

## Memorandum of understanding signed

16 Jan 2017

**The UK's South West marine businesses have signed a memorandum of understanding with their Northern French counterparts in a bid to boost tourism amid the uncertainties surrounding Brexit.**

The initiative between British Marine South West (BMSW) and the Association des Ports de Plaisance de Bretagne (APPB) is designed to encourage the sharing of relevant information, maritime culture and maritime tourism between the two areas.

"This agreement enables both regions to work closely on minimising the negative aspects of Brexit," said Jonathan Fielding, BMSW chairman. "Together we can encourage boat owners to travel between the UK's South West region, Northern France and the Channel Islands regardless of the final outcome of Brexit. This new relationship will powerfully promote what we know to be the finest cruising ground in Northern Europe."

The project aims to develop a common framework for the sustainable growth of the nautical sector in the two regions before and after Brexit.

It will also enable British and French marina members to work together to share best practices and to encourage growth and future investment.

The project has already begun with a research survey of boat owners' requirements conducted by students from Université de Bretagne Sud in both the UK and France.

The results will assist in the formation of further specific objectives and form the basis of data for grant funding.



British Marine CEO Howard Pridding, Brienc Morin, general secretary of the APPB and Jonathan Fielding, chairman BMSW, sign a memorandum of understanding

*Lien de l'article du 16 janvier 2017 sur le site Boating Business :*

*<http://www.boatingbusiness.com/news101/industry-news/memorandum-of-understanding-signed>*