

The 2014 Genoa International Boat Show Responses to a changing market

This year's Genoa International Boat Show is renewed and more dynamic, adapting to the needs of an industry in trouble, but starting to show the first signs of recovery. Compared to last year, membership is growing. The most active sectors involve sailing boats and small to medium sized motor boats. Much acclaimed are the new layout and the enhanced services and infrastructure. This year, visiting the Show is easier and a more engaging experience. Moreover, the two essential goals set from the outset for the 54th Genoa Boat Show have been fully achieved: strong internationalisation and promotion of all-Italian boat industry excellence

No better way to get an idea of the new Show than by taking a look at **the figures**: a surface area of **180,000 square meters**, **100,000** of which in water, **760** brands represented, **1,000** vessels on display, and over **100** new features. In response to industry demands, the Show has been **extended by one day** compared to last year (**October 1-6**).

The 2014 edition is **the first step of a three-year plan** for the reorganisation and revitalisation of the most important nautical event in Italy. This task has been made rather complicated by the difficult economic situation that has hit the nautical industry particularly hard, although the 54th Genoa International Boat Show is revealing the first positive signs of recovery. In particular, **the sailing sector** has registered a **22%** increase in the number of boats displayed, some being world premiered. The number of exhibitors of **sailing accessories** has grown by **50%**, and the figures recorded by the multihulls sector are also excellent.

Inboards are broadly **in line with last year's trend**, while **outboards** - which this year are **on display in the water** - have recorded an outstanding **+50%**. The strategy of allowing navigation trials, launched last year, is paying off, and has been much appreciated.

The Genoa International Boat Show is pooling its strengths to adapt to changing and complex industry needs, leveraging its more than 50 years of experience. Confirmation of the popularity enjoyed by the 2014 Boat Show may be found in the return of prestigious shipyards and international groups such as *Ferretti Group, Sanlorenzo, Sunseeker, Groupe Bénéteau, Fipa Group, Hanse Group, Cranchi, Absolute, Cantieri del Pardo, Solaris, Brunswick Marine, etc.*

"From the outset, we had set ourselves two major goals," says Massimo Perotti, President Ucin Confindustria Nautica. "Firstly, we set out to focus on Italian excellence and production. Italian boats are a positive proof of our excellence in the shipbuilding world and in areas such as design and furnishings. Secondly, we worked hard to internationalise the event: the Show needs to promote our values abroad, and attract buyers and journalists from all continents. I am very pleased with the way the Saloni Nautici organisers have worked, enabling us to fully achieve both objectives."

The first and most obvious change in 2014 is the new layout, an operation that began last year with the "red wall", which accompanied visitors upon entering the grounds. *"The format we experimented with in 2013,"* says Anton Francesco Albertoni, President of I Saloni Nautici SpA, *"was fully appreciated by the industry and this year's more mature version fully meets the needs of exhibitors and the public alike. We have made it easier and more pleasant to move between the stands and along the quays, so as to provide an intense emotional experience, one that the Genoa International Boat Show continues to inspire in hundreds of thousands of enthusiastic visitors. The 54th Genoa Boat Show further consolidates the rapprochement between producer and consumer in an industry charged with passion on both sides, and continues to be unique in Europe for its variety, richness and completeness. I would like to thank Alessandro Campagna, who, in his role as Boat Show Manager, has once again made all this possible."*

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THE SHOW POINT BY POINT

The new layout

The world of sailing takes prominence in its new home - **Sailing World** - that is bigger than in past events and takes up a large proportion of the internal basin to exhibit up to 120 boats in the water and feature over 6.000 m² of land-based space between the quays and under the marquees. Apart from boat builders and sailing accessory firms, there are also operators from the chartering, sports sailing and nautical tourism sector as well as representatives from marinas.

Considerable attention has also been paid to **the world of inflatables and boats of up to 12 metres in length**. These are to be found in Pavilion B on the **ground floor**. Larger boats are on exhibition in the quays that overlook **the basin** just in front of Pavilion B. This creates a huge internal exhibiting area dedicated entirely to the world of sailing and also allows enthusiasts test boats on the water and fully enjoy the **driving experience**.

The **New Marina 1**, on the other hand, is an area dedicated entirely to **power boats** which has always been a key sector in the Italian market. The boats are moored at quays and floating pontoons **available for sea tests**. This "extra" proved to be a great success in the past and this year again plays an important role.

