

PRESS RELEASE

66th GENOA INTERNATIONAL BOAT SHOW: THE BOATING INDUSTRY CHARTS NEW COURSES

Over 1,000 boats, 215 new products and 45 countries on display: the 66th Genoa International Boat Show reflects market trends and strengthens its international profile

Formenti: “Representation and market presence, industrial vision and international reach: this is the strength of the Genoa International Boat Show”

Milan, 15 September 2026 – Over **1,000 boats, 215 new models, 45 countries representing 5 continents** and a **4%** increase in the in-water display area: the 66th Genoa International Boat Show, **organised by Confindustria Nautica – Italian Marine Industry Association in Genoa from 1 to 6 October**, boasts figures that confirm the event’s ability to reflect market trends and the full spectrum of the boating sector.

Particularly significant is the increased presence of larger models: occupancy of the Yacht & Superyacht dock has risen, and the average size of the three largest boats in each segment has increased by **14.1% compared to 2025**. The multihull sector is also growing, with a **28% increase in the number of units on display**. These signs are particularly significant in the current market climate and confirm the Genoa International Boat Show’s ability to keep pace with market trends.

“The figures for this year’s edition have a significance that goes beyond mere numbers, because the Genoa International Boat Show is a direct reflection of the market and the industry it represents. We are talking about an industry that has achieved a turnover of 8.6 billion euros, generates over 13 billion in added value and employs nearly 170,000 people, with around 90% of production destined for foreign markets,” stated **Piero Formenti**, President of Confindustria Nautica – Italian Marine Industry Association. *“The expansion of the in-water display area, the increase in the size of the boats on display and the evolution of the various segments reflect a sector that is changing and an event capable of changing alongside it. This is the strength of a Boat Show organised by the national industry association: listening to businesses, interpreting their needs and translating them into a project that brings together representation and market presence, industrial vision and international reach.”*

The figures and details of the 66th edition of the Genoa International Boat Show were presented today in Milan, at the headquarters of **Fondazione Edison**, during a press conference opened by an address from **Beatrice Biagetti**, Secretary General of the Edison Foundation, followed by a speech by **Piero Formenti**, President of Confindustria Nautica. Speakers included **Marina Stella**, General Manager of Confindustria Nautica; **Raffaello Napoleone**, President of IT-EX (Italian Association of International Exhibitions); **Alberto Racca**, CEO of Trussardi and the Miroglio Group; and **Paolo Brescia**, co-founder of OBR and President of the Design Innovation Award Jury. The event was moderated by **Simone Spetia**, a journalist with Radio24.

The speeches were preceded by the welcoming institutional remarks from **Matteo Zoppas**, President of the Italian Trade Agency; **Marco Bucci**, President of the Liguria Region; **Silvia Salis**, Mayor of Genoa; and **Matteo Paroli**, President of the Genoa Port and Airport Authority.

The high-end segment strengthens its presence at the Genoa International Boat Show: “Living Made in Italy”

One of the most significant features of the upcoming 2026 edition is the increased presence of larger yachts. Against this backdrop comes **“Living Made in Italy”**, the new area on Quay H, developed with the support of the **Italian Trade Agency**, featuring displays, lounges and hospitality services dedicated to showcasing the national boatbuilding industry for models over 24 metres. This initiative has attracted the participation of yachts in the **35 to 50-metre** range.

The return of the Boat Show to its October dates has thus been accepted and encouraged by the market: the new venue is encouraging major players to return to Genoa and attracting larger models to be displayed. The innovative “Living Made in Italy” area highlights this development through a project dedicated to one of the segments in which the Italian boatbuilding industry enjoys recognised leadership on global markets.

Blue Arena: a new gateway into the world of boating

Among the main new features of this year's edition are the renovations made in the **Levante Waterfront** area and the full availability of the **new Palasport Pavilion**, while work continues on the new hotel and the *Fabbrica delle Idee* venue.

Inside the Palasport Pavilion, thanks to an investment by **Confindustria Nautica and the Italian Trade Agency**, a new area has been created: the **Blue Arena** – a first in the Genoa International Boat Show's 66-year history – with the aim of bringing a wider audience closer to the boating world and transforming curiosity and interest into knowledge, experience and opportunity.

