

**Press Release**

11 November 2019

## A sustainable boating industry! – Sweden's focus at METSTRADE 2019

*The Swedish Pavilion, arranged by Sweboat – the Swedish Marine Industries Federation, will at the upcoming METSTRADE show highlight how the participating companies work in sustainability and environment related issues.*

This is probably the first time a national pavilion has sustainability and the environment as an overall theme at the world's largest trade exhibition of marine equipment, materials and systems, the METSTRADE show, 19-21 November at RAI -Amsterdam.

"I'm very proud to present Sweboats environment program at the Pavilion. It is fully in line with METSTRADE's own environmental sustainability theme and commitment to encourage sustainability initiatives from the industry", says Mrs Malin Troberg, Project Manager for the Swedish Pavilion.

**Sweboats environmental program in brief:**

- *The Environment Fund - Collects and makes contributions to our members' environmental improvement measures.*
- *Environment and sustainability policy - To help our members with their environment and sustainability work.*
- *Industry advice and training - Provides practical advice on managing boats etc. to help our members reduce their environmental impact.*
- *Research and science- Gather knowledge and encourage environmentally friendly design, production and reduced emissions.*
- *Environment Award - Annual public award to support environmentally friendly initiatives linked to boating life.*
- *Customer information - Advice and information to our customers to help them reduce environmental impact.*

"The issue of climate is the greatest challenge of our time. Our environmental program aims to encourage and create conditions for the boating industry to work towards a sustainable boating life", says Mr. Mats Eriksson, CEO at Sweboat.

The Swedish Pavilion is located in Hall 12. See more information about the Pavilion at [www.metstrade.se](http://www.metstrade.se). For more information regarding the METSTRADE show, see [www.metstrade.com](http://www.metstrade.com)

For more information about Sweboats Environment Program, please contact Mats Eriksson, CEO Sweboat. [me@sweboat.se](mailto:me@sweboat.se), +46 8 449 55 98

Sweboat, The Swedish Marine Industries Federation, is the trade organisation representing over 400 companies in the Swedish Marine Industry. The principal objectives of the Federation are;

- promote and protect the common interest of the recreational marine industry;
- to create favourable working conditions for the industry
- to be the voice of the industry
- to promote awareness of the important role of the industry
- to create a positive attitude towards boating