

65th GENOA INTERNATIONAL BOAT SHOW (18 – 23 SEPTEMBER 2025) IS PRESENTED AT THE MILAN STOCK EXCHANGE BY THE ITALIAN MARINE INDUSTRY ASSOCIATION

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CENTRAL THEMES OF THE 2025 EDITION: INNOVATION, SUSTAINABILITY, MARKET PROTECTION AND GLOBAL VOCATION

THE DELOITTE STUDY CARRIED OUT FOR THE ITALIAN MARINE INDUSTRY ASSOCIATION PROVIDES A SNAPSHOT OF THE GLOBAL MARKET

MULTI-YEAR COLLABORATION AGREEMENT IS SIGNED WITH THE 38th AMERICA'S CUP

Milan, 3rd September 2025 – From 18th to 23rd September, the 65th edition of the Genoa International Boat Show will reaffirm its key role as a strategic platform for the entire global boating industry. With over 1,000 boats on display, 23 new shipyards taking part, and exhibitors flocking to Genoa from a total of 45 countries, the best of the industry will be showcased to the world, including 123 new products and 96 premieres.

The event's numbers thus successfully consolidate the positive trend in the wake of the 2024 edition's results despite a challenging international context that has seen a general slowdown in trade events in line with 2024's overall contraction of the global market.

The data are among the key figures presented today in Milan, at the headquarters of the Italian Stock Exchange "Borsa Italiana" against the stunning backdrop of the Palazzo Mezzanotte. The day opened with the announcement of a multi-year collaboration agreement established between the Italian Marine Industry Association and the 38th America's Cup, with the founding objective of supporting the Italian boating industry in organising the 2027 world event, scheduled to take place in Naples. The agreement will be signed at the Genoa Boat Show on Saturday 20th September.

The press conference was introduced by a few words from the President of the Italian Marine Industry Association, Piero Formenti, and was attended by the Association's General Manager, Marina Stella, Luca Tavano, Head of Mid and Small Caps – Primary Markets at the Italian Stock Exchange, Matteo Zoppas, President of the Italian Trade Agency, Raffaello Napoleone, President of IT-EX and CEO of Pitti Immagine, Ernesto Lanzillo, Partner at Deloitte, Luisa Bocchietto, Coordinator of the Design Innovation Award Steering Committee. The event was moderated by Alessandro Plateroti, Director of NewsMondo.it and columnist for Radio24 – Il Sole 24 Ore.

The participation of Marco Bucci, President of the Liguria Region, Silvia Salis, Mayor of Genoa, Enrico Musso, President of Genoa Airport, and Stefano Messina, representing the Genoa Chamber of Commerce, was a clear testament to the synergy that exists between the Show and the local territory and economic forces, a synergy that aims to consolidate the positive trend for the surrounding area developed by the Genoa International Boat Show over the last five years.

The global context

The third edition of *The State of the Art of the Global Yachting Market*, a study that analyses the dynamics defining and driving the sector at an international level, was presented by Ernesto Lanzillo and Tommaso Nastasi.

The Deloitte analysis compiled for the Italian Marine Industry Association highlights that 2023 was a record year for the global boatbuilding industry: the global market reached an impressive €34.8 billion, up +7.3% compared to 2022. Estimates for 2024 show a tendency towards stabilisation with an expected contraction of around -5%, while the premium and large yacht segment remains resilient, defying the slowing trend with an expected increase of between +5% and +10% depending on the specific market segment. New trade tensions could also weigh on the sector's performance, with US tariffs likely to have a greater impact on small to medium-

sized boats. Italy, thanks to a boat production mix that is heavily concentrated in the superyacht segment, is expected to continue to grow overall.

