



SALONE  
**NAUTICO**  
GENOA BOAT SHOW

---

WE ARE MADE OF SEA

PREVIEW & REGISTRATION BOOK



65<sup>TH</sup> GENOA BOAT SHOW

**18-23** | **20**  
SEPTEMBER | **25**





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## 65<sup>TH</sup> GENOA INTERNATIONAL BOAT SHOW: INNOVATION AND SUSTAINABILITY

Preparations are already underway for the 65th Genoa International Boat Show, organised by the Italian Marine Industry Association's operating subsidiary I Saloni Nautici, an event that this year is set to welcome exhibitors and visitors from across the globe to its purpose-designed state-of-the-art exhibition venue. The event, open from 18th to 23rd September 2025, will take place across a surface area of over 220,000 square metres, 80% of which is outdoors, hosting more than 1,000 boats and providing visitors with opportunity to try out boats directly on the sea during the six days of the Boat Show.

The 2025 edition is conceived, designed and organised in full adherence to the ISO 20121 Certification principles. Issued by the certifying body RINA to I Saloni Nautici in December 2024, the certification acknowledges the Genoa International Boat Show's commitment to sustainable event planning and management, reflecting strategies oriented towards reducing environmental impact and promoting responsible practices, while also focusing on ethical values such as accessibility and social inclusion, thus consolidating the Genoa International Boat Show as a leading example of organisation, management and sustainability across the sector.

The 2025 Genoa International Boat Show will once again follow its tried and tested multi-specialist format, featuring renewed services tailored to the five market segments that embody a constantly evolving industry:



YACHTS  
& SUPERYACHTS



SAILING  
WORLD



BOATING  
DISCOVERY



TECH  
TRADE



LIVING  
THE SEA

This integrated and specialised approach transforms the event into a reference point for sector innovation, one capable of attracting major international players and encouraging an open dialogue on the yachting industry's driving factors including sustainability, competitiveness and the future of the sector as a whole.



## THE FIGURES OF THE 64<sup>TH</sup> GENOA INTERNATIONAL BOAT SHOW:

<b>120.864</b>	<b>1.052</b>	<b>1.030</b>	<b>3.855</b>
VISITORS	BRANDS ON DISPLAY	BOATS	SEA TRIALS
OVER <b>100</b>	<b>30</b>	<b>125</b>	<b>1.155</b>
NEW PRODUCTS	PREMIERES	CONFERENCES AND WORKSHOPS	ACCREDITED JOURNALISTS



**The Levante Waterfront: a venue inspired by innovation and sustainability**

The construction of the new Levante Waterfront designed by architect Renzo Piano marks a milestone in the event's long history, giving the Genoa International Boat Show the first exhibition location in the world designed specifically for the yachting industry.

An innovative and sustainable platform that combines futuristic design with a keen focus on protecting and respecting the environment, the new venue has increased display spaces, services, and parking facilities for both exhibitors and visitors.



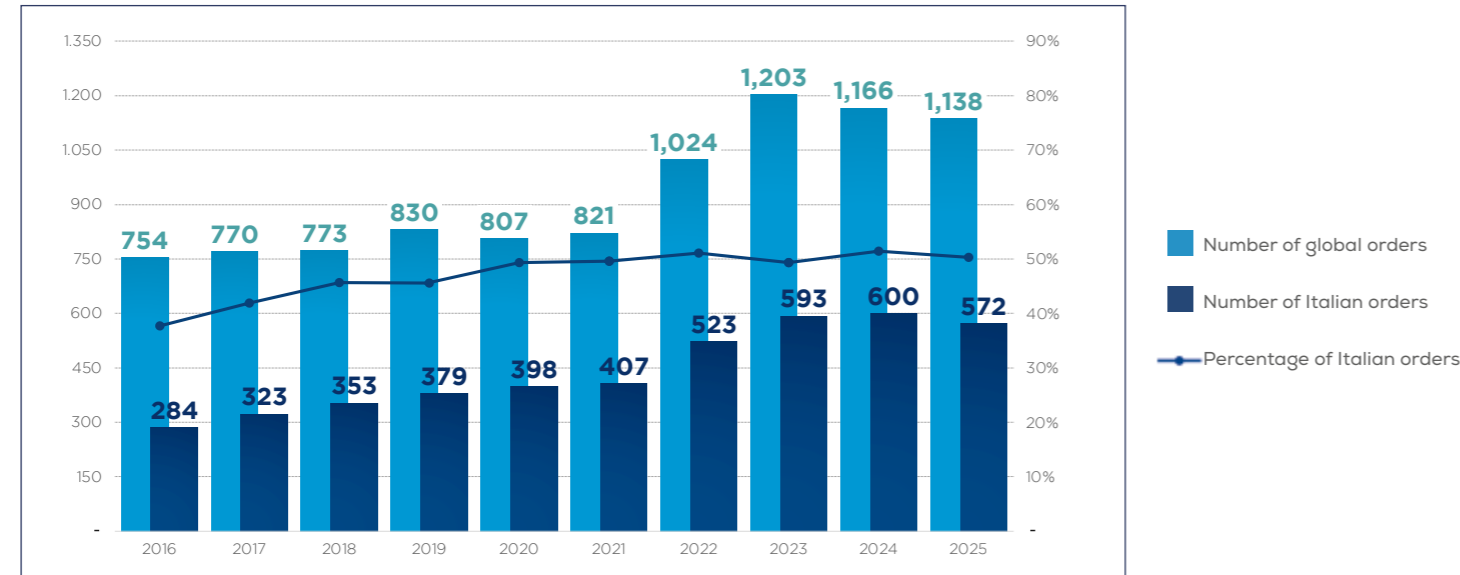
Thanks to the support of the Italian Trade Agency, the Genoa Boat Show continues its role as a reference point for a sector that symbolises Made in Italy excellence worldwide, ensuring the participation of international operators and representatives of the world's leading international industry media.

With its constantly evolving commitment to sustainability and venue tailored to the future, the 65th Genoa International Boat Show is a prestigious event and a global example of responsible excellence.

# THE YACHTING MARKET

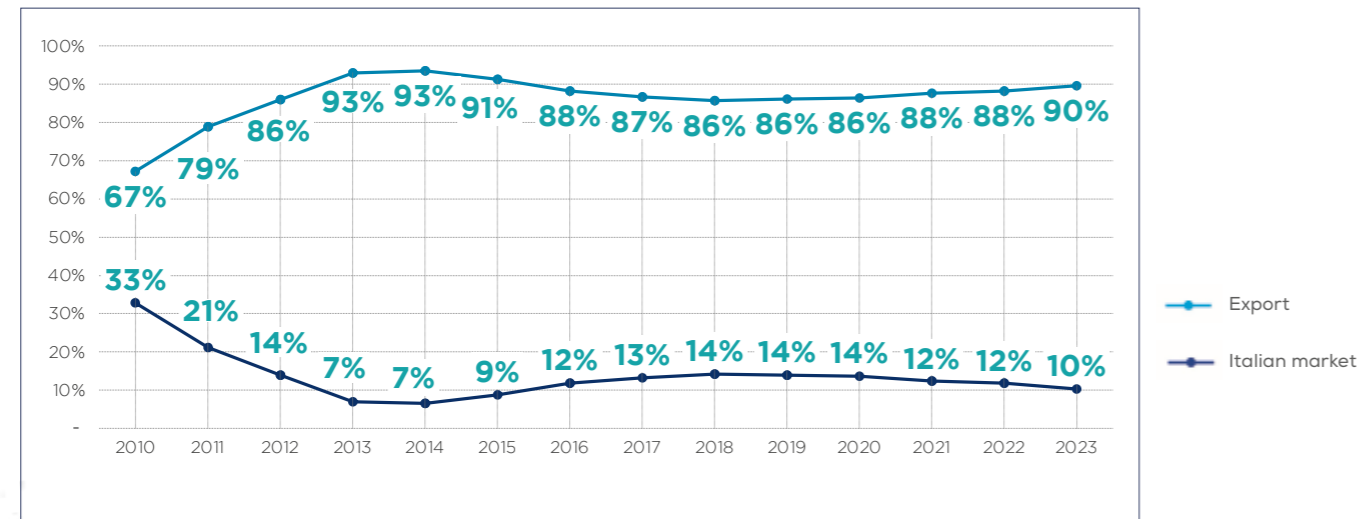
Italy's contribution to global superyacht order trends from 2016 to 2025

