

Press release

SEAQUIP 2026: THE CONFERENCE PROGRAM HAS BEEN FINALIZED

Seaquip 2026, a B2B trade fair organized by Easyfairs at Rho Fiera from March 4 to 6, designed to offer professionals, companies, and industry operators the opportunity to stay up to date with the latest developments, explore technical topics in depth, and, last but not least, build new professional connections within the nautical supply chain, presents its conference program, rich yet deliberately not overcrowded.

The opening of the event will be entrusted to Pierpaolo Ponchia, Managing Director of Easyfairs Italy, who will deliver the inaugural speech on the morning of March 4.

The conference and professional meeting program of the first edition of the Mediterranean Yacht & Marine Equipment Trade Fair 2026 will consist of eight distinct sessions covering a variety of topics. These will include technical sessions and expert-led panels, forming an agenda focused on practical and operational insights, with valuable opportunities to analyze product and process innovations, exchange views with peers on specific topics, and establish new connections within the nautical supply chain.

Below is the full list of events scheduled over the three days of the B2B trade fair.

Wednesday, March 4

11:00 AM

Project presentations and case studies from the R&D Division

The R&D Department of Azimut|Benetti Group, led by Chief Product Officer Alessandro Rossi, will offer for the first time an in-depth overview of the research and development activities of the world's largest megayacht manufacturer, which reported revenues of €1.5 billion in the last nautical year.

The presentation of selected case studies from Azimut|Benetti Group's R&D Department will highlight its long-term methodological approach, engineering solutions, and technological innovations applied to its most recent projects. Through the analysis of concrete examples, the presentation will illustrate the development processes, the challenges faced, and the results achieved, with a particular focus on sustainability, performance, efficiency, and the integration of new technologies. This will provide a valuable opportunity to gain first-hand insight into innovation strategies and the future outlook of the high-end yachting sector.

02:30 PM

The frontiers of decarbonisation for yachting

Organized by: RINA. Participants: Volvo Penta (with Andrea Piccione), Vulkan (with Matteo Zangrandi), MAN (with Andrea Balossini), MTU (with Andrea Bardella), and SYBAss – Superyacht Builders Association (with Lorenzo Pollicardo).

Moderator: Giorgio Gallo, Mediterranean and Africa Yachting Director RINA.

The conference will aim to present the latest updates and technological developments related to the use of alternative fuels. The panel will provide an ideal opportunity to stay informed and engage in discussion on the latest regulatory developments, as well as to exchange views with industry experts by sharing experiences and perspectives on the future of decarbonization in the yachting sector.

04:00 PM

The foiling frontier

Organized by: RINA. Participants: RINA (with Alberto Carmagnani, Head of CE Marking and Small Units Compliance), Ferretti Group (with Danilo Giunchi, Engineering Director), Sanlorenzo Yacht (with Simone Brukner, Chief R&D Officer), and Foiling Organization (with Luca Rizzotti, Founder).

Moderator: Giorgio Gallo, Mediterranean and Africa Yachting Director RINA.

Thursday, March 5

10:30 AM

Additive Manufacturing Sets Sail in the Marine Industry

Superfici Scrl (with Paolo Licinio Nazzaro, Co-Founder & Managing Director), 3ntr (with Ilaria Ardizzoia, Founder and CFO), AOC TBC (with Edwin Hendriks, Technical Service Manager/R&D), DYD Yacht Design & Consulting (with Franco Gnessi, Yacht Designer), and Physis PEB – Politecnico di Milano (with Gabriele Defendini).

Moderator: Fabio Bignolini, Co-Founder & CEO nlcomp®.

The conference will focus on new materials and construction techniques for boats and yachts, with particular emphasis on 3D printing. The roundtable will provide a forum for the exchange of knowledge and ideas among yacht engineers and designers, while also offering the audience the opportunity to interact with the speakers and explore the latest environmental, technical, and regulatory challenges. The presentations will highlight the challenges and opportunities offered by additive manufacturing in the shipbuilding and yachting industry.