In his speech, Italian Marine Industry Association President Piero Formenti emphasised the breadth of the event: *“The Genoa International Boat Show is everyone’s Show. It is a Show for the industry as a whole, a Show for the entire supply chain: it stems from the unity that drives this sector and represents Italian production on the global stage. The true challenge lies in being a world-class showcase that actually brings together each and every segment of the boating world, along with its history, its authority. Such a challenge may be harder from a commercial standpoint, but it demonstrates this Boat Show’s positioning as the most popular nautical event in the Mediterranean and among the top three in the world.*

The Genoa International Boat Show is not only an exhibition of innovation across the sector, it is also an unmatched opportunity for open and impactful dialogue with the government, politicians and institutions both national and European.”

“This is why I refer to this Show as an exhibition of authority,” stated Marina Stella, “created by companies for companies, which is why it has always been able to weather even the most difficult of economic storms, continue to attract operators and visitors from all over the world, and strengthen the global image of Italian boating every year. Our mission, as the national industry association, is to promote a vision that integrates innovation, sustainability, and international openness. This is the defining direction that guides the plan for international delegations organised in cooperation with the Italian Trade Agency, which will see industry operators and journalists from 35 countries brought into Genoa for the Show, and Forum25, a calendar brimming with events sponsored by the European Commission that currently includes over 90 conferences and workshops, representing a wide range of in-depth discussions focused on the sector and the driving factors for strengthening its competitiveness.”

Events and conferences

As per tradition, the Genoa International Boat Show will kick off with the inaugural conference, this year concerning “Development, jobs and innovation driving growth across Italy”, which will be attended by the Italian Minister for Infrastructure and Transport Matteo Salvini, the Minister for Tourism Daniela Santanchè and the President of the Confederation of Italian Industry Emanuele Orsini. Among the highlights are the announcement of the official market data at the event “Boating Economic Forecast – Nautica in Cifre” – anticipated to 17th September, the day before the opening ceremony, in order to give even more attention to a fundamental asset for business planning – two international events dedicated to sustainability – the 4th World Yachting Sustainability Forum and the roundtable promoted by EBI, the European Boating Industry Federation – the conference on ESG standards for boating and a day dedicated to events championing Italy’s Confederation of Industry system, with the

11th National Conference on Nautical Tourism promoted by the Italian Tourism Federation Federturismo, and the Blue Economy Industry Forum, promoted by the Technical Group on the Economy of the Sea chaired by Mario Zanetti.

In terms of promoting and communicating the importance of cohesion policies, the Genoa Boat Show, for the first time ever, will be hosting the Plenary Assembly of the Conference of Presidents for the Legislative Assemblies of Italy's Regions and Autonomous Provinces, while the well-established *Nautica, Fisco e Dogane* ("Boating, Tax and Customs") conference remains the benchmark event for businesses and professionals to meet with the National Revenue and Agency and the Customs and Monopolies Agency.

Special attention will be given to younger generations this year, with initiatives dedicated to start-ups and schools, training and career opportunities, as well as targeted campaigns and incentives to encourage the participation of the younger visitors and enthusiasts. Completing the calendar is the TechTrade Days 2025 initiative, taking place on 18th and 19th September, with a B2B format dedicated to the latest industry innovations featuring over 400 brands of nautical equipment, accessories and components, dedicated to business, technology and professional networking.

The Design Innovation Award

There is a great deal of anticipation for the 6th edition of Having become an international benchmark in just a few years, this year's award will see Walter De Silva, one of the greatest masters in international design, winner of the Compasso d'Oro and Ambassador of Italian excellence in the world, chairing the international jury. The award ceremony will be held on 19th September 2025 in the magnificent setting of Genoa's Palazzo Ducale.

