

SALONE NAUTICO GENOA BOAT SHOW

65^a edizione, 18-23 settembre 2025



THE 65TH INTERNATIONAL BOAT SHOW CLOSES WITH A GROWTH INCREASE: THE GLOBAL EVENT SHOWCASES THE INDUSTRY THAT DRIVES THE COUNTRY

FORMENTI: "IT IS AN EVENT THAT HAS REACHED FULL MATURITY AND COMPLETENESS. NOW INFRASTRUCTURE AND SUPPORT FROM THE COUNTRY SYSTEM ARE NEEDED."

The 65th edition of the **Genoa International Boat Show**, held from **September 18th to 23rd**, concluded on a positive note after six days that confirmed the event's central role in the global nautical landscape.

124,248 visitors were registered (+2.8%) , a figure that adds to the numbers of an event that has achieved its full affirmation: **over 1,000 boats on display** , **23 new shipyards**, **exhibitors from 45 countries** have transformed the Show into a unique stage for international innovation and for Made in Italy.

The public particularly appreciated the **sea trials** , with **4,050 launches** , while **123 new products** , including **96 premieres** , marked the rhythm of the six-day event. Completing the picture were **132 conferences and events**, the **Forum25 program sponsored by the European Commission** , and a strong media appeal with **1,245 accredited international journalists** , **4,795 articles published** in print and online, and **2,508,458 views** of the Facebook and Instagram pages.

Piero Formenti , President of Confindustria Nautica: "The top five international Made in Italy manufacturing events are all organized by Confindustria's trade associations representing the respective supply chains. This has contributed to their success. Confindustria Nautica has developed a ten-year program that has brought it to full maturity and completeness. It is a product that everyone has been able to admire, displayed in a showcase that must be visible and accessible, especially from abroad. We operate in a wonderful but fragile region, and for this reason we must be supported with infrastructures commensurate with the event's strategic value for the industry and for Italy.

Local institutions are working hard to make this goal a reality. It's a process, and what's important is that everyone is fully aware of it and that it also involves the national level in the leading international events of the supply chains that drive exports. To this end, we have already sent Minister Tajani the *NauticaItalia* plan, dedicated to the 2026 incoming market.

The Genoa Boat Show is the great showcase of Made in Italy, the place where our country expresses its finest excellence: from design to furnishings, from furniture to clothing, to the most advanced technologies. Strengthening these events means restoring strength to the entire nation.

Exhibitor feedback confirms the satisfaction of the entire sector: from superyachts to medium-sized vessels to accessory manufacturers, who particularly appreciated the TechTrade Days, which proved to be an innovation capable of generating new and important contacts. Even the smaller nautical industry, which had been more hesitant to attend the show, found customers, closed deals, and generally recorded a positive sentiment.

It was a very high-profile Boat Show, which doubled the media attention. In recent days, we have initiated new contacts, strengthened collaborations, and finalized important agreements with institutions at all levels, both national and international, from government bodies to associations. Among these, the signing of a historic agreement that brought the America's Cup to Genoa and our companies: Confindustria Nautica will be a strategic partner of the **Louis Vuitton 38th America's Cup** , to guide companies towards the event that will be held in Naples in 2027.

Grant Dalton , CEO of America's Cup Events, said during his visit to the Show: "This is my second recent Boat Show. It's an extraordinary Show, as are the boats and the culture it embodies. I hope to see all the people who have been here in Naples!"

Special thanks were expressed to the Italian Government for the strong institutional participation: from Minister **Urso** , representing Prime Minister Giorgia Meloni, to Ministers **Garnero Santanché and Zangrillo**, to Deputy Minister **Rixi**, to Undersecretary of State to the Presidency of the Council of Ministers **Barachini** , Undersecretary of MIMIT **Bergamotto** , to the Cabinet Heads of the Ministries of the Ministry of Economy and Finance and Tourism, along with the **Customs and Monopolies and Revenue Agencies** . And, for the first time in the event's history, a foreign minister was present, including Florida's Secretary of Transportation, Mr. **Perdue** . This significant presence, joined by numerous national and European

parliamentarians, confirms the role of Confindustria Nautica and the Genoa International Boat Show as an exclusive interlocutor for the sector as a strategic platform for institutional dialogue. The 65th International Boat Show enjoyed the enhanced support of **the Italian Trade Agency (ITA)**, which, together with Confindustria Nautica, organized the presence of a delegation of international journalists and buyers from over 35 countries and five continents through the **incoming project** included in the Made in Italy Promotion Plan of the Ministry of Foreign Affairs and International Cooperation. Thanks to the support of **the Genoa Chamber of Commerce**, the **hospitality project** was confirmed, providing visitors and exhibitors with free shuttles to connect the exhibition area with strategic points in the city, boats for sea connections, and the promotion of the region's excellence.

Maurizio Caviglia, Secretary General of the Genoa Chamber of Commerce: "The first thing to emphasize is a sincere compliment to Confindustria Nautica and its member entrepreneurs: the Show is thanks to them. The institutional system must do its utmost to capitalize on this extraordinary strength. On the hospitality front, we were heavily involved in the Hospitality Project, promoting the Genova Gourmet circuit, the historic shops, and the local excellences. The stand created with the Liguria Region and the Municipality of Genoa was a resounding success: the operators found a positive, high-quality environment, and we are convinced we offered a highly appreciated service. Now it is essential to continue creating the conditions for operators to grow, to believe ever more in this event, and to recognize that investing in the Genoa Boat Show also means investing in their future."

Silvia Salis, Mayor of Genoa: "We have reached the end of this Boat Show, my first and a very emotional one. This is the city's great international brand that must be protected and continually expanded. What the city administration can do, together with the Liguria Region and Confindustria Nautica, is to create the conditions to ensure this growth continues. It's important to also invest in the non-Boat Show, like the one in Milan, creating a program of events, like the Rolli Days, that will encourage visitors to stay longer. It's clear that there are a number of issues related to the development of the Boat Show that represent critical issues, and it's right to discuss them because that's how we grow. We're awaiting a series of structural works that will make access to our city easier, and this will be a key factor in the development of activities, including, obviously, the Boat Show. As for hotel accommodation, a hotel will soon be built in the new Levante Waterfront. It's clear that these aren't issues that can be resolved immediately: the city and regional administrations can intervene. only in part, since many of these issues require choices and expertise at a national level".

Marco Bucci, President of the Liguria Region: "This year too, the Genoa International Boat Show has proven to be the beating heart of the Italian nautical industry, attracting a packed audience of visitors, exhibitors, events, and conferences. Now the goal must be to do even better for the next edition: all of us, starting with the institutions and businesses in the sector, must commit to making this event the most important in the world. Genoa and Liguria deserve and are capable of it, as does the entire Italian business community, which is already a world leader in the recreational boating sector. Thanks to the prestige of "Made in Italy" nautical products, synonymous with quality, innovation, and design, and the new waterfront spaces that Genoa offers, we can and must achieve this ambitious goal. Our historic connection with the sea is already a source of well-being, development, and employment, but we must continue to do more to improve, making our region a fertile ground for the growth and future of new generations."

Genoa, September 23, 2025