

JOIN THE 1ST USA PAVILION AT THE SALON NAUTICO INTERNACIONAL DE BARCELONA

Barcelona International Boat Show
October 15–19, 2014 ■ Marina Port Vell, Barcelona



Barcelona, the backdrop for the Barcelona International Boat Show, is one of the world's most beautiful and popular boating destinations. Last year, this five-day show drew more than 52,000 visitors (66% general public vs. 33% professional) making it an ideal opportunity for both B2B and consumer connections.

Spain's 7,000 km coastline and warm temperate climate, ample marina and mooring facilities and a vibrant tourist trade make Spain a desirable boating market. Recent legislative changes have eased some of the tax burdens imposed upon ownership of any vessel larger than 8m in length.

Since 2008, Spain has been navigating a financial crisis similar to the one here in the States. However, the European Commission has forecast moderate growth for Spain's economy in 2014, and the country's recreational boating industry is showing some gains. U.S. exports of boats and marine engines to Spain in 2013 increased more than 50% from the year prior, and are showing stronger signs of recovery than U.S. exports to other European markets, including Italy. Spain remains our No. 3 export market in the EU with exports totaling \$44 million. While U.S. exports to Spain remain below the pre-recession benchmark, 2013 recorded the largest growth since the recession hit.

POSITIVE CHANGES FOR THE INDUSTRY

Due to tax issues, the greatest demand for boats in Spain has been in the smaller than 8 meter category. However, the legal requirement for Spanish residents to flag their vessel has recently been relaxed, providing ways to avoid some Spanish regulations. We hope this will translate into increased sales of larger boats; recent statistics suggest this may be the case. Exports of boats larger than 26' are on the rise.

The matriculation tax, 12% levy on leisure boats or nautical sport craft larger than 15 meters in length, new or used, dedicated exclusively to charter activities, was also recently eliminated.

The Spanish Marine Trade Association (ANEN) continues to lobby hard for the reduction and elimination of taxes for the nautical boating sector in Spain.





WHY SPAIN?

During the recession, many companies abandoned Spain for export opportunities elsewhere. While opportunities for boat sales in Spain remain nominal, exports are on the rise. The service and yacht refit sectors are showing stronger signs of recovery and, with more than 400 marinas and yacht clubs throughout Spain, the marina development sector is promising.

The NMMA, together with our strategic partners at the U.S. Commercial Service in Madrid, believe the Spanish market is poised for modest growth. We have created a cost-effective opportunity to support your efforts in maintaining and nurturing your existing contacts while ensuring your product line and company branding remain front and center in the Spanish market.

We believe it's easier to stay connected to your existing clients in Spain than to start anew once the market has rebounded. The best way to connect to buyers is to engage with them and ensure they know about your company's product line, pricing and competitive advantages.



COST TO EXHIBIT IN THE USA PAVILION

The NMMA is taking the lead on a small USA Pavilion at the Salon Nautico Internacional de Barcelona. The option to exhibit is open to NMMA members and non-members* alike.



An exhibition package of \$3,350* includes:

- 6m2 turn key exhibition space, including information counter, stool, flooring, lighting, signage, catalog listing, shared meeting space, limited refreshments and all applicable taxes and required show insurance
- No currency exchange rate fluctuations. NMMA bills you in U.S. dollars, ensuring that your exhibition costs remain constant
- Increased exposure through a pre-show promotional campaign by the USDOC office in Spain and show organizer, designed to drive maximum traffic to the USA Pavilion
- Opportunity to "pitch" your product during a one-hour open "Buy in the USA" seminar. Each company allotted 10 minutes
- Pre-show and on-site support from NMMA's Export Development Director and U.S. Department of Commerce staff—to ensure that you take full advantage of every opportunity available to you during your time at the show. *(Excluding interpretation support)*

Optional extras:

- Marina Hop site visits to area marinas. Members: \$95/person includes lunch and transportation; Non-Members: \$120/person
- Private interpreter: \$250/day approx.
- Independent 9m2 stand. Costs and details provided upon request.

**Non-Members will be charged an NMMA administrative fee of \$300*

REGISTER BY JULY 31, 2014

Contact Julie Balzano, *Export Development Director*

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To learn more about the show, visit: www.salonnautico.com/en



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