

## **METSTRADE Connect 2020 – a new content based programme with International focus on innovative technology**

The brand new virtual event METSTRADE Connect, sponsored by Raymarine, contains a special programme that will focus on the pandemic challenges of 2020. The METSTRADE Connect programme varies from informative TechTalks and Sustainability Panel Sessions to special editions of the DAME R&D Excellence in Adversity Award and the Boat Builder Awards. METSTRADE Connect will take place virtually on Thursday, December 10 from 11:00 AM to 5:00 PM (CET).

### **Networking opportunities**

METSTRADE Connect is an entirely new virtual and interactive platform that will connect the leisure marine industry at a time where no physical meetings can take place. This virtual event enables visitors of METSTRADE Connect to meet existing contacts and marine professionals, based on their profile and preferences. Visitors can start using the platform for matchmaking two weeks before the actual event on December 10. Intelligent matchmaking algorithms will suggest new relevant contacts. This makes METSTRADE Connect a great opportunity to meet new people and existing friends. An invitation, a virtual handshake and a 1-1 video appointment are just a few mouse clicks away.

Director of METSTRADE Niels Klarenbeek: *'METSTRADE is all about doing business and networking. Although in a virtual environment, METSTRADE Connect enables just that. We encourage the leisure marine industry to set up appointments, start making connections and benefit from all the interactive tools METSTRADE Connect has to offer'.*

In addition to networking and matchmaking possibilities, METSTRADE Connect offers a strong substantive programme with international focus on innovative technology.

### **State of the Industry**

At the end of the extraordinary 2020 calendar year, it is time to reflect and to look ahead. ICOMIA will bring together a panel of global industry leaders that will exchange their views on the coronavirus' impact and what's next for the leisure marine industry. Learn about the challenges and opportunities COVID-19 poses for yacht building supply chains. The panel is moderated by Sara Anghel, President, NMMA Canada & current President, ICOMIA. She will lead the session with the following panel members: Lawrence Choc (President, Hong Kong Boating Industry Association), Frank Hugelmeyer (President, NMMA US) and Andrea Frabetti (CEO, Sunseeker).

METSTRADE Connect visitors will be enabled to interact with all panellists in live Q&A sessions or join the discussion in the various AfterTalks sessions.

### **Sustainability**

Endorsed by ICOMIA, METSTRADE's sustainability partner Peter Franklin will run multiple panel discussions around sustainable boating with topics such as: Ocean Biodiversity and Biofouling, the Future of Greener Boating and End-of Use Boats, How are we progressing a year on?

### **DAME R&D Excellence in Adversity Award Ceremony**

We are very pleased that the DAME Award has managed to realise a one-off award competition which is fully geared towards R&D Excellence under current challenging circumstances. The DAME R&D Excellence in Adversity Award will celebrate the efforts of global equipment manufacturers that have kept design at the forefront of their development efforts during the pandemic challenges of 2020. The DAME Design Award Jury, led by André Hoek, carefully assess entries for overall design, build quality, functionality, and use of materials. Other factors taken into account are originality, ergonomics, and price/quality ratio. The winner will be announced at the virtual METSTRADE Connect event.

### **Boat Builder Awards Ceremony**

IBI and METSTRADE have announced a special one-off edition of the 6th Boat Builder Awards for Business Achievement in 2020. It will acknowledge the challenges, ingenuity and resolve of our industry in the wake of the COVID-19 crisis. It will feature five key awards spanning current priorities – two of which will be entirely new categories spotlighting the industry's response to the COVID-19 pandemic. The winner will be announced at the virtual METSTRADE Connect event. The Boat Builder Awards for Business Achievement are Headline sponsored once again by Raymarine.

This year's award categories are:

1. Exceptional Commercial Achievement In An Unprecedented Year, sponsored by Kohler
2. Community Support Initiative, sponsored by Fusion
3. Environmental Initiative, sponsored by Confindustria Nautica
4. Rising Star Award, sponsored by Lumishore
5. Lifetime Achievement Award, sponsored by Side-Power

The Award winners' Meet & Greet sessions immediately after the online BBA ceremony will be sponsored by Sunbrella.

### **On demand**

All sessions will remain available via the virtual platform for four weeks after the event. Then they will be posted on METSTRADE.com

Registration is free and can be done via METSTRADE.com.