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The **Power Village**, that was very much appreciated in 2012, is back this year under the marquees that houses manufacturers of plant equipment and big engines. All **nautical accessory exhibitors** are gathered together on the upper floor of Pavilion B.

Pavilion D houses technical clothing manufacturers and stands for nautical shopping.

The international theme

To underline the **strong international credentials of the 54th Genoa Boat Show**, there is significant involvement of **overseas operators and buyers** who, thanks to assistance from the Italian Ministry of Economic Development through the Trade Agency (formerly ICE), have been invited to visit the Show to see at first hand the Italian boat building expertise at its very best. A specially dedicated area has been created **in Pavilion B** for visitors from overseas to held personalised meetings.

On the same theme, **about 70 journalists** from 45 nautical and lifestyle sector magazines from all over the world have already are attending. They too have been invited by the Italian Trade Agency. Thanks to this huge foreign press participation, a **personalised agenda** has been organised to promote and create awareness about individual Italian companies, including local ones, to the most important international journalists in the sector.

Attention to services

Many initiatives have been launched to improve the Boat Show experience for both operators and visitors. One of the most evident is the **new catering system**. The first change is that catering services are under the wing of Made in Italy thanks to collaboration with **Eataly** in the form of a **central Food Court**, an elegant refreshment area in Sailing World and numerous **food corners** scattered around the Show. The renowned chef, **Enrico Panero**, is there offering operators and visitors alike a whole range of “made-to-measure” services. A conventional restaurant with bookings, **the Eataly restaurant**, offers sit-down service and for those with little time, street food stalls are scattered around the Show. All of these, of course, come under the wing of Made in Italy. In addition, every evening after 5.30 p.m., aperitifs are organised in the Food Court by Eataly.

During the Show, nine of **the most famous Palazzi in Genoa** are available for exhibitors to use as exclusive locations for meetings with dealers, for presentations, press conferences and private events. These Palazzi include the prestigious **Palazzo San Giorgio**, the **Palazzo della Borsa** and **Palazzo Nicolosio Lomellino**, one of the **Palazzi dei Rolli**.

On the same theme of making life easier for operators participating in the Show, **an agreement has been signed with the Convention Bureau of Genoa**. Collaboration with this network of fifty companies operating in the convention sector provides exhibitors with practical help needed to participate in the event. This ranges from finding hotel accommodation to creating solutions for logistic and/or organisational problems.

The number of parking spaces reserved for exhibitors has been increased. This benefits operators and also leaves more space available in the two external parking areas for visitors. A **special car park** has also been arranged near the marquees for **exhibitors' guests**, allowing direct access to the heart of the Show.

Again this year, **preferential days for operators**, known as **Tech Trade**, are held on **Thursday 2, Friday 3 and Monday 6 October**, mainly in Pavilion B and in Power Village. Dealings at the stands involved in the initiative are prioritised for professional operators.

Not just boats

This year too, sees collaborations with the main associations involved in the marine world. The **Italian Sailing Federation** promotes exhibitions and competitions with up and coming stars from the junior categories. This year youngsters between the ages of 8 and 18 can try out boats for their

age group. Last year over 1,200 young visitors attended the Show and had their introduction to the world of sailing.

Again this year sees constant collaboration with the world of powerboat racing that goes beyond a simple partnership with the **FIM** (the Italian Powerboat Federation). **Guido Cappellini**, the Italian **ten times UIM F1 world champion** who is currently taking part in the Class 1 World Championship Series, is also present. Two of his racing powerboats are on exhibition at the entrance to the event below the Red Wall.

For the 10th year, Ucina will be running "**Navigar m'è dolce**", the campaign conceived to promote the cultures of sailing and the sea in Italy.

As is always the case with **Ucina**, the agenda of **meetings and collateral events** is very intense. Every day from 10.30 a.m. until the evening, meetings about technical matters (economics, legislation, safety, design and manufacturing techniques) alternate with "lighter" events such as regatta presentations and other ones linked to the world of sailing, musical events, debates and public entertainment. The "Teatro del Mare" area plays an important role hosting most of the events.

Under the spotlight there is also the great sailing spectacle with the **Audi Tron Sailing Series** which, during Genoa Boat Show week disputes the fifth and last stop of their international circuit. The stars are the crews from sixteen different countries racing **Melges 32** monotypes and who, in the waters in front of the Genoa Show, line up in the unprecedented Team Race formula.

