



Asia Boating Dialogue continues tomorrow, registration still open

By Mike Derrett | September 28, 2020

Session Two will focus on North East Asia, including developing markets like China and Vietnam

The second session of the Asian Boating Dialogue (ABD), supported by *IBI*, starts on Tuesday 29th September at 08:00 UTC with registration still open for the online event. It will be live streamed.

Tuesday's event will comprise presentations and a round table discussion with a focus on the North East Asian markets of China, including the island of Hainan, Hong Kong and Macau, Taiwan, Vietnam, South Korea and Japan.

Lawrence Chow, chairman of the Hong Kong Boating Industry Association (HKBIA) and co-organiser of the ABD alongside YP Loke of Singapore, told *IBI*: "Going virtual this year, ABD 2020 has garnered an overwhelming international interest with over 170 attendees tuned in for Session One. We look forward to Session Two, with a specific focus on North East Asia, including developing markets like China and Vietnam.

"ABD 2020 is the perfect platform to get the latest information on mature and developing markets so you can have a clear overview of the industry and how it is adapting to Covid-19."

Chow turned to how business is changing for the marine industry across Asia: "The pandemic has disrupted the way we do business and changed our target consumers, shifting our focus more towards developing a local boating community. The travel and group gathering restrictions have led to an unexpected surge in boat sales in most markets as boating is seen as a healthy and socially distanced activity.

"With changes occurring day by day, would the current trend continue once restrictions are lifted and travel bubbles are formed? How will our industry prepare for the changes and continue to grow boating? How can you adapt and shape your business to these changes?"

Session Two of the ABD will see various speakers share their iknowledge of the industry and shed light on how various markets are adapting.

YP Loke, chairman of the Singapore Boating Industry Association (SBIA), said: “We’re thrilled by how Session One was received. The feedback is extremely positive and resulted in a flurry of additional registrations. While Session One was focused on South & Southeast Asia, Session Two will focus on Northeast Asia, including China. Market information is hard to come by in Asia. The trade are unable to make their annual trip to Asia to get a sense of the market, so ABD 2020 is filling that information gap in an efficient and productive way.”

Singapore-based Boat Advisory and Services Company (BASCO) is supporting the ABD as a gold sponsor. Co-founder Dione Schick told *IBI*: “While we’re industry veterans of more than 35 years in Asia and New Zealand, ABD provides the ideal time and platform to connect with the industry and its leaders. We’re honoured to be a Gold Sponsor and support the digital transformation of the industry as well as being an ideal forum for BASCO to showcase our community mission to connect, advise and trade within the industry.”

Schick commented to *IBI* about the digital transformation of the leisure marine industry: “As a relatively new company of just over three years, we have already made huge strides with our digital transformation prior to the pandemic. Our online boat shows have been running since early 2019 and it was the perfect time to invite the industry to participate while the physical boat shows are being cancelled.

”Our first Boat Buyer Expo launches next month in October, so the ABD on Tuesday the 29th is a good opportunity as a sponsor to share the news of our free online event which will feature 30 speakers focusing on the needs of the first-time boater.”

For more information on the ABD and to register for Tuesday’s event go to www.asiaboating.org