



## **ISAF CONNECT TO SAILING SEMINAR**

**ISAF Annual Conference November, Estoril, Portugal  
14:30-18:00 hours on Sunday 4 November 2007**

### **“The Shape of Sailing – Today and the Future”**

Sport and Industry will present their vision for the future of sailing – Leaders from industry will set the scene by market sector and share their view on future trends – The panel will answer questions and attempt to reach conclusions on the way forward.

#### **14.30 Introduction**

Tim Coventry and Alistair Murray

#### **ISAF Strategy and Vision**

Implementation of the ISAF Strategic Plan

Göran Petersson, ISAF President

#### **Statistics on Sailing around the World**

North American Market Overview

Janet Baxter - on behalf of Sally Helme, Bonnier Marine Group

World Market Overview

Tim Coventry on behalf of IBI Consulting

#### **15.45 Refreshments**

#### **16.00 The Sailing Industry Overview – Current and Future Sector Trends**

Grow Boating

Jonathan Banks on behalf of the NMMA and Sail America

The World of Windsurfing

Peter Durham, Bic Sports

The World Dinghy market

David Graham, Performance Sailcraft/ Vanguard Boats

The Keel-Boat Market

Paul Wuytz - Commercial Manager ISB Group (Grand Soliel and Dufour Yachts)

The Super Yacht Phenomenon

Mark Merritt, Super Yacht UK (prepared by Toby Allies and Mark Merritt)

#### **Questions and Panel Discussion**

The panel will be all the speakers and special guests

#### **18.00 Conclusion and End**

Tim Coventry and Alistair Murray