

OMAYA Yachts appoints Yachtspassion as exclusive dealer for Italy and Switzerland

[OMAYA Yachts](#), the Bulgarian luxury catamaran manufacturer, has appointed Yachtspassion as its exclusive dealer for Italy and Switzerland regions.

Founded by Vincenzo Elmo, Yachtspassion is a boutique yachting company specialising in yacht sales, brokerage, new-build projects and strategic client advisory. The team serves a discerning clientele across Italy, Switzerland and wider European and Mediterranean markets, providing highly personalised advice spanning yacht acquisition, sales, charter, management and lifestyle services.

This new partnership reflects OMACA's continued international expansion strategy and Yachtspassion's vision to represent a carefully selected portfolio of brands with strong growth potential and distinctive market positioning.

Yachtspassion was drawn to OMACA by the combination of innovative product design, build quality and entrepreneurial spirit. The company believes OMACA has the potential to become a significant player within the premium power catamaran segment, supported by a strong industrial foundation and a collaborative approach to product development.

The appointment comes at a time when yacht owners across Italy and Switzerland are increasingly prioritising space, comfort, stability and long-term value. Yachtspassion sees significant opportunities for the OMACA 50 in particular, noting that today's buyers are more informed and more selective than ever before, evaluating everything from construction quality and engineering to usability and operating costs.

Vincenzo Elmo, Founder and CEO of Yachtspassion said: "I have always been fascinated by start-ups and by companies capable of challenging an established market with a genuinely compelling product. I see many of those qualities in OMACA with its strong industrial foundation, a young and innovative mentality, an excellent product and, importantly, a management team that listens to its dealers and its clients.

"Today's yacht buyer is extremely informed and increasingly demanding. Brand recognition alone is no longer enough - clients want quality, durability, safety, design and real value and I believe OMACA brings these elements together in an exceptional way.

"Coming from Italy, I am naturally very demanding when it comes to design and finishing, and these are precisely two areas where OMACA impressed me enormously.

"For Yachtspassion, this is much more than a distribution agreement and we see OMACA as a high-potential entrepreneurial project in which we want to invest our experience, relationships and energy. Our ambition is to establish OMACA as a reference in the premium power-catamaran market in Italy and Switzerland and to grow together with the shipyard over the long term."

Yachtspassion believes OMAVA is well-positioned to benefit from changing owner expectations in the Mediterranean market, where demand is growing for yachts that maximise onboard living space while maintaining manageable dimensions, stability and practicality. The OMAVA 50's generous 8.39-metre beam, extensive social spaces, dedicated crew accommodation options and innovative circulation between living areas were all factors that stood out during the evaluation process.

Kaloyan Radulov, CEO of OMAVA Yachts said: "We are delighted to welcome Yachtspassion as our exclusive dealer for Italy and Switzerland. Vincenzo and his team bring extensive expertise, strong relationships within two of Europe's most important yachting markets and a genuine passion for building brands. Their entrepreneurial mindset, personalised approach to client service and belief in our long-term vision make them an ideal partner for OMAVA as we continue to expand our presence across Europe."

Interested buyers in Italy and Switzerland can now contact Yachtspassion to learn more about OMAVA's range of luxury power catamarans, including the flagship OMAVA 50.

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