Again this year the Genoa Boat Show, hosts **Ytem, the museum of Italian boat design**. The rediscovery of Italian masterpieces of boat design continues with an **analysis of the years 1979-1999**. It is a journey that leads to the present day and will finish at the next Boat Show. In the Ytem stand, on the occasion of three meetings, enthusiasts and students have the opportunity to meet some of the great names in Italian design.

Outside the Show

As a demonstration of the close links between the Boat Show and the city of Genoa since four years after the first of such event, in 2014 **GenovaInBlu** is once again hosting a programme of cultural, commercial and musical events and various spectacles that enliven the city throughout the period of the Boat Show. This means that it will be possible to visit: the Genoa Aquarium (with a new baby dolphin and four baby penguins), the "Galata Museo del Mare" with a new room dedicated to Joseph Conrad, the Marco Lodola and Jill Mathis installation organised by Bruno Guidi and the "Museo Nazionale dell'Antartide". There will also be an exhibition dedicated to the artists Frida

Kahlo and Diego Rivera and another to the American photographer Nickolas Muray. Lastly is the opportunity of trying the "Dialoghi nel buio" (Dialogue in the Dark) experience at the Show basin. This is an extraordinary multi-sensorial "journey" in complete darkness. The event organised by the David Chiossone Onlus Institute for the blind and visually impaired takes place on a barge provided by Fincantieri.

The partnerships

Apart from **Eataly**, the 2014 Show has multiple sponsorship deals and particularly important collaborations with names such as: **Jeep, Grom, Yamaha Music, Kel 12, The Art of Living Italy, Vision Ottica, Petit Bateau, La Rinascente, Sky Italia and Il Sole 24Ore.**

The entire **Jeep** range is available for test drives by public and a fleet of vehicles is available for Boat Show organisers for an exclusive Courtesy Car service and for test drives. The star of the show is the new Jeep Renegade, the first Fiat Chrysler Automobiles vehicle manufactured in collaboration between Italy and the USA.

Yamaha, with its three tuning fork symbol, is renowned among car and boating enthusiasts for the excellence of its products and for its successes in competition. The Musical Instrument department of this huge Japanese Corporation sponsors the Boat Show and enlivens the "coolest" spot in the event, the **central food court** where live jazz bands play Yamaha instruments every day.

Grom, the superb gelateria chain which was created from the idea of purchasing only the very best quality raw materials to make home-made ice cream, is present in two different settings: one features a Ape three-wheeler "from times gone by" and the other is a traditional Italian ice cream parlour complete with tubs of assorted flavours. During the entire Boat Show, Grom provides exhibitors with its catering service.

Another important partner is **VisionOttica**: with more than 210 "optical centres" throughout Italy, the company blends professional services of optometrists with a range of exclusive offers for customers.

Kel 12 is a travel agency that for over 30 years has been offering its customers traditional, personalised or unusual holidays to distant and exclusive destinations.

The Art of Living Italy is a well known furniture brand with Danish style products that are for both indoor and outdoor use. These products are inspired by Nordic and sea-faring concepts. The products are made from technical materials that are perfect for both outdoor and indoor use such as the internationally renowned Sunbrella that is made from a sun resistant and water repellent

canvas fabric. Another material is Dacron 9oz, the same material as used for sails is instead used to cover items of furniture and accessories.

Petit Bateau, a French brand that is known for its famous "Marinière" sweaters is present in the "Via delle Eccellenze" section of the Show with a temporary store measuring about 100 m² where all the new items from the Women's, Men's and Children's A/I 2014-15 collection are on sale.

La Rinascente organises, on October 3 in its Via Vernazza store, a fashion show in the frame of the traditional events of **GenovaInBlu** for "Quartiere Piccapietra".

Sky Italia is there with a temporary store also located in the "Via delle Eccellenze". Potential customers can sample the "Sky Experience" at first hand with the support of specialised sales staff helping them to discover all the functions of the latest Sky technology and suggesting packages that best meet each customer's individual needs.

Lastly, **Il Sole 24 Ore**, is the Boat Show's media partner with a studio in the Show itself, from which it makes regular broadcasts on Radio 24 with news and updates about the world of sailing. This represents a natural "twinning" between Ucina, a member of Confindustria (the Italian manufacturing and service companies association) and the media group that is owned by Confindustria.

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