Source: Boat International



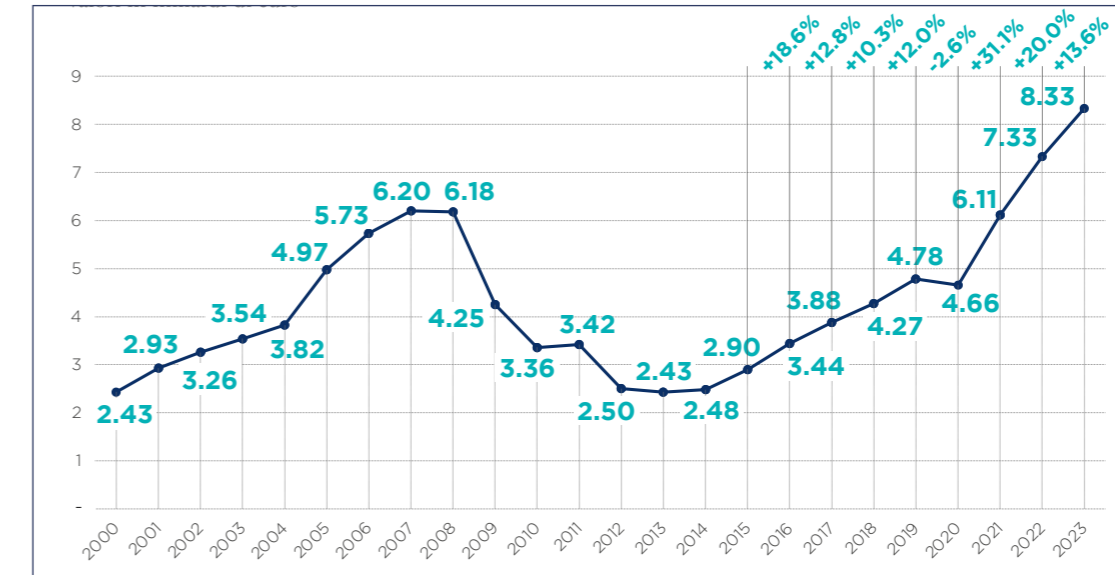
Domestic production of new yachting units: turnover trends by destination market from 2010 to 2023 \*

Percentages



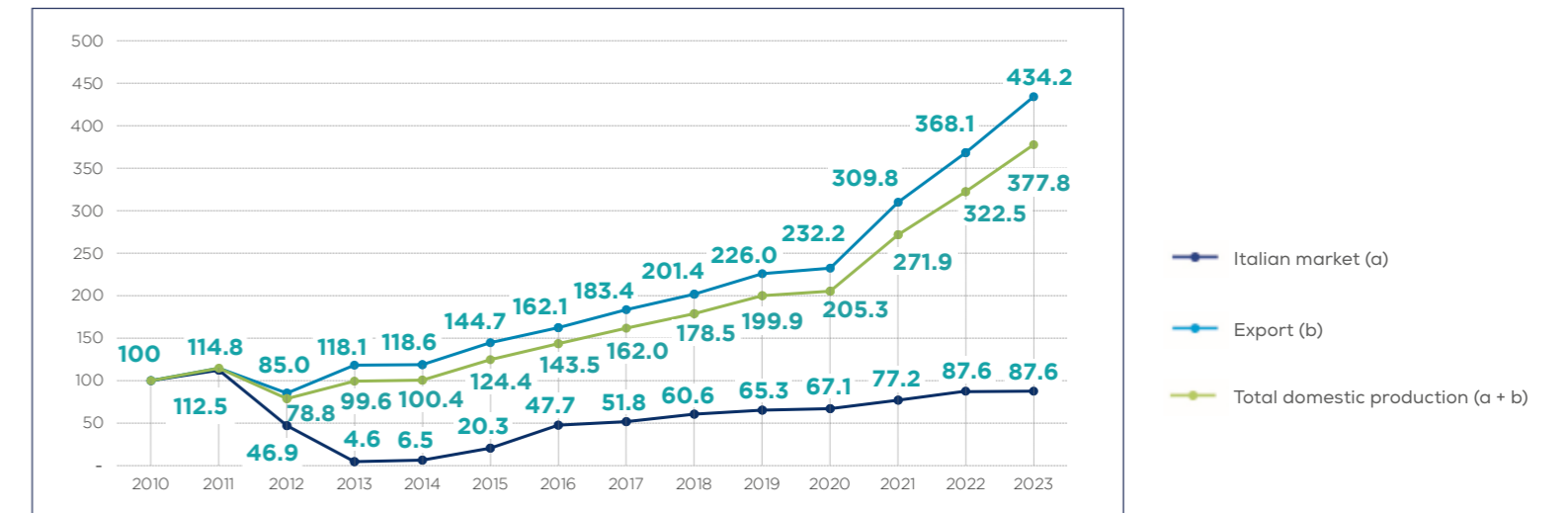
Italian yachting industry, global turnover trend from 2000 to 2023 \*

In billions of euros



Italian superyacht production: changes in turnover compared to 2010 \*

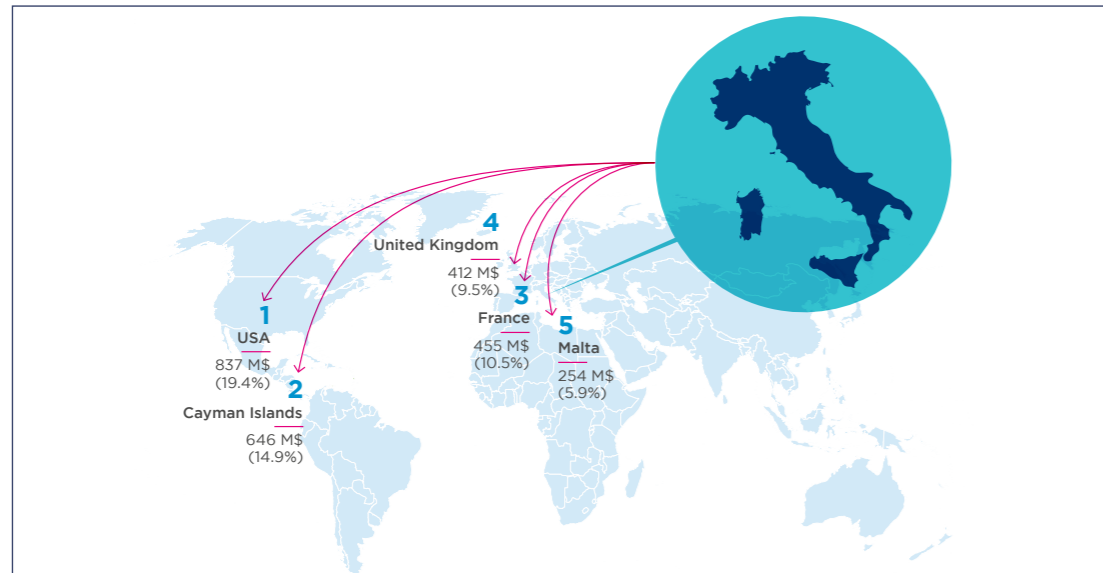
Sample analysis, fixed base value for 2010 = 100



