



Press release

FROM 1st to 6th OCTOBER THE GENOA INTERNATIONAL BOAT SHOW WILL WELCOME BOATING PROFESSIONALS AND ENTHUSIASTS FOR ITS 60th ANNIVERSARY EDITION

TICKETS ARE AVAILABLE ONLINE FROM 6th AUGUST VIA THE GENOA BOAT SHOW WEBSITE

The **Genoa International Boat Show** is only weeks away from its **60th edition**, scheduled to take place **from 1st to 6th October** on the shores of the Ligurian capital, where, just like every year, it will welcome industry professionals and boating enthusiasts alike to experience the very best the industry has to offer.

Preparations are well underway and, as the Genoa International Boat Show dates have shifted to the first week of October, a **press conference will be held in early September**.

*“We are working hard to bring you an event that will combine the highest standards of health and safety with an effective approach worthy of the Made in Italy brand and the world-class showcase that is the Genoa International Boat Show. It is with great pleasure that we see the Liguria Region, the Genoa Municipality, the city’s Chamber of Commerce and the city itself involved once again in the event – stated **Saverio Cecchi**, President of I Saloni Nautici, who added: “A responsible and committed approach is the only way to truly respond to and acknowledge the level of trust companies have shown to have in us by registering for this year’s Show. Despite recent events, requests for display space have been much greater than anticipated, a sign that the Genoa International Boat Show remains to this day an essential tool for companies worldwide who recognise its potential and the value in taking part.”*

Exhibitors this year will see the return of leading shipyards in Italy and worldwide from last year, in addition to a number of new brands. As of today, these include a selection of industry-leading names: for motorboats **Amer Yachts, Arcadia, Azimut-Benetti, Gruppo Ferretti alongside FSD – Ferretti Security Division, Pardo, Princess, Sanlorenzo, Sunseeker, VanDutch; for sailing, Beneteau, Dufour, Hanse, Jeanneau, Nautor’s Swan, Mylius Yachts, Solaris and Vismara**. This year a brand new area will be dedicated exclusively to Superboats. A full roster for outboards as well, along with an already substantial number of equipment and services-related companies.

The 2020 edition of the Genoa International Boat Show will see the implementation of a key plan of action aimed at creating a flexible layout that can adapt to a variety of scenarios. This format will allow for the highest standards of health and safety when it comes to organising and managing the event itself and accommodating the Show’s visitors and exhibitors. Supporting the organising bodies in this endeavour will be a **Task Force** made up of experts in engineering and legal practice, coordinated by **Prof. Lorenzo Cuocolo**, tenured professor of Comparative Law at the University of Genoa, Professor of Public Law at Bocconi University, lawyer with rights of practice before the Supreme Court of Cassation and also member of the Covid-19 Emergency Task Force for the Liguria Region.

Plans are already in place to ensure the best health and safety conditions are met without taking away from the event’s commercial importance, in line with the parameters defined by the WHO –

World Health Organisation. This is only possible due to key innovations in relation to logistics, remote management and controlled access, all within an entirely new vision based on the large open-air spaces available which, unlike other Shows, only the Genoa International Boat Show has to offer.

This entirely new perspective also views **online ticketing** as playing a central role and for that reason digital ticketing services have been **greatly improved** this year, allowing visitors to purchase their tickets **from 6th August** via the event's official website www.salononautico.com. The online platform is the only channel for purchasing tickets for the Genoa International Boat Show. Bought tickets will quickly be assigned to specific visiting days to allow for an effective level of **crowd management** and to prevent over-selling. This system will also allow visitors to book a variety of exclusive services such as parking, ferries and other means of transport. Access to the Show area will be strictly **monitored and automated**.

As for international promotion, a **global communications campaign for the Genoa International Boat Show** is underway across the world as part of the **Made in Italy Promotional Plan** defined by the **Italian Ministry for Foreign Affairs and International Cooperation** and made a reality thanks to the **Italian Trade Agency**.

The Genoa International Boat Show strongly believes in the capacity to renew and the importance of creating value, even in the most difficult of times: *"The Genoa International Boat Show will **"never stay still."*** – stated **Alessandro Campagna**, General Manager for I Saloni Nautici – *Our latest communications campaign, launched back in July to promote the event throughout Italy and overseas, envisages the Show as an innovative concept, ever moving and ever ready to face whatever challenges arise. Our vision is inspired by the constant flow of the sea, its ever changing horizons, its power, its resilience."*

Activities at the heart of the Made in Italy promotional campaign include a significant presence in all industry-leading magazines and an **exclusive invitational media tour for industry professionals and journalists from 25 countries**, confirmations for which are increasing every day. With thanks to the support of the **Italian Trade Agency**, the usual **B2B meetings organised for buyers, scheduled to take place on 5th and 6th October**, will also be available via a **digital platform** specifically designed for the occasion in order to give professionals the chance to benefit from key business meetings remotely as well.

To celebrate the Genoa International Boat Show's 60th anniversary, the **support of the Italian Trade Agency** has also allowed for the first ever **Design Innovation Award**, a prize that is awarded to 9 different categories, aimed at acknowledging the very best of design and innovation from among the exhibitors taking part in the Boat Show.

This year will also see the traditional **FORUM dedicated to institutional conferences**, organised in collaboration with the **Italian Marine Industry Association**: the first event will take place in the morning of **2nd October with the unveiling of the Nautica in Cifre market data** during the third edition of the **Boating Economic Forecast**. This will be followed by a full events calendar of technical seminars focused on what are currently the sector's most pressing issues.

The Genoa International Boat Show will also mark the final step in yet another initiative promoted by the Italian Marine Industry Association and the Italian Trade Agency: *"In mid-July we launched*

our social media campaign “#back2boating”, in relation to a hashtag initiated by the international community that makes up ICOMIA – the International Council of Marine Industry Associations – explained the General Manager of the Italian Marine Industry Association, Marina Stella – in order to support the industry and promote nautical tourism and boating vacations, while also promoting our dream of a future inspired by safety and freedom, and we want to invite everyone to witness this dream becoming a reality at this year’s Genoa International Boat Show from 1st to 6th October. The campaign, still in its first stages, has already contributed to an increase in followers on LinkedIn of 29%. Huge thanks go to the Italian Trade Agency for their support of the Genoa Boat Show and of the recreational boating sector as a whole, truly the crown jewel of our country’s industry.”

The prestige of this year’s Genoa International Boat Show can be also be seen in the quality of its sponsors: **BMW will be the Official Car for the event and BREITLING will be the Official Timepiece**, who to celebrate the 60th anniversary of the Boat Show will be designing a **limited series of only 60 timepieces**. Main sponsors this year will be **AXPO, GRUPPO BANCA CARIGE and FASTWEB**; and **GiPlanet and Euthalia** will be Technical Partners.

Genoa, 6th August 2020