



ICOMIA

INTERNATIONAL COUNCIL OF
MARINE INDUSTRY ASSOCIATIONS

P R E S S R E L E A S E

ICOMIA and IBEX Enter Partnership

On Wednesday 6 June, a collaboration agreement was signed between the co-owners of IBEX - NMMA and RAI Amsterdam - and ICOMIA. This partnership aims to raise the international standing of IBEX by encouraging and facilitating increased participation by ICOMIA members as exhibitors, speakers and visitors.

The International BoatBuilders Exhibition and Conference – IBEX- is the leading trade show for marine professionals in North America. IBEX acts as a showcase for boat-building and a forum where the marine industry can do business, share ideas, and accelerate product development. IBEX also provides an excellent education programme for crews including a unique technical seminar series and pre-conference workshops. Hosted in Florida, the show is an important fixture in the calendar of the North American marine industry.

The International Council of Marine Industry Associations - ICOMIA - is the international trade association representing the global marine industry. ICOMIA and RAI Amsterdam have enjoyed a long-standing and successful partnership regarding the organisation of METSTRAD. ICOMIA welcomes the opportunity to expand its relationship with RAI Amsterdam, along with co-owners and ICOMIA member National Marine Manufacturers Association (NMMA), on cultivating the international aspects of IBEX. It was at the ICOMIA/IFBSO Congress 2018 in Berlin that the agreement between ICOMIA and IBEX was formalised.



Representatives from IBEX and ICOMIA sign the agreement at Congress 2018

ICOMIA President Jouko Huju said:

“The ICOMIA-IBEX agreement brings many advantages, not least of which being that it opens up the possibility for MIAs from across the world to exhibit, giving smaller companies the opportunity to enter the US market.”

IBEX is a highly focused marine technology trade show dedicated to advancing the business of boating and ICOMIA is proud to partner with IBEX, with the aim of bringing the rest of the world closer to the North American boating industry. ICOMIA’s involvement in IBEX will allow recognition of IBEX as an international event. The agreement will also encourage a more international audience and range of speakers and exhibitors. The USA is the biggest boating market in the world and the international accessory and equipment industry has a lot to offer to the hundreds of boat manufacturers in the US. The partnership between ICOMIA and IBEX

The International Council of Marine Industry Associations - **ICOMIA** - is the international trade association representing the global marine industry since 1966. ICOMIA brings together national boating federations in one global organisation and represents them at an international level, presenting a strong and united voice when dealing with issues challenging the industry. For further information, visit www.icomia.org



will allow these connections to be formed, improving the quality of the show and enhancing the opportunities for international trade.

Irene Dros, Maritime Director at METSTRADE said:

“The longstanding partnership between ICOMIA and METSTRADE, which came into existence in 1991, has helped METSTRADE to become the global trade show it is now. It’s great news that ICOMIA and IBEX are joining forces and I’m sure that ICOMIA will strengthen IBEX’s presence in the global leisure marine industry only further.”

Anne Dunbar, IBEX Show Director said:

"IBEX is honoured to welcome ICOMIA as a new global partner. Working together with ICOMIA and aligned with our partner owners, RAI Amsterdam (owner of METSTRADE) & NMMA, IBEX will support the expanding global marine industry and combine our efforts to ensure the continued success of the boating industry and the public's ability to enjoy boating at all levels in a clean environment."

IBEX 2018 will run 2-4 October in The Tampa Convention Centre, Florida

For more info on ICOMIA visit www.icomia.org

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7 June 2018