\* Source: 2023 market analysis presented in La Nautica in Cifre LOG - data processed by the Italian Marine Industry Association Research Department

## Top 5 Italian export markets in the boatbuilding sector

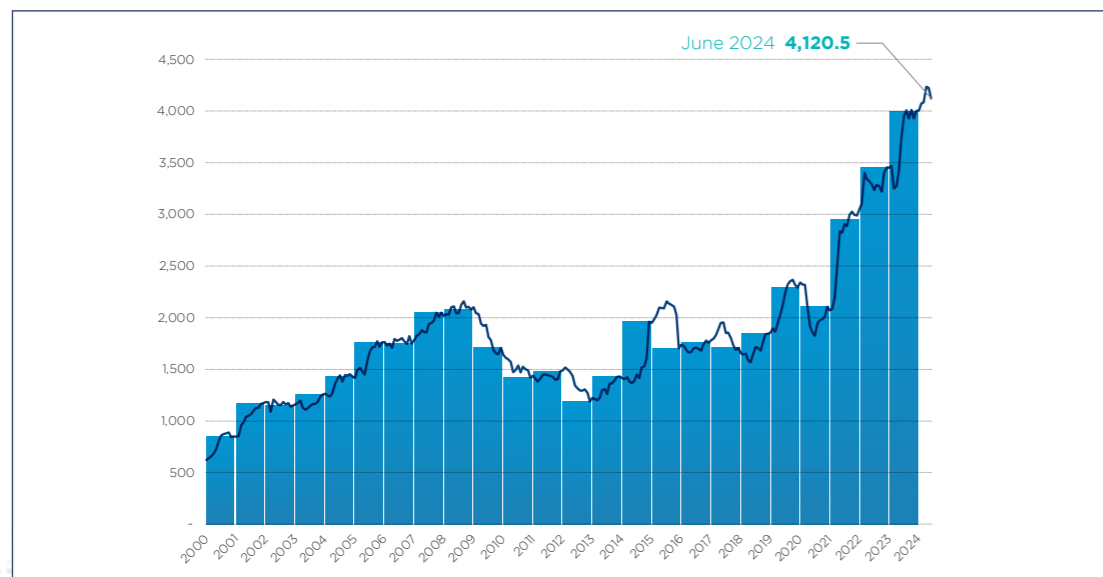
2023, percentage of Italy's export markets worldwide



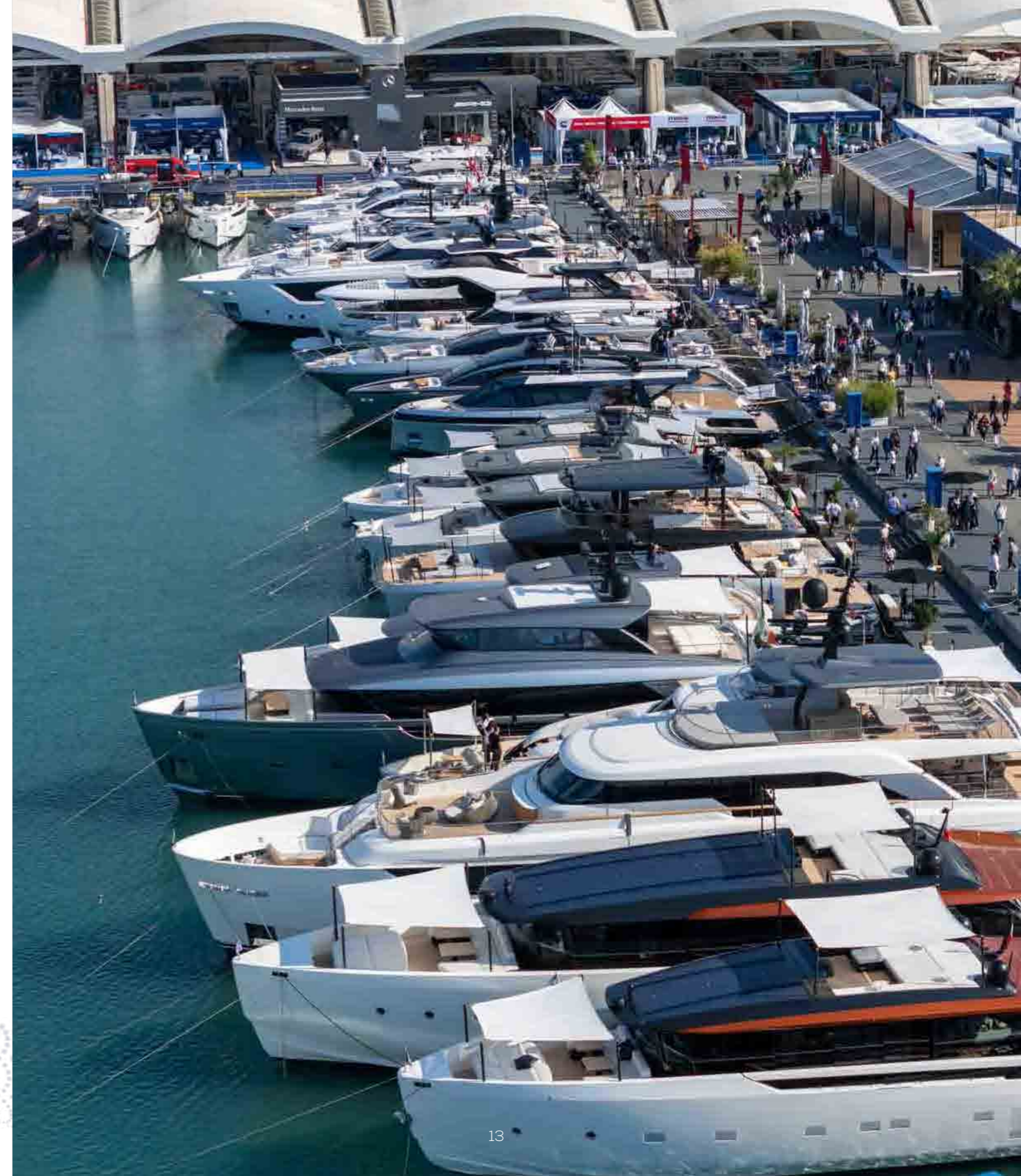
Source: ITC data processed by the Edison Foundation

