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EVENT METSTRADE 2017, close to sell out

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First time exhibitors swell numbers as 30th edition already close to capacity










As a key barometer of the current state of the sector, the marine industry should take heart that METSTRADE 2017 is already looking set to build on the success of last year's event, with 92% of floor space already sold a full six months before the show opens its doors.

The three dedicated pavilions for the superyacht, construction & materials and marina sectors are also growing exponentially for this the 30th edition of the Show runs this year from November 14-16.







RAI Amsterdam, organisers of the METSTRADE Show, have said that a significant number of first-time participants are also signing up to exhibit. "We already know that we will be welcoming well over 120 new exhibitors in November, following the trend of previous years," comments Irene Dros, Manager Maritime at RAI Amsterdam. "While the high booking figures around 1500 exhibitors from around the world illustrates the incredible loyalty to the METSTRADE Show and what it means to the maritime industry as a whole, the number of new participants showcases how our brand is inspiring the next generation of companies too."

Examples of first-time exhibitors come from across the maritime spectrum and include Airwave Marine and Velcron Oy at METSRADE, Neptune, Dornbracht, Viking Recruitment & Maritime Skills Academy in the SuperYacht Pavilion, Orsta Breakwater and VIS srl in the Marina & Yard Pavilion, and Toubois and Prodim in the Construction & Material

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Pavilion.

Electric & Hybrid Showcase

An all-new feature at the 30th edition will be the Electric & Hybrid Showcase, a custom-designed boulevard that will focus on ways to implement these innovative forms of propulsion in the boat building process. With an eye on the environment, boatbuilders and designers are increasingly focused on electric and hybrid propulsion, seeking new opportunities and possibilities to implement them in every area of construction. With this in mind, EnerSys has already decided to present its products in this new area located in Hall 7.

SYP almost fully booked

The SuperYacht Pavilion (SYP), is almost fully booked. Even with the strict guidelines for participating in this dedicated area of the show, the upward trend of the previous years is continuing in 2017, with only two stand locations left. The success of the US area at METSTRADE 2016 looks set to be repeated, while the German and Italian sections of the SYP will also be bigger.

CMP close to capacity

In a similar vein, only a few stands remain available in the Construction & Material Pavilion (CMP), which will be 10% larger than last year, the maximum capacity for its current location in the Elicium building. This area of the METSTRADE Show is gaining more and more attention, including a growing interest in composites and alternatives for the traditional raw materials used in building boats. The Material Xperience On Tour, a comprehensive showcase of raw materials, will reinforce the prominent role of sustainability, and again be organised by Materia, the global platform for innovative materials.

Smart moves for MYP

After enjoying a successful move to Hall 5 last year, the Marina & Yard Pavilion (MYP) will benefit from a diagonal set-up with its own catering area. This arrangement offers the MYP the ability to grow further after its sell-out performance last year. The HISWA Marina Symposium and international sessions on the Marina Stage will further enhance the reputation of the MYP, now in its sixth year.

Fourth entrance added

Having already expanded its floor space significantly last year, the METSTRADE Show will continue to grow in terms of both size and facilities at its jubilee edition. Hall 7 will now be using its full capacity, with even more people able to access its famous Sushi Bar. METSTRADE 2017 will also feature a fourth entrance to ensure a smooth visitor flow, both at the entrances and around the show floor. The organisers are delighted that many of the

companies who made the move to Hall 7 last year will be there again in 2017, including Yamaha, International Paint and Dometic.

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