*"The Blue Arena represents a significant investment of resources that we were keen to make in order to attract new audiences to the boating sector, starting with younger generations, and to showcase not only what this sector produces, but also the opportunities it can offer," added **Piero Formenti**. "It is an open space that is free of charge to access, creating a new 'bond' between the Genoa International Boat Show, the city and the public. Its content reflects the milestones of the 2025–2029 Plan for the Boating Industry: training and maritime careers, support for the industry, innovation and sustainability, maritime culture, and the promotion of Made in Italy excellence."*

The project is organised into the following areas: **Start Boating, Start-ups & Innovation, Training and Boating Careers, World Sailing**, and **Maritime Military Institutions**. Start Boating will offer a practical introduction to boating and maritime culture, combining the opportunity to familiarise oneself with boats powered by engines up to 25 hp with the promotion of the **D1 boating licence**, introduced by the Italian Ministry for Infrastructure and Transport on the initiative of Confindustria Nautica and available to boating enthusiasts aged 16 and over.

Start-ups & Innovation, in collaboration with the Italian Trade Agency, and **Maritime Training and Careers**, in collaboration with universities, PoliMI and Blue Skills Village, will focus on new ideas, skills and career opportunities. Rounding off this programme is **World Sailing**, featuring the **Italian Sailing Federation (FIV)** and its institutional stand, through which sailing will take centre stage at the heart of the Blue Arena in some of its most representative forms: from the authentic and educational world of dinghies to the most dynamic and contemporary frontiers of **foiling**. The **Blue Arena** will also host **maritime military institutions**, including the **Italian Navy, the Harbour Master's Office – Coastguard and the Guardia di Finanza**, who will entertain and inform visitors through simulation experiences.

In line with this aim – namely, to introduce the younger generations to a culture that focuses on passion, skills and the future – the **discounted Under 25 ticket** will be active once again this year.

Internationalisation: Italian Trade Agency doubles its investment in inbound tourism

For an industry heavily export-oriented, the ability to build meaningful relationships with international markets is a central function of the Genoa International Boat Show.

For the 2026 edition, **ICE Agency is doubling its commitment** to the event's **international visitor programme**, targeting both buyers and foreign journalists, with attendees from **35 countries**. This investment will broaden international participation and, above all, create more opportunities for networking between businesses, industry professionals, the media and foreign markets.

*"When discussing the boating industry in Italy, one cannot fail to mention the Genoa International Boat Show, which has become an international benchmark," commented **Matteo Zoppas, President of ICE Agency**. "But even the most established events must continue to evolve, innovate and enhance their appeal, particularly in a context of fierce international competition. It is in this direction that we have worked with Confindustria Nautica, significantly strengthening our contribution to this Boat Show. This year, we are increasing the number of international buyers from 70 to 180: not just superyacht buyers, but also importers, distributors and dealers – key partners, particularly for small and medium-sized enterprises. Added to this are over 80 journalists contacted, the project dedicated to start-ups and an international communications campaign to strengthen the positioning of the Genoa International Boat Show and the Made in Italy flag across foreign markets."*

"For an industry like ours, which is heavily export-oriented, the international dimension of the Genoa International Boat Show means creating high-quality relationships and concrete opportunities for

businesses,” stated **Marina Stella, General Manager of Confindustria Nautica**. *“The doubling of the Italian Trade Agency’s commitment to the incoming programme not only allows us to diversify international participation, but also represents an effective tool for enhancing and consolidating the relationships that the Genoa International Boat Show is able to build for our businesses in terms of international positioning.”*

TechTrade Days: business throughout the supply chain

The ability to generate relationships and opportunities extends across the entire supply chain. It is with this in mind that the **TechTrade Days** return for the second year running, dedicated to the marine accessories and components segments.

On **1 and 2 October**, over **400 specialist brands** will take centre stage in a B2B format designed to bring shipyards, designers, technical departments, procurement managers, manufacturers, distributors and suppliers into direct contact with one another.

TechTrade Days thus showcase not only the finished product, but the entire chain of expertise, technologies and specialisations that contribute to the competitiveness of the boating industry.