## Italian export of recreational and sport boats

12-month rolling period; in millions of euros; updated as of June 2024



Source: ISTAT data processed by the Edison Foundation

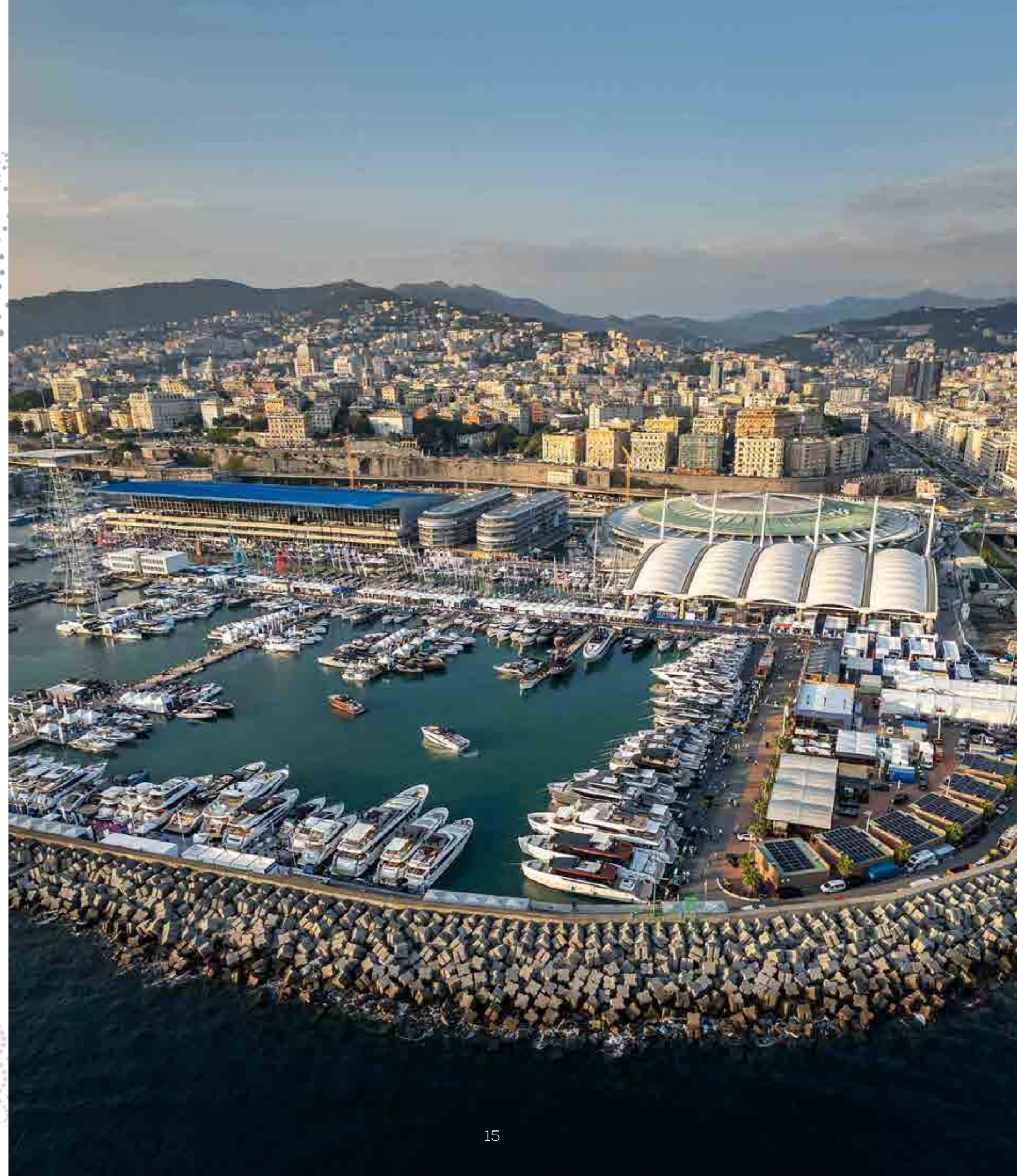
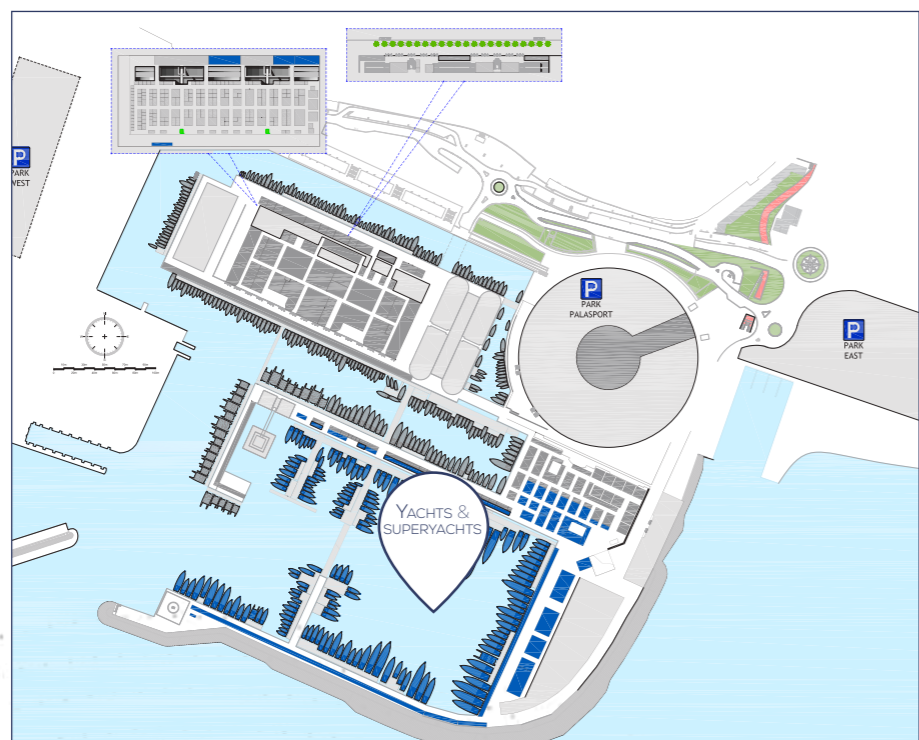




## YACHTS & SUPERYACHTS

**Design, technology and innovation.**

These are the three defining pillars of the superyacht sector, an Italian excellence that has transformed Made in Italy production into a world leading brand.







The **YACHTS & SUPERYACHTS** area hosts the latest creations from the most successful international yards, combining elegance and exclusivity with a growing commitment to sustainable yachting.

A futuristic area designed to offer everything from hospitality services to unique business opportunities, this location is an exceptional opportunity for exhibitors who wish to showcase the best industry solutions they have to offer, displaying models representing the latest designs and trends on the market, from a wide range of walkarounds, to open and day cruisers, all ready to

satisfy even the most demanding of audiences. Versatility and performance: the **Maxi Rib Area** is where inflatable boats over 10 metres take centre stage. Increasingly versatile and high performing, these models combine comfort and efficiency, with an array of units flying the flag of the most famous international brands.

Sustainability takes centre stage in the **Power Boat Village**, which explores cutting-edge solutions, such as hybrid propulsion systems, alternative fuels and innovative on-board equipment, inspired to reduce the carbon footprint and promote energy efficiency in every phase of yachting



## SAILING WORLD

**Where passion flows into the sea.**

Every day of the event, professionals, first-time buyers and sailing enthusiasts alike flock to the docks to experience the Genoa Boat Show's Sailing World, animated by a shared passion.





# SAILING WORLD



Sailing is a universe in continuous and rapid evolution, where flying boats symbolise its revolutionary technology, without ever abandoning the ancient fascination and infinite emotions of traditional sailing.

From the latest in hull design, stemming from cutting-edge research and combining performance, ease of handling and comfort, to sails and equipment made from innovative materials; from components to the most sought-after equipment and accessories. In the **SAILING WORLD** area, visitors have the chance to discover the philosophy of yachting, in which design, innovation and

respect for the environment come together to excite and inspire dreams of standing at the helm of one of the many boats that crowd the area's quays. Dreams capable of stirring childhood emotions, pushing you to leave the shore behind as the protagonist of adventures on fantastic crossings.

