



CONFINDUSTRIA
NAUTICA
Italian Marine Industry Association



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ITALIAN MARINE INDUSTRY ASSOCIATION: OVER 72 MILLION EUROS OF OVERALL ECONOMIC
IMPACT ON THE LOCAL AREA FROM THE GENOA INTERNATIONAL BOAT SHOW ALONE

GENOA BOAT SHOW AND CITY PROMOTED WORLDWIDE THROUGH INTERNATIONALISATION PROJECT AND DOCU-FILM IN THE RUNNING FOR 'FILM IMPRESA' AWARD

The participation in Düsseldorf's Boot trade show marks the conclusion of the first stage of the 2024 project for the international promotion of the **64th Genoa International Boat Show** and strategic support of Italian businesses acting abroad as global ambassadors for the Made in Italy industry.

The internationalisation programme will continue over the next few months as planned with events across the world (Miami International Boat Show, Dubai International Boat Show, SMM Hamburg, IBEX Show Tampa - Florida, Fort Lauderdale Boat Show, METSTRADE Amsterdam) and with a brand-new, unprecedented initiative: the launch of the docu-film 'SEA MORE' and of a series of 'highlights' devoted to the International Boat Show and the city of Genoa itself.

The documentary, a 9-minute unreleased film born from the close cooperation between the Italian Marine Industry Association Confindustria Nautica and BsideFilms, will be in the running for the FILM IMPRESA Award, organised by Unindustria (Italy's Union of Industry and Businesses) in partnership with the General Confederation of Italian Industry and Italian Audiovisual And Digital Film Industries Association ANICA, which will award nominations selected by an honorary jury chaired this year by director and screenwriter Gabriele Salvatores. The film will be an integral part of the Italian marine industry's internationalisation activities throughout the various stages already planned in Europe, the Middle East and the United States, while highlights will take centre stage in the digital communication strategy put together by the Italian Marine Industry Association, organiser of the Genoa International Boat Show.

" When sailing through the dawn's first light, should you happen upon the sea..." are the opening words spoken by the film's narrator, retelling the story of the Genoa Boat Show in a deep, intimate, original way, paying particular attention to the relationship between the International Boat Show and the evocative images of Genoa, which has always been the setting for the historic event.

"The connection between Genoa and the Boat Show has always been a very close one: the show is a driving force, and at the same time a symbol, of the city, an event that also brings a great deal of value to the local area," commented **Saverio Cecchi**, President of the Italian Marine

Industry Association. *This is an extremely complex and articulated event. For over 60 years it has brought the best of the world's industry to Genoa, besides being the home of the national yachting industry. The Genoa Boat Show represents Genoa's continuing transformation into the Capital of Yachting*".

The value of an event like that of the Genoa International Boat Show garners important feedback not only in terms of territorial marketing but also in terms of economic impact: the **63rd Genoa International Boat Show generated a value of over € 50 million** across the territory considering the impact of visitors alone (a value certified by the Nielsen survey, a leading global company in audience measurement, data and analysis) and an **overall economic impact of € 72 million**. This latter figure is obtained by adding the economic impact brought by visitors to the economic value generated by the organisers and exhibitors for the realisation of and participation in the event.

*" We are preparing for the next edition of the Genoa International Boat Show, fully aware of the enormous value represented by our event, which every year brings the city and world of yachting to the front of the international stage – stated **Alessandro Campagna**, Sales Manager for the Genoa International Boat Show. In a fortnight's time we will open applications for the 64th edition (19 - 24 September): the enormous amount of work carried out so far together with the Genoa City Council and Liguria Regional Council, with the support of the government, is leading us towards a clear future defined by an innovative and cutting-edge hub for the industry as a whole, which will further strengthen the Genoa International Boat Show's role on the world stage"*.

Genoa, 29th January 2024

Watch the trailer for the 'SEA MORE' docu-film

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