FORUM26: industry priorities in dialogue with key institutions

*“The **FORUM26** conference programme stems from Confindustria Nautica’s role in listening to and representing the sector as a whole and brings to the Genoa International Boat Show the topics that most directly affect the competitiveness of our businesses. **The European Commission’s** patronage confirms the economic and scientific value of a programme that brings together industry, the market and institutions, explores what is affecting companies today and anticipates the transformations that will shape the sector’s future – three key areas through which FORUM26 interprets the Genoa International Boat Show’s role as an industry association,” emphasises **Marina Stella**. “The Boat Show is a project that evolves with every edition and leaves a tangible mark on businesses and the market because it stems from Confindustria Nautica’s strong sense of responsibility.”*

The programme kicks off on **30 September** with the presentation of **La Nautica in Cifre** (Boating in Figures), the 2025 market analysis carried out by Confindustria Nautica’s Research Department in collaboration with Fondazione Edison and IULM COMAR. On **1 October**, the opening conference, **“Industry, Innovation, Institutions: charting a common course for the yachting sector”**, will focus on the relationship between industrial development, innovation and public decision-makers.

The opening ceremony will conclude with a moment of particular institutional significance: in the presence of **Adolfo Urso**, Italy’s Minister for Enterprise and Made in Italy, the postal stamp dedicated to the Genoa International Boat Show, of the thematic series entitled **“Le Eccellenze del sistema produttivo e del Made in Italy”** (Italian Production and Made in Italy Excellence), will be unveiled. This recognition places the event within the narrative of the country’s manufacturing history and legacy.

The FORUM26 programme will also address topics that have a direct impact on business operations, from the new anti-money laundering regulations to tax and customs matters, as well as some of the transformations reshaping the sector: sustainability, technological innovation, AI and cybersecurity, the maritime economy, innovative start-ups and SMEs, nautical tourism, professional training and career opportunities within the Blue Economy. Highlights include the **5th edition of the World Yachting Sustainability Forum**, entitled *“From AI to Energy Hubs – Building the Future of Sustainable Yachting”*; the **European Sustainable Boating Roundtable**; the conference on the **Blue Economy and the economic impact of yachting**, organised in collaboration with Confindustria Economia del Mare and featuring Deloitte; and, on the closing day, the **12th National Conference dedicated to nautical tourism**.

Design Innovation Award: innovation and design as drivers of a competitive industry

Innovation finds one of its most authoritative expressions in the **7th edition of the Design Innovation Award**, an accolade established in 2020 by Confindustria Nautica and the Genoa International Boat Show to promote design excellence and support a culture of innovation throughout the world of boating.

In just a few years, the Award has established itself as a barometer of the sector's design evolution, a tool for interpreting some of the transformations in contemporary boating through the lens of design, technology and sustainability.

This year, the international jury will be chaired by architect **Paolo Brescia**, co-founder of OBR – Open Building Research, a figure who combines a design ethos, innovation and a deep understanding of the relationship between architecture, the sea and the local environment.

To mark the 7th edition of the Award, a **book dedicated to the first six editions of the Design Innovation Award** will be presented: a retrospective, through the award-winning projects, of the journey undertaken by the Award in collaboration with the industry, and of six years of evolution in nautical design and innovation.

Paolo Brescia, Chair of the Design Innovation Award Jury, stated: *"Design is undergoing a period of profound transformation and today carries with it a strong sense of responsibility. With the Design Innovation Award, we aim to encourage reflection on a transition that is not merely energy-related, environmental or digital, but also cultural, shifting the focus from products to the ideas and processes that make them possible. Because when we talk about yacht design, we are not just talking about boats, but about their relationship with people, with the environment that hosts them and with the sea. It is a principle I also see reflected in the Casa della Vela, created to forge a connection with the sea and restore a space to the public realm: a square by the sea, open on all sides, from which to view the city from the sea and the sea from the city – a space for everyone that, during events, can be transformed into a regatta stadium."*

The winners will be announced on **Friday 2 October** during the evening gala dedicated to the Design Innovation Award, which will take place on the scenic terrace of the Boat Show's iconic Blue Pavilion.

In 2026, the culture of design will be accompanied by a renewed commitment from the Genoa International Boat Show in the fields of **culture and publishing**, with a programme of presentations and talks offering the public opportunities to engage with leading authors and authoritative figures.