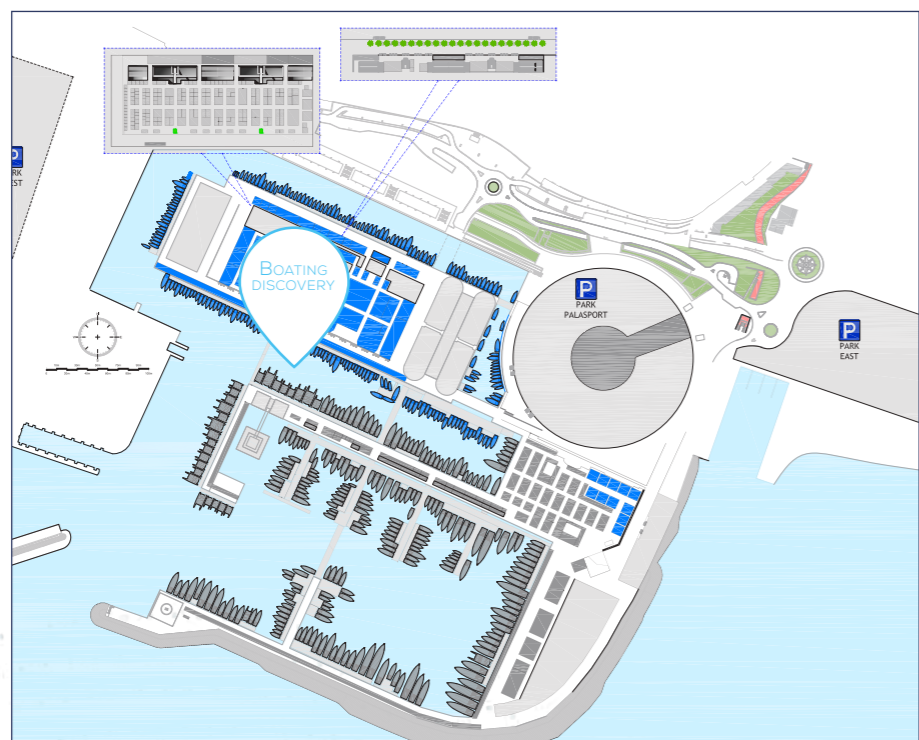
The **Catamaran hub** completes the SAILING WORLD section, hosting multihulls, true icons of design and functionality. Thanks to their optimised hulls, these Cats offer excellent performance, ample space and an intimate connection with nature, providing a unique and immersive sailing experience.



## BOATING DISCOVERY

**The future of yachting awaits.**

An unmatched showcase devoted entirely to the latest motorboats up to 14 metres from the world's most prestigious yards.





## BOATING DISCOVERY



The **BOATING DISCOVERY** area makes the most of brand new display spaces created on both water and land as part of the innovative Levante Waterfront project. With new additions including Quay N, which also hosts boats used for sea trials with outboard engine manufacturers, visitors will be able to explore a thrilling experience at the meeting point of innovation and tradition, where concrete projects merge with the most ambitious dreams of every sea enthusiast.

Along the waterfront and throughout the exhibition spaces inside the Blue Pavilion, visitors can enjoy a hands-on approach to the latest products from leading Italian and international brands

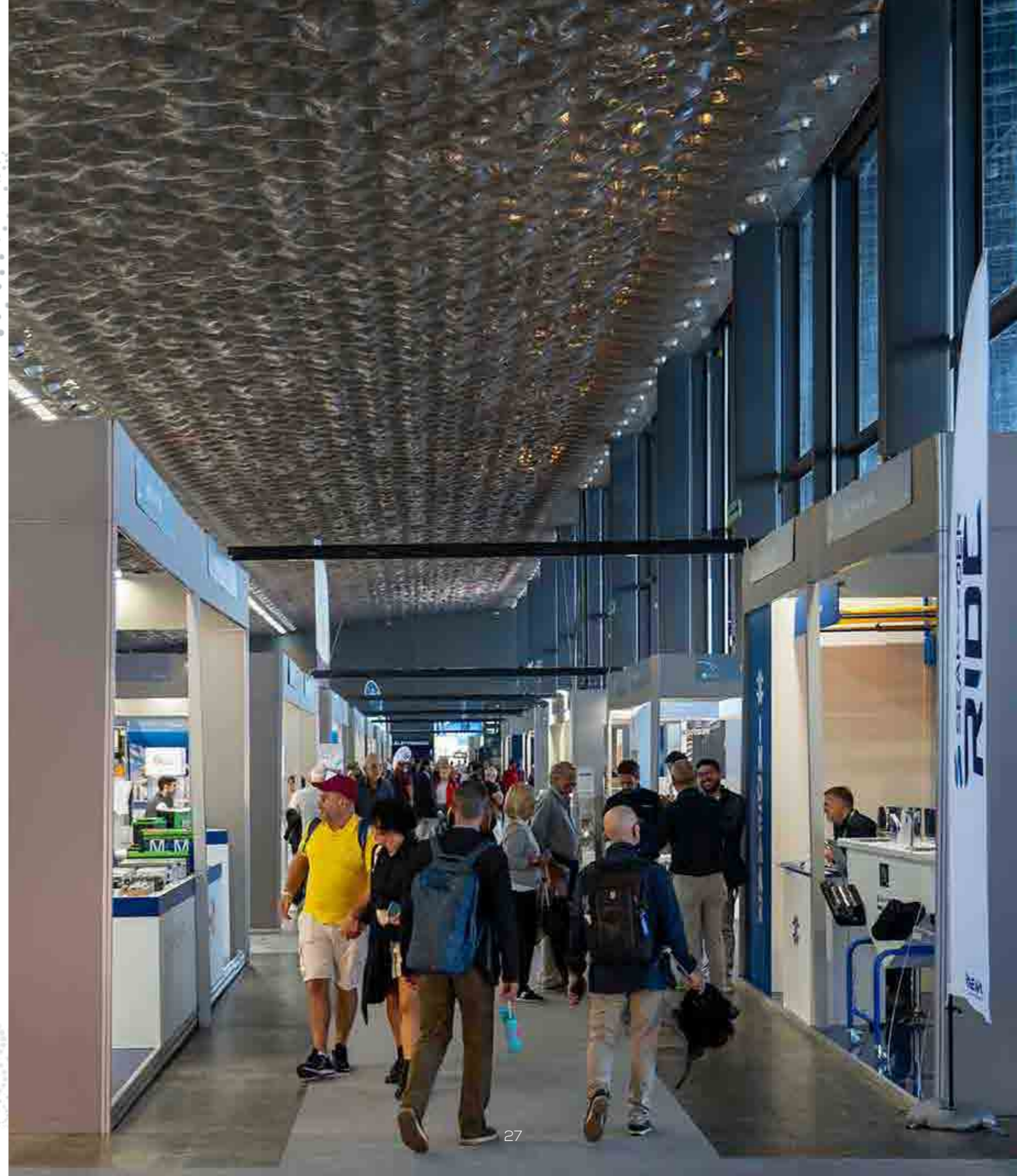
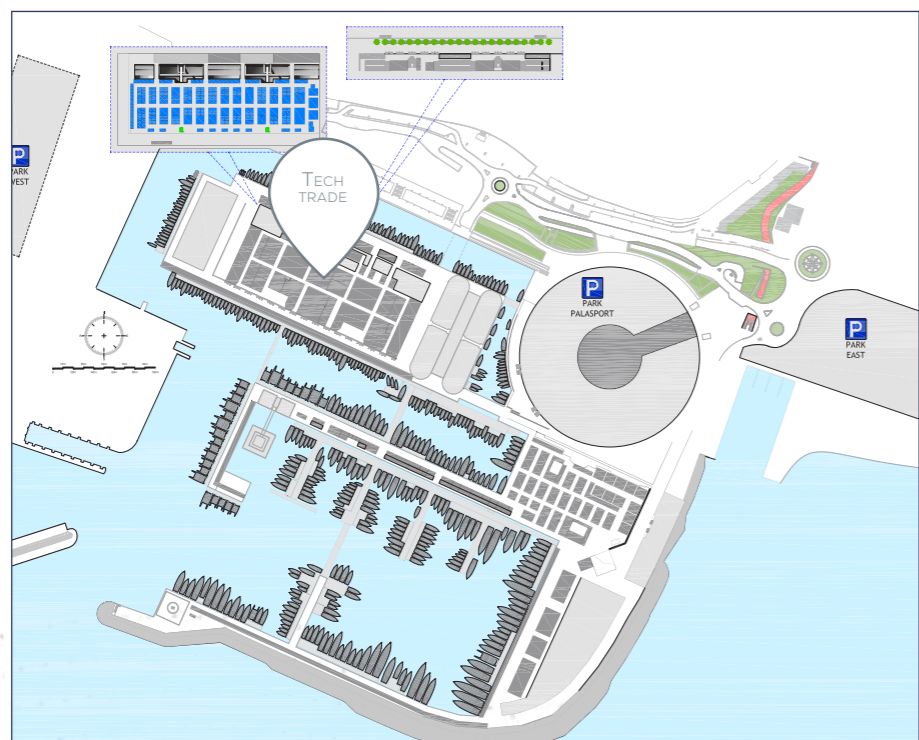
and discover the breadth of the what the Genoa Boat Show has to offer, thanks to the presence of everything from inflatable to fibreglass, aluminium and wooden boats.

