizing fits T-Tops up to 50in wide. The windscreen has a scratch- and UV-resistant coating and is quick and easy to install.

Stand: 12.440



CABIN DENMARK DECK LIGHTS

The 6800 series of LED deck lights from Cabin Denmark consume just 3.6W of power. Discreet, easy to install, highly efficient and long-lasting, they provide excellent working light for sailors on deck. Their elegant design are a suitable match for the clean lines of modern sailing vessels.

Stand: 12.028



VERATRON GO PLUS

An NMEA 2000 certified device, Veratron GO Plus features an integrated GPS/GLONASS receiver. It is compact and easy to install, completely waterproof, and requires no additional protection against harsh weather conditions. Moreover, it integrates a Bluetooth Low Energy interface allowing the visualisation of boat data on portable devices.

Stand: 01.222

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On the expansion trail...



Many firms have taken increased stand space

Several companies have expanded their footprint at METSTRADE this year. **Celsus UK (01.245)**, for instance, has taken double its usual amount of floor space to present the Kicker marine audio and Dynamat sound and heat control brands. Kicker's growth in Europe since its introduction at METSTRADE 2018 is something the company wants to build on. "We are excited to expand our presence at what will be our sixth METSTRADE," says MD Paul Baker.

"We believe we have a unique proposition with Kicker and Dynamat in what they currently offer. Both products have been very well received in the market and our search for prospective new partnerships continues."

Likewise, Sweden's **Dometic Group (07.131, 07.138, 07.143, 07.14)** is showcasing its entire marine portfolio for the first time at METSTRADE, including offerings from SeaStar Solutions and Dometic Blinds (formerly Oceanair), which were recently consolidated into one Dometic brand.

Lifejackets, life rafts, MOB devices and navigation lights are just some of the products on display by **Lalizas (01.441)**, whose stand is staffed by more than 30 experts this year - its largest team ever. Other companies with a significantly larger METSTRADE presence are **International Paint (07.323)**, **Liqui Moly (01.783)** and **Volvo Penta Europe (07.125)**.

5th Boat Builder Awards - last chance for tickets

Time is running out to buy tickets for tonight's Boat Builder Awards for Business Achievement, brought to you by **IBI** and METSTRADE and held in association with Raymarine. The gala dinner and awards ceremony will be held once again at the stunning National Maritime Museum. With 10 award categories up for grabs, it's destined to be a night to remember! For tickets, visit the METSTRADE Organiser's Office at Entrance C before 12:00 today.



Tonight's gala dinner will be a night to remember

PRACTICAL INFO

KEY CONTACT NUMBERS

Organisers METSTRADE Show
+31 20 549 1212

RAI Emergency Number
+31 20 549 1234

METSTRADE Hotel Service
+31 20 549 1927

Exhibitor Services +31 20 549 1928
WiFi not working? +31 20 549 1968

OPENING HOURS

Tuesday 10.00-18.00 hrs

Wednesday 10.00-18.00 hrs

Thursday 10.00-17.00 hrs

BADGE

For safety and security reasons, it is mandatory to wear your badge at all times on the RAI premises. Please ensure that your badge is clearly visible.

NETWORKING AREAS

Comfortable networking areas with free WiFi to do business, charge mobile devices and rest your feet. Located all over the show floor.

COLOUR CODED

To help exhibitors 'find their way' with nearly 16,700+ unique visitors and just three show days, the METSTRADE organisation uses coloured lanyards for the visitor badges to indicate the visitors' profession and industry segment.

Naval architect - Interior builder/designer
Marine finance/insurance - Yacht broker Chartering - Consultant/surveyor
Manufacturer
Yacht captain & crew (agency)
Naval engineer
Boat/yacht builder - Repair/refit yard
Marina management/designer/developer
Project management
Dealer/retailer - Distributor/wholesaler Import/export agent
Press
Other

If you have any problems with your stand or ordered items, please call the Event Desk on T: + 31 20 549 19 90 or go to the Event Desk at entrance C and K. The staff of the Event Desk will be happy to assist you.

GET IN TOUCH

The Daily News is published jointly by **IBI** and **RAI Amsterdam** every day during the show. Any suggestions or input for the Daily News email belinda@ibiplus.co.uk

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LUMISHORE

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