12:30 PM

Surface finishing and environmental challenges in the offshore industry

Organized by: UCIF | ANIMA Confindustria Meccanica. Participants: Savim Europe (with Marina Scavini, Co-owner, Board Member & CFO), Kenosistec (with Antonio Angolemmé, Sales Manager, PVD Industrial BU), Geico (with Pietro Bortolotto, R&D Manager, New Markets & Products), Verind (with Alessandro Soba, Coating and Application Manager, Marine & G.I. Market), and Fismet Service (with Sabino Di Pierro, Founder and CEO) and POLIEFUN (with Luca Magagnin, President).

Moderator: Luca Magagnin, Lecturer at Politecnico di Milano.

The discussion among experts will focus on the application, maintenance, and sustainability of marine surface treatments for hulls and components, starting from the evolution of surface treatment in the offshore sector, with particular attention to innovation and sustainability.

03:00 PM

Regeneration of carbon fibre composites: the challenge of Herambiente's FIB3R plant for a circular nautical supply chain

Organized by: Herambiente. Participants: FIB3R (with Daniele Biondi, Fib3R Plant Manager), Sanlorenzo Yacht (with Simone Bruckner, Chief R&D Officer), University of Bologna (with Prof. Loris Giorgini, Director of the "Toso Montanari" Department of Industrial Chemistry), and Angeloni Group (with Federica Papavero, Technical Sales Manager).

Moderator: Luca Sordelli, journalist and lecturer in Yacht Design History and Communication & Marketing at IED.

The conference will present FIB3R, Herambiente-Gruppo Hera's industrial-scale carbon fiber composite regeneration plant, designed to transform an environmental challenge into a valuable resource for the nautical industry and the future of the national supply chain. As the first facility in Europe capable of regenerating carbon fiber on a large scale, this innovation enables the recovery and reuse of composite materials from end-of-life yachts and boats, reducing environmental impact while paving the way for a sustainable yet high-performance nautical supply chain.

The conference will also demonstrate how sustainability can represent a competitive advantage.

Friday, March 6

10:00 AM

Marketing in the nautical sector: how to create memorable experiences along the luxury customer journey

Participants: Esprit Digital Agency (with Caterina Cappiello, Director), Nerea Yacht (with Marco Bertocchi, Sales & Marketing Director), Equipe International (with Maurizio Cavezzali), creative laboratory 356 (with Gianluca Boselli), and The Thinking Factory (with Corrado Del Fanti).

Moderator: Luca Sordelli, journalist and lecturer in Yacht Design History at IED.

The panel will explore how to build experiential storytelling in the yachting sector, with particular attention to the increasingly strategic role of digital technologies throughout the customer journey. The objective is to identify concrete levers, from traditional media to new digital touchpoints, from content design to hybrid experiences, and from physical events to cross-industry influences, that enable yachting brands to create memorable and lasting relationships. The focus will be on how digital tools can amplify and ensure consistency in brand storytelling, transforming the customer journey into a true brand journey.

12:00 PM

From ambition to implementation: how Italian excellence is shaping the path toward responsible interiors

Participants: WOSA (Stefano De Vivo), Paola Lenti (Simona Parravicini), Dragoni Design Lab (Michele Dragoni), Elessargery (Sebastiano Fanizza), and Prodital Leather (Viola Slaviero).
Moderator: Clarissa Androsoni, Smart Interiors Horizon – Winkels Interior Design.

SEAQUIP BY EASYFAIRS

SEAQUIP – Mediterranean Yacht and Marine Equipment Trade Fair is the first B2B exhibition focusing on accessories and components for the yachting industry, a vital international platform for sector professionals hosted at Fiera Milano Rho.

SEAQUIP is devised and organised by the Italian branch of Easyfairs Group, one of the world's top 20 trade exhibition organisers, which has a network covering over 110 major events in 12 countries that attract over a million visitors every year. Aiming to forge strategic connections and growth opportunities, Easyfairs optimises exhibitors' return on investment through all-inclusive packages, advanced technologies and a customer-oriented approach.
www.easyfairs.com

Press Office – Contact Details

Sculati & Partners

Marcello Conti | + 39 393 5627613 |

marcello.conti@sculatiandpartners.com

Marina Mancuso | + 39 347 1184572 |

marina.mancuso@sculatiandpartners.com

Office | +39 02 9935 2500 |

office@sculatiandpartners.com

www.sculatiandpartners.com