



National Marine
Manufacturers Association

July 30, 2014

Spain

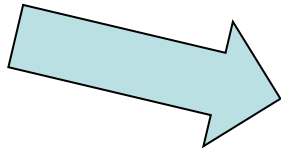
Discovering Opportunities in the Spanish Boating Market



The webinar will
begin shortly.



Signs of recovery!



“The National Statistics Institute announces that Spain’s GDP has increased .6%, **the largest growth since the economic crisis!**”



Today's Presenters....



Julie Balzano
Export Development
Director
NMMA
Pembroke Pines, FL



Jose Fayos
Technical & Export Manager
ANEN
(Spanish Marine Trade
Association)



Angela Turrin
Trade Specialist
U.S. Department of
Commerce,
Madrid, Spain



Learn More at www.nmma.org/international

EXPORT DEVELOPMENT PROGRAM

WHY EXPORT?

- More than 95% of the world's consumers live outside of the United States.
- American-made recreational boats, goods and services are desired all over the world.
- Last year, the U.S. exported more than \$2.1 billion in recreational boats and engines worldwide.
- U.S. represents nearly 55% of global marine sales, giving U.S. manufacturers a competitive edge over foreign producers.
- If you don't pursue your share of this international market, your competitors will.

WHETHER YOU ARE A SEASONED EXPORTER OR NEW TO EXPORTING, YOU CAN TURN TO US FOR HELP!

Today, it's easier than ever for companies like yours to sell goods and services across the globe. **NMMA's Export Development Program is designed to help members grow their export business.**

NMMA partners with the U.S. Department of Commerce (USDOC) to help your business tap into the world market. Services include:

- National Group Pavilions at International Shows:** No-hassle, cost-effective turnkey booths allow members to explore new markets, seek distribution partners and build brand awareness at key trade shows worldwide.
- Educational Export Webinars:** A quick and easy way to learn first-hand about important international trade topics from industry experts. Free to members.
- Export Counseling:** Regardless of where you are located in the U.S., there is a local USDOC representative who can assist you to discuss your export objectives. Register at www.export.gov/nmma to schedule an appointment.
- Market Research:** NMMA's resource library and strategic partnerships with ICMAA, USDOC and ISI offer our members free or low cost access to essential market data, critical for export success.
- Inbound Buying Delegations:** The Progressive® Insurance Miami International Boat Show® attracts qualified buyers from around the globe—nearly 25% of visitors are international. NMMA is working to channel those buyers into a formalized program to connect them with members.
- International Product Certification:** NMMA has staff who specialize in international certification for recreational boats and associated products and can assist you with any challenges you may encounter.
- Export Barrier & Unfair Trade Assistance:** Our professionals in D.C. work closely with the USDOC, U.S. Trade Representatives (USTR) and the State Department to help our members resolve unfair trade practices.

To learn more about NMMA's export program and services visit nmma.org/international or contact:

Julie Balzano, Director, Export Development
Email: jbalzano@nmma.org Tel: 954.441.3234

export.gov
Helping U.S. Companies Export

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A Special Message from Under Secretary Francis...

0:00 / 1:22

Welcome to the New Market Exporter Initiative in alliance with the National Marine Manufacturers Association. This program is part of the President's National Export Initiative to help U.S. businesses expand exports.

Print | E-mail Page

"The National Marine Manufacturers Association is pleased to work with the Commerce Department on this important initiative to educate our members on how to increase revenue by successfully expanding their export markets."

Thomas Danmich
President, National Marine Manufacturers Association



2 ways to proactively engage in this market

#1



USDOC offers a myriad of program and services to help you pursue sales...

Email: Angela.Turrin@trade.gov

#2



USA Pavilion - organized by the NMMA - offers value added support to enhance your presence...



Why consider exhibiting at Salon Nautico de Barcelona?

- Spain's largest boat show! Best place to observe trends in the market.
- Located in Marina Port Vell, the only major Mediterranean port in the heart of the city.
- Barcelona is a leading business hub and renowned tourist destination.
- Surrounded by a large variety of restaurants and hotels, making logistics for exhibiting easy.





