



# PRESS RELEASE



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## **E-nnovationLAB makes debut at METSTRade Show**

**As it prepares to embark on its fourth decade, the METSTRade Show remains firmly at the cutting edge of developments in the sector. The world's largest and most visited B2B show for leisure marine equipment is reinforcing its concentration on new technologies in order to promote cleaner and more sustainable production and processes. The importance of the environment will be emphasised as part of a growing focus on innovation throughout the industry.**

"Rarely the result of one person's work, new technologies are the fruit of a large number of people who develop systems for multiple applications," comments Andrea Fabretti, Managing Director of Marine Diesel SPA and member of the METSTRade innovation content committee. "This vision is a prerequisite for the best outcome. The METSTRade Show hosts many high-tech companies and provides them with the best platform to foster advances in yacht technology which respond to a collective need for improvement. A perfect example are the hybrid technologies that improve the overall utilisation of a yacht and its environmental footprint: these are by definition a result of the union of various principles and techniques."

Companies participating in the [E-nnovationLAB](#) include Amphenol, E-TECH Electric Drives, EnerSys, Lynch Motor Company and Oceanvolt, Torqeedo and Transfluid. The platform will focus particularly on electric and hybrid projects planned or underway at a variety of leisure boat and yacht builders.

Patrick Hemp, Technical Manager at the International Council of Marine Industry Associations (ICOMIA), adds: "ICOMIA is very excited about the introduction of the new E-nnovationLAB as part of the schedule at METSTRade 2017. We see this as an excellent opportunity for leisure boat builders, designers and many others within the leisure marine industry to become fully acquainted with future technologies involving advanced electrical & hybrid drive systems. This kind of initiative deserves our focused support as we prepare to address the challenges faced with reducing our environmental footprint whilst at the same time enhancing a customer's overall experience this industry has to offer."

Nigel Calder, former technical director of the EU Hybrid Marine project (HYMAR) is equally enthusiastic about the new initiative. "The worldwide automotive industry is shifting its primary development focus to electric vehicles. This will bring us powerful new batteries which will remove the single greatest obstacle to a similar shift in focus in the leisure marine world. The E-nnovationLAB is a perfectly timed initiative to help the leisure marine world get up to speed with these new technologies, enabling us to play our part in promoting environmentally responsible boating."

RAI Amsterdam welcomes further contributions, ideas and submissions: for more information on how to participate, please contact the METSTRade project team via [metstrade@rai.nl](mailto:metstrade@rai.nl).