**BOATING DISCOVERY** is an immersive showcase, where land and sea merge into one vast environment and guests have access to unique experience of testing boats directly on the water, transforming every visit into a thrilling discovery.



## TECH TRADE

**Discover TECH TRADE: The beating heart of boating components and innovation**  
Located on the Upper Floor of the Blue Pavilion, **TECH TRADE** is an area devoted to the everything from the most advanced electronic navigation tools to systems dedicated to handling boats in the yard, to equipment for marinas, to the most sought-after and revolutionary accessories, to construction materials embodying the latest trends.





## TECH TRADE



In this exclusive space, exhibitors, professionals and visitors can discover the latest in the components and equipment segment, and solutions to every boating-related need.

**TECH TRADE** is more than simply an exhibition area: it is an engine for business matching and a platform for entrepreneurial innovation. Exhibitors and professionals will, in fact, have the opportunity to participate in B2B meetings with leading companies and leading international players, promoting synergies and strategic collaborations.

The **TECH TRADE** area's special section devoted to **Startups** promotes a selection of the most interesting emerging realities that are redesigning the future of the yachting industry by contributing to the growth of the sector through innovative and sustainable projects and solutions.

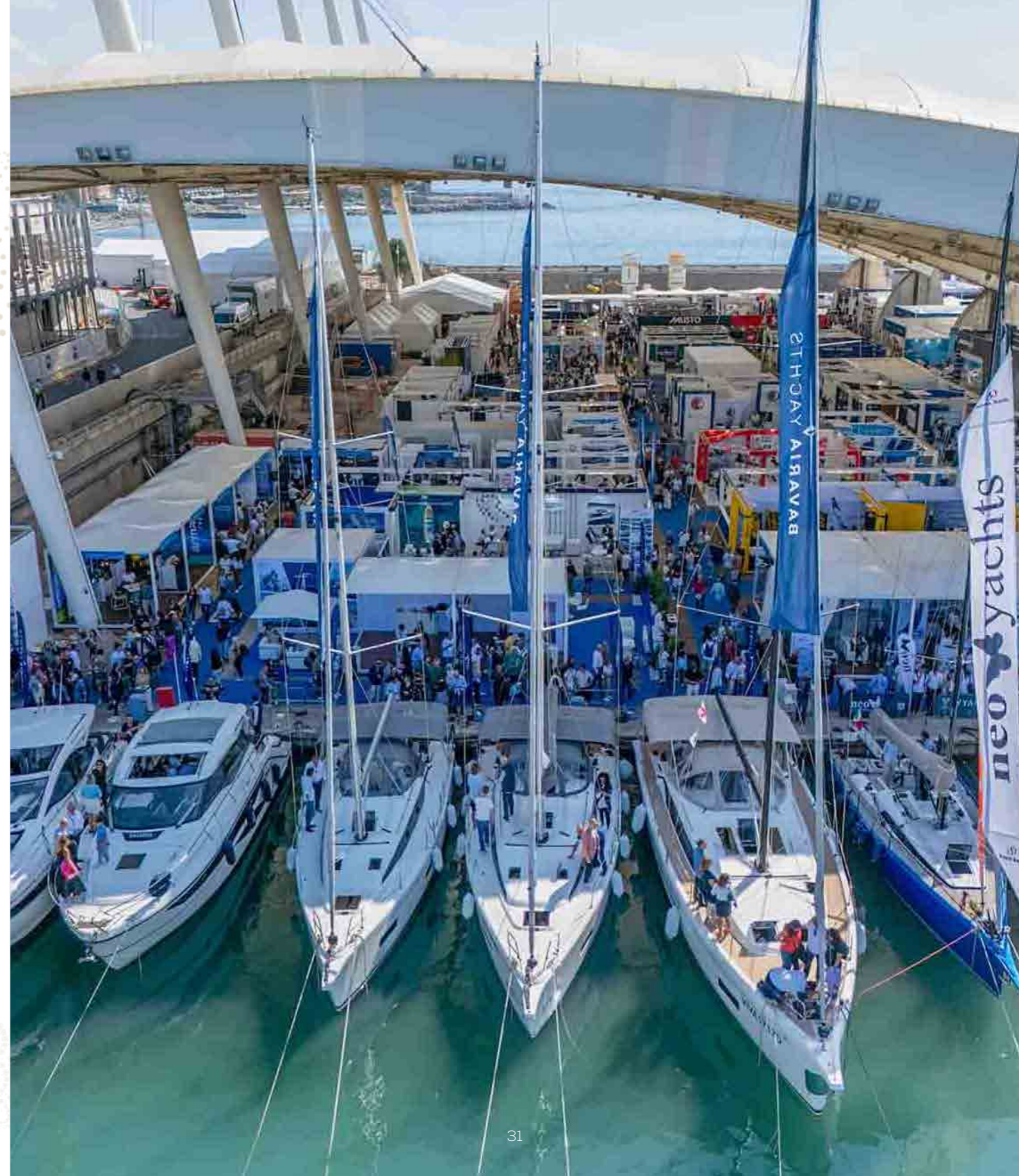
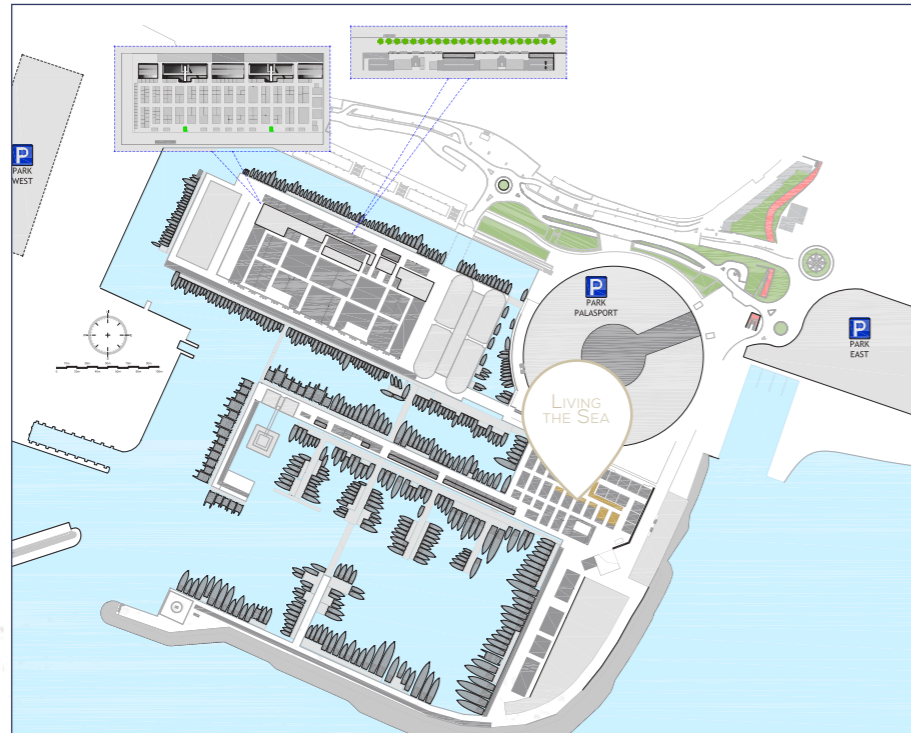
The **TECH TRADE** area is where innovation meets business, offering industry professionals an experience defined by inspiration, technology, and development.