"Today, nautical design represents a true cultural frontier, where sustainability, innovation and formal identity intertwine," commented Luisa Bocchietto, architect and Coordinator of the Award's Steering Committee. *"The Design Innovation Award is a tool that recognises and values those capable of interpreting the changes taking place. With Walter De Silva as president, the jury is enriched by an extraordinary point of reference, capable of combining beauty and innovation with an international vision."*

Raffaello Napoleone, President of IT-EX and CEO of Pitti Immagine, continued the presentation: *"I find the convergence between the needs of the boating industry and those of the world of fashion fascinating: in both sectors, events such as the Genoa International Boat Show are taking on an increasingly central role. As President of IT-EX, I can clearly see how the trade event system is an irreplaceable tool for supporting businesses: it is through these trade events that SMEs can establish themselves and promote their production effectively across international markets."*

Luca Tavano, Head of Mid & Small Caps – Primary Markets at Borsa Italiana (the Italian Stock Exchange), spoke on the topic of SMEs and access to capital markets: *“In recent years, our stock exchange has been enriched by an increasing number of companies from the boating sector. Being listed means increasing one’s attractiveness, and this is particularly true for smaller companies in the supply chain. Borsa Italiana is working to make access to capital markets a tool that can be used not only by large companies but also by SMEs. To this end, our aim is to raise awareness among companies, helping them to assess whether listing could represent a concrete opportunity, consistent with their business development plans.”*

Institutional speeches

Matteo Zoppas, President of the Italian Trade Agency: *“The boating industry is a true jewel of Made in Italy excellence, the result of the effort, sacrifice and vision of entrepreneurs who, over the years, have built up a legacy of global recognition and brand awareness. There exist Italian products so strong that, due to their exceptional design and unique quality, face no true competition. Growth has become the norm for the Made in Italy brand: growth made possible by entrepreneurs, products and a supply chain that are unrivalled worldwide. Yachts, in particular, are a distilled representation of the best our country has to offer. As institutions, we have a responsibility to support these supply chains of excellence. A flagship event such as the Genoa International Boat Show is an extraordinary springboard for promoting this sector and defining new projects. This is why we support the Boat Show and the Italian Marine Industry Association: this year, we have increased our investment in incoming visitors, confirming our commitment to giving this strategic sector even greater global visibility.*

Marco Bucci, President of the Liguria Region: *“This year, the Genoa International Boat Show returns for its 65th edition, taking place in its natural venue Genoa, the capital of boating and of the Mediterranean. And this year it returns to a truly symbolic location, to a location that, in recent years, has been transformed into the new Waterfront di Levante, as designed by architect superstar Renzo Piano: a modern and functional area that has gifted the city and the entire region with an extraordinary view of the sea, a unique setting, perfect for hosting the Genoa Boat Show and, thanks to this very event, the excellence of international boating. The Genoa Boat Show, one of the most important industry events in the world, is the culmination, the pride and joy, of an economic fabric that works hard to drive development, wealth and employment across Liguria. It is a cultural and identifying element. An event that respects and speaks to our land, but which at the same time boasts a global outlook, with exhibitors coming in from 45 countries, including 24 European and 21 non-European countries from four continents: figures that demonstrate the Genoa Boat Show’s ability to attract operators and visitors from all over the world.*

Silvia Salis, Mayor of Genoa: *“Genoa is its Boat Show. And the Boat Show is Genoa. This is not just a major international event that happens to take place in Genoa, it is an integral part of the city’s identity and a pillar of its economy. It is our city’s most important brand. Like every year,*

Genoa and its citizens are looking forward to welcoming exhibitors, professionals and visitors from all over the world with profound enthusiasm. For this 65th edition, we wanted to link the Boat Show to the city with a blue thread, creating an extraordinary edition of Rolli Days, when our architectural treasures, the noble palaces listed as UNESCO heritage sites, will be open to Genoa Boat Show visitors and beyond. But the Boat Show is not only Genoa's heritage, it is a world-class demonstration of Italian know-how. This is also why it will be wonderful to be able to inaugurate the 65th edition with a delegation of mayors from the most important cities in the country, whom I have invited to Genoa the day before to participate in the ANCI Liguria assembly and the Coordination of Metropolitan Cities. I would like to thank the Italian Marine Industry Association and I Saloni Nautici for all their hard work dedicated to bringing about this new edition and for deciding to focus on younger generations, with discounted tickets and a series of initiatives to guide and train students in nautical professions and to raise awareness and involve young people in the world of boating. The Genoa Boat Show will be able to rely increasingly on the Waterfront area: an exhibition area that, thanks to the canals designed by Renzo Piano, is primarily made up of water now. This is also reflected in this year's slogan: 'We are made of sea'. The sea does not just wet the shores of Genoa, it has shaped its history and is part of our identity as Genoese and everyday life. This Show plays a central role in our identity, and I invite you to visit, explore and experience it, especially from the sea.

