

**GENOA INTERNATIONAL BOAT SHOW SET TO TAKE PLACE FROM 1st TO 6th OCTOBER
ITS 60th EDITION A SYMBOL OF ITALY'S DRIVE TO NEVER STAY STILL**

**THE EVENT'S HEALTH AND SAFETY PROTOCOL APPROVED
UNANIMOUSLY BY ALL HEALTH AUTHORITIES**

The 60th edition of the **Genoa International Boat Show**, scheduled to take place from 1st to 6th October 2020, will not only mark the finalisation of the San Giorgio Bridge, completed in record time, it will be a **beacon of social responsibility and resilience**, showing the world what **Italian determination and know-how** can accomplish.

I Saloni Nautici, the company that, under the **Italian Marine Industry Association**, organises the Boat Show, has overcome never before seen hurdles, opting to implement even stricter measures than those listed in the various Decrees issued by the President of the Italian Cabinet of Ministers and in the guidelines provided by the World Health Organisation. A **Covid Task Force** was created, made up of legal, health and engineering experts led by **Prof. Lorenzo Cuocolo**, a member of the Task Force for the Liguria Region, whose Health and Safety Protocol was received with unanimous approval on behalf of all relevant health authorities.

Among the measures put in place this year to ensure the highest standards of health and safety is the **availability of tickets exclusively online**, with a preliminary indication on behalf of visitors with regards to which dates they will be visiting, broad-range cameras for screening temperatures prior to entering the Show, **thermal scanners placed at every entrance** to measure temperatures individually and automatically. Two entry points, one on the Levante side at Piazzale Kennedy for the public and one on the Ponente side for exhibitors. The **Boat Show's layout this year, measuring a total of 200,000 square metres almost entirely outdoors**, has been redesigned to allow for walkway widths of at least 4 to 6 metres, while also creating a variety of different routes. All of this combined with the design and implementation of new floating structures for exhibitor stands will make managing people flows much easier and much safer. The new **carpark at the Piazzale Colombo Ferry Terminal**, connected directly to the Genoa Boat Show by sea and the areas used on Piazzale Kennedy will also feature health and safety check points.

A revolutionary form of organisation that will create added value for future editions, the results of which can already be seen in the increase in international journalists and buyers who have already confirmed they will be taking part, flying in from 20 countries, via the **international press tour** organised in partnership with the **Italian Trade Agency**.

Saverio Cecchi, President of the Italian Marine Industry Association: *"It was clear from the start the level of responsibility an Association representing an entire industry has compared to an events organiser, which for the most part would have primarily focused on the inevitable rise in added costs. We never slowed down, never held back, committing all the additional resources we could to achieve our goal. The support of local institutions was crucial, who even in such a time of crisis proved they were capable combining their forces and know-how. Equally essential was the Government's adoption of specific rules and regulations tailored to international events."*

*"The complex build up to this year's Genoa International Boat Show – continues the **Association President** – would not have been possible if it had not been for the **industry's businesses who believed in the event**, and to whom I give my sincerest thanks for coming to Genoa not just to represent the very best the Made in Italy brand has to offer, but also to play an active role in relaunching our country's economy and image."*

The 60th Genoa International Boat Show is a shining example of successful post-Covid project management, to which upcoming global event organisers will be able to look for inspiration, even beyond the world of

yachting. The **10-year agreement**, signed by Italy's Marine Industry Association, the Liguria Region and the City of Genoa, makes the Boat Show even more central in acknowledging the importance of the Association's role in organising the number one event for the industry in a city that welcomes it every year, where the Boat Show creates an income of over 60 million euros.

Exhibitors from last year will be returning for the 60th anniversary, including industry leading names in Italy and worldwide, along with a few new faces. For motors, the first to confirm their participation include **Amer Yachts, Arcadia, Azimut Benetti, Bluegame, Boston, Canados, Cayman Yachts Axopar, Fiart, Fijord, Galeon, Gruppo FIPA, Invictus, Menorquin, Pardo, Patrone, Prestige, Princess, Rio Yachts, Rizzardi, Sanlorenzo, Sciallino, Sealine, Sessa Marine, Solaris Power, Sundeck, Sunseeker and VanDutch.**

While new brands include **Antonini Navi, Arcadia, Cantiere Franchini, Cetera, Comitti, De Antonio Yachts, Delphia, Evo Yachts, Explorer Yacht Gulf Craft, Fabbrica Italiana Motoscafi, Fincantieri, Gruppo Ferretti with FSD – Ferretti Security Division, Nadir Yachts, Sea Infinity Yachts, Sea Ray, Steeler Yachts and Terranova Yachts.**

The Sailing flag will be flown by **Bavaria, Beneteau, Dehler, Discovery Yacht, Dufour, Elan, Eleva Yachts, Grand Soleil, Hanse, Jeanneau, Kufner, Mylius Yachts, Nautor's Swan, Salona, Schmidt & Partner, Solaris Yachts and Vismara.**

And the Catamaran Hub will be just as crowded with a number of world-class brands such as **Bali, Fountaine Pajot, Lagoon, Leopard and Nautitech.**

Superboats will be under the spotlight for the 60th edition this year with their own area. This up and coming segment will be represented by **Anvera, Magazzù, Pirelli and Sacs.** While the RIBs market will be championed by **BWA, BSC, Capelli, Italboats, Joker Boats, Lomac, Mar.co, Master, MV Marine, Novamarine, Nuova Jolly, Ranieri International, Scanner, Salpa, Selva** and **Zar Formenti.** Outboards will also be making their appearance at the Boat Show with **Brunswick Marine, Selva, Suzuki and Yamaha.** A vast and exceptional selection from the world of components, equipment and services will also be present.

Flagships for Genoa 2020 will be the **SD126** from Sanlorenzo (37.95 metres) and for sailing, the **Mylius 80** from Mylius Yachts measuring 25 metres in length.

Partners and Sponsors

Only the very best from the sponsor side of the International Genoa Boat Show as well: **BMW** will be the Official Car of the event and **BREITLING** will be the Show's Official Timepiece. The Swiss luxury watchmaker will also be creating a limited edition of their prestigious Superocean series, counting only 60 timepieces. Main sponsors include **AXPO, GRUPPO BANCA CARIGE and FASTWEB,** along with event sponsor **SARA ASSICURAZIONI.** Clothing partner this year will be **SLAM.**

GiPlanet, Euthalia Fragrances, Eataly, Emance and S. Bernardo will be the Boat Show's Technical Partners and Sponsors, carrying out key functions throughout the event, providing services tailored to visitors and exhibitors.

Institutional Partners for the 60th Genoa International Boat Show will be the **Italian Ministry for Foreign Affairs and International Cooperation, the Italian Trade Agency, the Genoa Municipality, The Ocean Race Genoa, Genoa's Chamber of Commerce, and the Liguria Region.**

VIP Lounge

The **VIP Lounge** will also be back this year, designed to welcome national and international guests and provide networking and business development opportunities within an exclusive space as refined as it is informal. VIP Lounge Partners include **Circle Dynamic Luxury Magazine, Giorgetti, Sandrini, Banci Firenze, Trial, Ars Italica Caviar, Marchesi Antinori, BIG Ciaccio Arte, Arteria, Embassy Cortina, Chef Vania Trasatti, Verteramo, Chiarella and Betafarma.**

Genoa, 17th September 2020