## LIVING THE SEA

**The Sea: a world worthy of discovery and respect.**

The sea is a fascinating universe, one brimming with a beauty themselves in a world waiting to be explored and treasures not just to be discovered but protected.







In the **LIVING THE SEA** section, the sea becomes the star of the show, an area dedicated to those who wish to immerse themselves in a world waiting to be explored. Thanks to the many experiences presented by nautical tourism operators, this location is tailored not only to sea enthusiasts but to those approaching the sea for the first time as well. From chartering to recreational services such as ports and marinas, to the many marine activities that transform this sector into a driving force for the economy.

A location where visitors can find conferences, information, and in-depth analyses, the **LIVING THE SEA** area also represents a unique opportunity for the public to meet with the sector's institutions,

sports federations and associations committed to protecting the sea. Here it is possible to delve into the programmes, objectives and technical aspects of a sector that is in a constant state of rapid evolution. Such an all-round experience is perfectly embodied in the area's Eberhard & Co Theatre, which hosts events and forums dedicated to the major themes of yachting and the sea, award ceremonies for sports competitions, and talks featuring associations and athletes from across the sector. Spaces dedicated to entertainment complete the area, along with its own **Shopping District**, offering the best of technical clothing, as well as a wide selection of items and accessories designed for sailing and leisure.

## ORGANISERS

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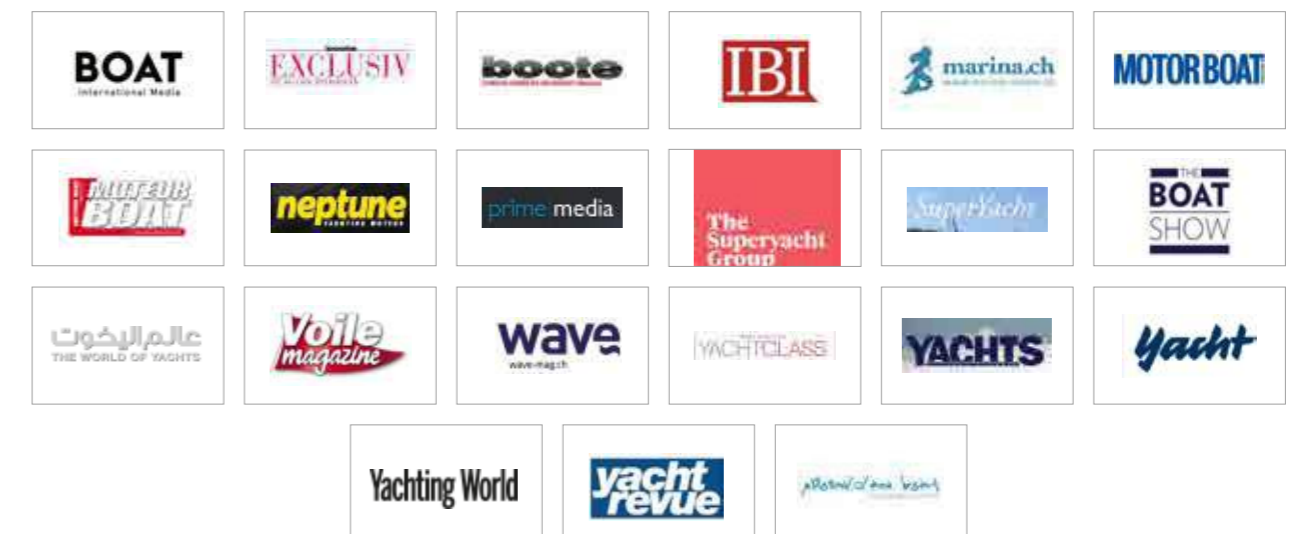
## MEDIA PARTNERS FOR THE 2024 EDITION



### Italian Industry Media



### International Media



## SPONSORS FOR THE 2024 EDITION

OFFICIAL CAR



OFFICIAL TIMEKEEPER



WELCOME PARTNER



OFFICIAL CLOTHING PARTNER



SPONSOR



TECHNICAL PARTNER



ENVIRONMENTAL PARTNER



## ISO20121 CERTIFICATION



**CERTIFICATO N. ESMS-69**  
**CERTIFICATE No.**

SI CERTIFICA CHE IL SISTEMA DI GESTIONE SOSTENIBILE DEGLI EVENTI DI  
IT IS HEREBY CERTIFIED THAT THE EVENT SUSTAINABILITY MANAGEMENT SYSTEM OF

**I SALONI NAUTICI S.R.L.**

VIA SAN NAZARO 11 14149 Genova (GE) ITA

NELLE SEGUENTI UNITÀ OPERATIVE / IN THE FOLLOWING OPERATIONAL UNITS

FIERA DI GENOVA, PIAZZALE JOHN FITZGERALD KENNEDY 16129 Genova (GE) ITALIA

È CONFORME ALLA NORMA / IS IN COMPLIANCE WITH THE STANDARD

**ISO 20121:2012**

PER I SEGUENTI CAMPI DI ATTIVITÀ / FOR THE FOLLOWING FIELD(S) OF ACTIVITIES

GESTIONE SOSTENIBILE DELL'EVENTO SALONE NAUTICO INTERNAZIONALE DI GENOVA

SUSTAINABLE MANAGEMENT OF THE EVENT GENOVA INTERNATIONAL BOAT SHOW

La validità del presente certificato è subordinata a sorveglianza periodica annuale / semestrale ed al riesame completo del sistema di gestione con periodicità triennale  
The validity of this certificate is dependent on an annual / six monthly audit and on a complete review, every three years, of the management system  
L'uso e la validità del presente certificato sono soggetti al rispetto del documento RINA: Regolamento per la Certificazione di Sistemi di Gestione per la Qualità  
The use and validity of this certificate are subject to compliance with the RINA document: Rules for the certification of Quality Management Systems