Among the guests are leading figures from the worlds of journalism and non-fiction, such as **Paolo Mieli** and **Antonio Caprarica**. As part of the **Incontri in Blu** (Blue Talks) programme, organised by Genoa's Galata Museo del Mare museum, the Genoa International Boat Show will also host a discussion with **Riccardo Bonadeo**, President of the One Ocean Foundation, and **Giulio Bertelli**, Vice President of Luna Rossa.

Sport will also take centre stage, with the **America's Cup** taking the spotlight. Following last year's signing of the agreement designating **Confindustria Nautica** as the **Strategic Marine Industry Advisory Partner for the 38th Louis Vuitton America's Cup**, the partnership with the event's organisers continues to develop.

This programme broadens the event's engagement with the public and helps to promote maritime culture through a variety of languages, experiences and perspectives.

Partners of the 66th Genoa International Boat Show

A show as multifaceted as the Genoa International Boat Show, capable of bringing together industry, the market, innovation and openness to new audiences, is also built through the relationships and collaborations that accompany its journey.

The following organisations have chosen to support the 66th edition of the Genoa International Boat Show: **Alfa Romeo** (Official Car), **Eberhard & Co.** (Official Timekeeper), **BPER Banca** (Welcome Partner), **Slam** (Official Clothing Partner), **Andersen** and **Sara Assicurazioni** (Sponsors), **Trussardi** (Lifestyle & Fashion Partner), **Roche Bobois** (Technical Partner) and **Henoto** (Technical Sponsor).

These are joined by companies that have chosen to support some of the event's special projects: **Venini, Riflessi and Leonardo** for the new "Living Made in Italy" area, dedicated to the high-end segment, and **Freccianera Franciacorta** for the Boat Show's evening events.

The Genoa International Boat Show within the National Economy: speakers' remarks

Beatrice Biagetti, Secretary General of the Edison Foundation:

"Our partnership with Confindustria Nautica, which began in 2015, is of great importance to the Fondazione Edison. The boating industry is a sector of great importance for our country, one of the key pillars of the Mediterranean: it is a high value-added sector, closely linked to exports, capable of strengthening Italy's international competitiveness and among those that have recorded the highest growth rates over the last decade. It is therefore our great pleasure to host this event, an opportunity for discussion and exchange of views on a sector of strategic importance for the country".

Marco Bucci, President of the Liguria Region:

"The boating industry is one of Liguria's major strategic sectors, and the Genoa International Boat Show is a world-class showcase for our businesses and for the region as a whole. The growth of the exhibition and the confidence shown by companies demonstrate just how important this event is for Liguria and for the entire Italian boating industry. In recent years we have made significant progress, starting with the new Waterfront di Levante project, which provides the Genoa International Boat Show with a venue second to none, and which will soon also be home to a hotel and the 'Fabbrica delle Idee' (Ideas Factory), dedicated to small and medium-sized enterprises and start-ups in the maritime economy. This is the result of a much broader investment and infrastructure development programme, from the Genoa Breakwater to the Terzo Valico, which are strengthening the region's competitiveness. As a Region, we will continue to work alongside Confindustria Nautica and other institutions to consolidate the Genoa International Boat Show's global standing and foster the growth of a maritime economy capable of generating ever-increasing development and employment across the whole of Liguria."

Silvia Salis, Mayor of Genoa: *"The Genoa International Boat Show is an integral part of the city's identity and its maritime heritage; it is its most prominent brand on both a national and international scale. It is an event that showcases the strength of the Italian boating industry to the world but also highlights a city that continues to build its future on the sea. The City Council is working precisely in this direction, launching the School of Maritime Professions and the Blue Economy to strengthen the link between professional training, skills and businesses, and to create new job opportunities for young people or for those who need to reinvent their careers. This year, the Genoa International Boat Show is opening up even further to the city, with a 'Fuori Salone' programme that will bring events and initiatives beyond the exhibition grounds and into the city. Among these, a special event will feature DJ Novah, one of the leading figures on the international electronic music scene. We want the Show to become increasingly an event of the city and for the city, capable of engaging Genoa and showcasing its maritime heritage, while looking to the future and to the younger generations."*