2013 Show Highlights:

- Over 200 exhibitors
- 650 boats displayed including 130 yachts
- Almost 53,000 visitors, more than in 2012
- 67% consumer and 33% B2B

Serious visitors!

- 24% take buying decisions at the show
- Almost 50% come to discover what's new in the market
- 45% own a boat





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

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





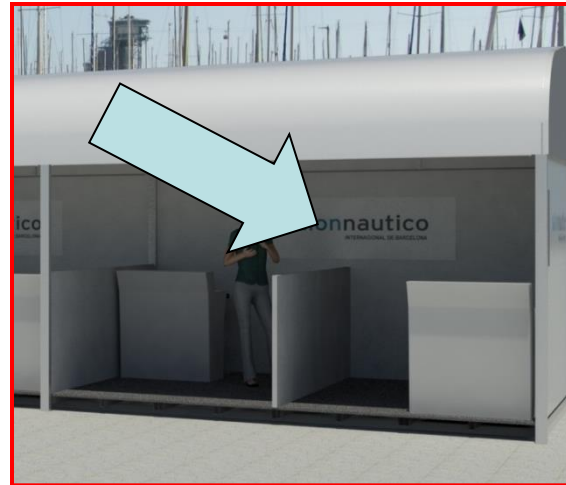
Costs to Exhibit: \$3,350 *

Non NMMA members:
Add in \$300 admin fee

Includes:

- **6m2 turn key outdoor exhibition space**

- Information counter
- Stool
- Lighting
- Signage
- Blue Carpeting
- Curtain to close booth
- Electrical outlet
- Catalog Listing
- All applicable taxes, show insurance and currency exchange costs
- Limited refreshments
- On-site support



Registration open until August 10th latest!

Qualifying Florida companies can benefit from a trade grant





Value Added Components

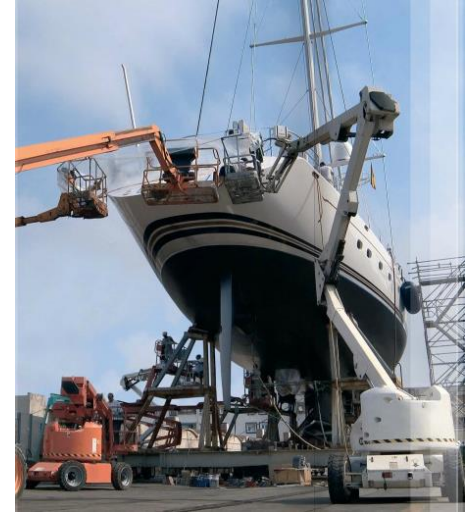
- Pre-show promotional campaign by USDOC
- Opportunity to “pitch” your product during a one-hour open “Buy in the USA” seminar.
- Pre-show and on-site support from NMMA and U.S. Department of Commerce
- One roaming interpreter for all exhibitors to share
- Pavilion cocktail party on Friday evening to highlight presence of our group





Optional extra: Marina Hop

- All day excursion to visit area marinas. Includes lunch and group transportation.
- Members: \$95/person Non-Members: \$120/person
- Tentative agenda: 9:00 a.m. – 5:30 p.m. on Saturday, during the show
- Targeted marinas:
 - Marina Port Vell
 - Marina Barcelona 92
 - Port Ginesta
 - Vilanova Grand Marina





2014

How to Register:

- Deadline: August 10
- Complete and submit a one page application to the NMMA
- We will invoice and take the lead on coordinating all your needs for the show, including translation of your basic company summary.

Additional Costs to Consider:

- Airfare RT to Barcelona
- Hotel: 5 - 7 nights
- Private Interpreter \$250/day approx.
- Airport transfers



Questions?

**For further information
or to register, contact:**

Julie Balzano
jbalzano@nmma.org
Tel: 954-441-3234
nmma.org/international



Thank You!