Prima emissione  
First Issue

12.09.2024

Data scadenza  
Expiry Date

03.04.2026

Data revisione  
Revision date

04.12.2024

Marco Gandini  
Genoa & Milan Management System  
Certification, Head



SGQ N° 002 A

Membro degli Accordi di Mutuo  
Riconoscimento EA, IAF e ILAC  
Signatory of EA, IAF and ILAC  
Mutual Recognition Agreements

*Marco Gandini*

**RINA Services S.p.A.**  
Via Corsica 12 - 16128 Genova Italy



CISQ è la Federazione Italiana di Organismi di  
Certificazione dei sistemi di gestione aziendale  
CISQ is the Italian Federation of  
management system Certification Bodies



## REGISTRATION PROCESS

In order to register:

- 1 Log on to [www.salononautico.com](http://www.salononautico.com)
- 2 Enter your Username and Password
- 3 Proceed to provide all the necessary information
- 4 Register for the Genoa International Boat Show by following the numbered steps provided

N.B. Each section will provide instructions on how to proceed.

The Staff at **SALONE NAUTICO** remains at your complete disposal for any assistance or clarification on how to register.

FAIR WINDS

*The Genoa International Boat Show Staff*



## RATES (ex VAT)

**REGISTRATION FEE € 900 - BRAND FEE € 350**  
**INCLUDING REPRESENTED COMPANIES**

One company represented € 900 | up to 5 companies represented € 1,700 | up to 10 companies represented € 4,400 | up to 15 companies represented € 5,850 | up to 20 companies represented € 8,000 | over 20 companies represented € 11,000

### DISPLAY AREA RATES

Valid for applications received in full and by the deadline provided in Article 2.5 of the Terms of Participation. After this deadline, a surcharge of 10% of the relative bare display area will be applied.

#### SURFACE AREA ON LAND

Location	Bare surface area [€/sqm]	Pre-fitted by Show Organisers [€/sqm]
<b>Yachts &amp; Superyachts</b>		
Piazzale Marina - Uncovered	€ 123	
- Power Village	€ 123	Mandatory - 190 €/sqm
<b>Sailing World</b>		
- Technical Clothing	€ 135	Mandatory up to 32sqm - 148€/sqm
- Sailing accessories	€ 135	Mandatory up to 32sqm - 148€/sqm
<b>Boating Discovery</b>		
Open air	€ 123	
Pavilion B - Ground Floor	€ 163	
<b>Tech Trade</b>		
Pavilion B - Upper Floor		
- Electronics	€ 153	
- Accessories	€ 135	Mandatory - 123€/sqm
<b>Living the sea</b>		
- Yachting services	€ 135	Mandatory up to 32sqm - 148€/sqm
<b>Quay Areas</b>	€ 135	From 168€/sqm
<b>BERTHS</b>		
Units up to 9.99 m LOA	€ 3.150	
Units from 10.00 m to 11.99 m LOA	€ 3.600	
Units from 12.00 m to 14.99 m LOA	€ 5.000	
Units from 15.00 m to 17.99 m LOA	€ 6.550	
Units from 18.00 m to 21.99 m LOA	€ 8.150	
Units from 22.00 m to 24.99 m LOA	€ 10.400	
Units from 25.00 m to 29.99 m LOA	€ on request	
Units from 30.00 m to 34.99 m LOA	€ on request	
Units from 35.00 m to 39.99 m LOA	€ on request	
Units from 40.00 m to 44.99 m LOA	€ on request	
Units over 45.00 m	€ on request	
Multihulls	Unit bracket +30%	
Private jetty	on request	
<b>SURCHARGE</b>		
+10% for stands with 2 free sides   +20% for stands with 3 free sides   +30% for stands with 4 free sides		
<b>SERVICES</b>	€ 12.50/sqm	
<b>POWER SUPPLY</b>		

#### SURCHARGE

+10% for stands with 2 free sides | +20% for stands with 3 free sides | +30% for stands with 4 free sides

#### SERVICES

€ 12.50/sqm

#### POWER SUPPLY

1 kW per 16 sqm for all display areas with the exception of berths – for berths please refer to the relative technical regulations provided in the Exhibitor's Manual.

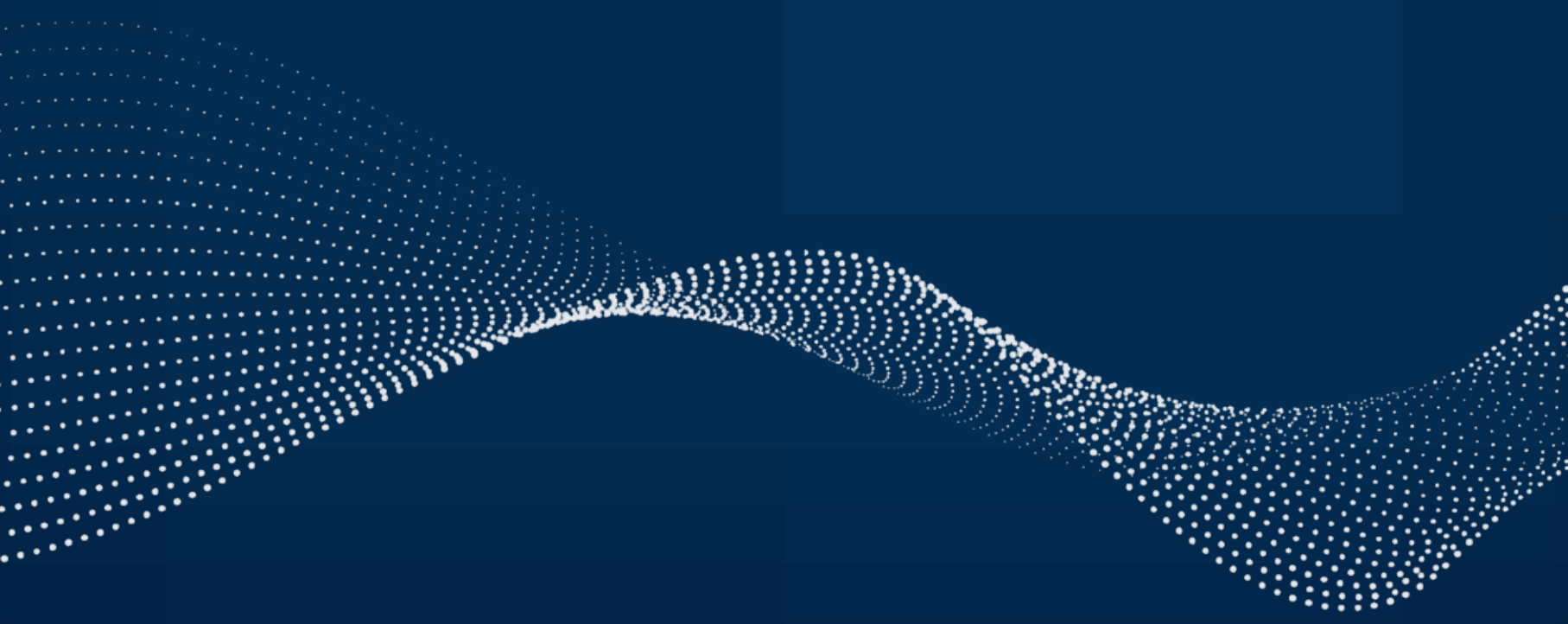




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