

Boatshow Düsseldorf

Quality & service key words at Düsseldorf Boatshow

High interest at Düsseldorf Boatshow for brands that stands for good quality and service which certainly was the reasons for Malö Yachts attention from visitors at the Boatshow. Malö Yachts had this year chosen to display Malö 37 Classic. It's recent award as "Boat of the Year 2009 in US" (by Cruising World) was another factor which resulted in that many visitors visited Malö Yachts stand wanting to see and admire the beautiful yacht. "Malö Yachts are one of Scandinavia's oldest, most experienced yacht builders. We might not be the biggest yard, but we have always maintained a team of excellent boat builders who have a fundamental understanding of sailing" says Lars Olsson, CO at Malö Yachts. It was a truly excellent fair all round and in spite of the current economic downturn it looks rather healthy for the coming year for Malö Yachts.

Facts: The 2009 Düsseldorf Boat Show (17 - 25 January 2009) closed on Sunday with a 10.9 per cent drop in visitor numbers. According to show organiser around 238,000 people from 65 countries attended the nine-day event. During the show, around 1,641 exhibitors from 57 countries displayed their wares in 17 exhibition halls totalling around 220,000sq m of space. More than 70 per cent of visitors said they intend to buy boats, equipment or watersports gear in 2009, and just under 60 per cent made purchases or placed orders at the show. (källa: IBI Magazine)