Stefano Messina, Genoa Chamber of Commerce: "The Genoa Chamber of Commerce supports the show mainly through its now historic hospitality project. Hospitality means facilitating internal connections via shuttles and boats, but also ensuring that the city is as open, lively and attractive as possible for what has been its most important annual event and the highlight of its tourist season for the past 65 years. This year, for the first time ever, we will see the collective brands Genova Gourmet Catering and Bartender take centre stage in the exhibition lounge, where Italian and foreign guests will be able to savour the true land and sea excellence of Genoa and Liguria."

Enrico Musso, President of Genoa Airport: "Our partnership with the Genoa International Boat Show is of fundamental importance: in the past, Genoa Airport has experienced phases in which it was not fully aligned with the development of the city, the region and international events of the calibre of this Boat Show. Today, however, the situation has shifted. Over the last three years, we have completed significant investments, including our new terminal, which will double capacity to 3 million passengers. By 2026, even more inaugurations are planned, as well as the opening of a dedicated railway station, which will make the airport even more integrated and accessible. Genoa Airport is undergoing a complete transformation: in the first half of the year, we ranked 6th place Europe-wide in terms of growth, a clear sign of the increasingly strategic role that our airport is destined to play in supporting the international importance of the Genoa International Boat Show."

The Sponsors of the 65th Genoa International Boat Show

The Genoa International Boat Show is one of the most influential global showcases for the international boating industry. The confidence of the sponsors confirms the event's value as a world-class hub for networking, business and innovation. The following have chosen to be partners for the 2025 edition: Denza (Official Car), Eberhard & Co. (Official Timekeeper), BPER Banca (Welcome Partner), North Sails (Official Clothing Partner), Sara Assicurazioni (sponsor) and Roche Bobois (Technical Partner).

"The Genoa International Boat Show is the ideal setting to showcase the essence of DENZA, our luxury brand, where refined design and cutting-edge technology come together to create an unparalleled experience. Being a partner of an event that represents excellence in the global boating industry means sharing our vision to offer elegant mobility and technology, capable of combining performance and emotion." – Alessandro Grosso, Country Manager at BYD & DENZA Italy.

"Participating in the Genoa International Boat Show represents much more than a simple institutional presence for our Maison: it is an opportunity to tell our story, a story defined by passion and independence since its very beginning, and to share a vision of time as a central element that guides humanity in our most daring endeavours. Each of our timepieces reflects stories of dedication, technique and challenge, and every year the Genoa Boat Show offers us an exciting context, with a diverse and passionate audience with whom we can celebrate these very values." – Mario Peserico, General Manager at Eberhard & Co.

"Once again this year, BPER Banca is delighted to welcome thousands of visitors to Genoa for the 65th edition of its International Boat Show. We are back to reprise our role as Welcome Partner of this major international event because we are the bank of choice for the Liguria region, for which the Genoa Boat Show offers a splendid showcase, and because, as a large national banking group, we are proud to stand alongside one of the sectors representing the pinnacle of Italian industry, to which we offer advanced financial services to best express the excellence of the Made in Italy brand worldwide." – Luigi Zanti, Regional Director for Liguria and Piedmont at BPER Banca.

"The Genoa International Boat Show is an event that celebrates the excellence of a key sector for our country. For us, renewing this partnership means helping to support its growth, while promoting a culture of mobility and safety. And it is this commitment that confirms our role as a reliable partner for all the protection-related needs of both individuals and businesses," – Alberto Tosti, General Manager of Sara Assicurazioni.

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