Matteo Paroli, Chairman of the Genoa Port and Airport Authority:

"The Genoa International Boat Show is a key event for the business, cultural and social fabric of our region: it is Italy's leading boat show and one of the most important annual events on the global boating calendar. Events held in ports can have a significant social impact, generate wealth for the local area and enhance Italy's reputation worldwide. For this reason, the Port and Airport System Authority has always provided its full support to the Boat Show, in the belief that the public administration must stand alongside businesses when they work in close partnership with the local community. And we want to do even more: in the new Port System Master Plan, we have identified opportunities to expand the areas designated for the boating sector, to provide greater space and capacity for a sector that represents one of our country's areas of excellence".

Raffaello Napoleone, President of IT-EX (Italian Association of International Exhibitions):

"Our country has always showcased itself through major collective events: Genoa for the boating industry, Florence and Milan for fashion, and the trade exhibition system for other industrial sectors. It is through these platforms that an industrial system as a whole manages to strengthen its position and represent itself on international markets, showcasing creativity, technology and leadership. In this context, the role of sector associations is crucial: no organisation can understand the needs of companies as well as they do and translate them into a trade exhibition. Such events, however, must also be experiences: they must reinvent themselves year after year and offer something new, because it is increasingly through the quality of the experience that attractiveness and competitiveness are built."

Alberto Racca, CEO of Trussardi and the Miroglio Group:

"Deep affinities run between Trussardi and the world of yachting, starting with the concept of beauty. Beauty is not creativity without constraints: it arises when creativity meets reality. A boat is beautiful also by virtue of what it does, of its movement, of lines that are never an end in themselves. It is an idea very close to that of elegance associated with Trussardi: a discreet, dynamic elegance that Nicola Trussardi identified in the greyhound, the Maison's symbol. It is this affinity that forms the basis of our collaboration with the Genoa International Boat Show: we will be present with Trussardi Casa in the VIP Lounge and the official offices, with a capsule collection dedicated to the Boat Show and through our participation in a number of events. For us, this marks the starting point of a collaboration with a world that we feel is deeply in tune with who we are and what we wish to represent."

PARTNERS OF THE 66th GENOA INTERNATIONAL BOAT SHOW

Santo Ficili, CEO of Alfa Romeo and Maserati: *"There are passions that spring from the same energy: the desire for freedom, the pursuit of beauty and pride in an Italian craftsmanship recognised worldwide. Alfa Romeo and the Genoa International Boat Show share this common vision. For us, being the Official Car of one of the world's most important yachting events means standing alongside a symbol of excellence which, like Alfa Romeo, knows how to transform technology, innovation and emotion into authentic Italian style."*

Mario Peserico, General Manager of Eberhard & Co.: *"For us, the Genoa International Boat Show represents much more than an institutional presence: it is an opportunity to convey the spirit of Eberhard & Co., characterised by passion, independence and research. Over almost 140 years of history, the Maison has forged a recognisable identity, the result of a distinctive vision of watchmaking, in which the sea is a constant source of inspiration. Every year, the Boat Show offers us the opportunity to share this journey with a diverse audience of enthusiasts, professionals and visitors from different walks of life."*

Giuseppe La Boria, Regional Director for Liguria and Piedmont at BPER Banca: *"BPER reaffirms its presence as a Welcome Partner at the 66th Genoa International Boat Show, a global showcase for Liguria and the boating industry. We are proud to welcome the hundreds of thousands of visitors expected in Genoa and to support this sector of excellence within the Made in Italy movement through the expertise of our specialists and dedicated financial services."*

Leonardo is delighted to contribute to the promotion of Italian excellence by participating in the Genoa International Boat Show with the display of a light twin-engine helicopter, the AW109, synonymous with style, performance and elegance in the skies, of which some 1,700 have been built to date. Through its **Agusta** brand, Leonardo continues to play a leading global role in the VIP/corporate helicopter transport sector – boasting a 40% global market share by value for twin-engine VIP helicopters. The collaboration at this year's Genoa International Boat Show is specifically aimed at reinforcing this example of Made in Italy excellence, which Leonardo embodies in the skies just as the Italian boating brands present at the event do on the water