

Press release

SEAQUIP IS AN EMERGING MEMBER OF IFBSO

The B2B trade show for marine components strengthens its positioning by joining IFBSO – International Federation of Boat Show Organisers, the international federation that brings together the leading organisers of boat shows worldwide.

SEAQUIP officially joins **IFBSO** – International Federation of Boat Show Organisers, the leading body representing the most important events in the boating industry supply chain. Just a few weeks after the conclusion of its first edition, SEAQUIP enters the **Emerging Member** category, thus becoming part of an international network that includes some of the most authoritative events in the sector, such as METSTRADE, boot Düsseldorf, Fort Lauderdale International Boat Show, Discover Boating Miami International Boat Show, IBEX, and Sanctuary Cove International Boat Show.

Organized by **Easyfairs Italia** and hosted at **Fiera Rho Milano**, SEAQUIP is the B2B event dedicated to the boating industry, with a focus on components, innovation, design, and supply chain. For SEAQUIP, membership within IFBSO represents direct access to an international environment for exchange and collaboration, with opportunities for networking, sharing best practices, benchmarking, and access to strategies and market data from the leading boat show events worldwide.

Pier Paolo Ponchia, Managing Director of Easyfairs Italia, commented: “SEAQUIP’s entry into IFBSO in its very first year represents a particularly significant milestone in the event’s growth path. Becoming part of a network that brings together major boating events, both B2C and B2B like ours, offers a concrete opportunity for exchange and sharing of experiences. We believe that this dialogue is essential to foster the creation of new synergies and generate development opportunities for the entire supply chain, while also representing a first step towards the internationalisation of the event.”

The next edition of SEAQUIP will take place from 2 to 4 March 2027 at Fiera Milano Rho.

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.
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