



1st PLEASURE BOAT CONGRESS

SAILING TOWARDS A SUCCESSFUL FUTURE

IC
Interconnection
Consulting

Hotel Principe di Savoia

Milan, Italy

18.10.2019



1st Pleasure
Boat Congress
Milan

www.boatscongress.com

1st Pleasure Boat Congress

"Sailing Towards a Successful Future"

18.10.2019



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Program

Friday, October 18th, 2019 - morning

9:15 Welcome + Opening

9:30 Success Stories: Strategy or Faith? Investment in Grand Soleil and Pardo Yachts

Fabio Planamente (Pardo and Grand Soleil, owner & CEO)

10:15 Ecology of the pleasure boat engines and trends on engine market by Mercury/Brunswick

Massimiliano Mucchietto (Vice President, Brunswick/Mercury)

11:00 Coffee Break

11:30 "Market trends in the boating industry"

The author of the yearly IC-Market Study Pleasure Boats Worldwide resumes the most interesting findings and will answer the question – will the market grow resume again ?

Jan Hudak (Interconnection Consulting)

12:00 Lunch





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Friday, October 18th, 2019 - afternoon

13:10 Shopping behavior of luxury buyers – how to sell a luxury to a younger generation

Angela Woo (Luxury Behaviour Expert, Forbes Council)

14:00 Luxury boats in luxury marinas!?! New trends, visions and concepts

14:45 Panel discussion – *How does the future pleasure boat buyer looks like?*

Sales Insights

Angela Woo, Jan Hudak, David Tydeman, Fabio Planamente

15:30 Coffee Break

16:00 A vision of 21st Century Luxury boating experiences – a view from Fairline

David Tydeman (CEO, Fairline)

16:45 Pleasure boats and sales - Intelligent pricing to win the market

Dr. Frederik Lehner (CEO)

17:15 Thank you and end of 1st Pleasure Boat Congress

ORGANISER

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REGISTRATION & MORE INFO

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