

Genoa, Wednesday 10 October 2007

**Press Release 19**

**THE "TROFEO ACCADEMIA NAVALE & CITTA' DI LIVORNO" CELEBRATES ITS 25<sup>th</sup> BIRTHDAY**

**THE PROFITS RELATED TO THE SUPERYACHT SERVICE MARKET IN ITALY AMOUNT TO 430 MILLION EUROS**

**MARCELLO LIPPI TODAY AT THE BOAT SHOW**

**THE 1<sup>st</sup> GENOA INTERNATIONAL BOAT SHOW MATCH RACE STARTED TODAY** s

Genoa 47<sup>th</sup> International Boat Show is continuing at Fiera di Genova, and will close on Sunday, 14 October. Many events took place today at the Show.

In the Riviera Hall, at Fieracongressi, the conference "**L'industria dei servizi ai superyacht**" (**The superyacht service industry**), organised by UCINA together with RINA (the Italian Register of Shipping) and Amico & Co, focused on **how to capitalise on the profits generated by the services provided to the large commercial yachts transiting in Italy**.

The conference was hosted by Alberto Amico, representing Amico & Co, Alexander K. Braden for Yachting Partners International, Carlo Agliardi from the Azimut Benetti Group, Paolo Moretti from Rina spa, Lorenzo Pollicardo, UCINA General Secretary, Fulvio Luise from the Luise agency, and Roberto Perocchio, Chairman of ICOMIA IBFC.

700 large commercial yachts (i.e. yachts exceeding 24 metres in length) are estimated to transit in Italy every year, and the estimated number of berths reserved for them in the main marinas in the Tyrrhenian and Northern Adriatic Sea is 844. Based on these data (the result of a survey carried out by Amico e Co.), Bain and Company carried out a first assessment of the profits generated by superyachts in Italy.

The service and refitting sector turnover is 130 million Euros. The estimated profits of the marinas (berths, fuel, spare parts, and food supplies) are 70 million Euros, while the indirect profits for the boating sector as a whole (profits related to tourism, expenditure for guests and crews) reach 130 million Euros. If crew salaries are added to these figures, the overall value of the profits generated every year by the transit of large yachts in Italy is 430 million Euros, 30% of which is related to service and refitting activities.

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Just after 10.30 am this morning former coach of World Champion Italian soccer team **Marcello Lippi** arrived at the show, *"an unmissable event for me, and the best boat show in the world"* – he said. Mr Lippi added he is glad the "Azzurri" will be back in Genoa soon (next Saturday 13 October the Italian soccer team will play against Georgia).

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Mr Lippi also took part in the presentation, held in the press room, of the **25<sup>th</sup> Trofeo Accademia Navale and Città di Livorno**, organised by the Italian Navy.

This important regatta was held for the first time in 1981 and since then it has grown impressively, from three classes to eleven classes in 2008. In 2007 more than 500 boats took part in it, representing 24 countries and totalling an overall number of 2,000 regatta sailors.

The next Trophy will take place in Livorno from 25 April to 4 May 2008 and will feature many side events - organised in cooperation with Livorno City Council – which for ten days will turn Livorno into a capital of international sailing.

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**"Sea Game", a videogame conceived to ensure safety at sea**, developed by the ELIOS Laboratory at DIBE and manufactured by Datasiel, was presented today in the Press Room.

This is an interactive, 3-D, multi-player, on-line videogame presenting the user with situations whereby the rules of safety at sea and sea protection can be learnt very easily and having great fun. Indeed, the game is set on an island where the player is faced with common situations taking place on an equipped beach, a free public beach without facilities, and in a marina. Players will get a good score if they behave safely and responsibly, e.g. by reporting a case of pollution to the Coast Guard, while they will lose points, for instance, if they use their jet-ski where it is forbidden.

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Other events held today included the conference **La riabilitazione psicosociale e la marineria: 'Pazzi per il Mare' (Psycho-social rehabilitation and sailing: mad about the sea)**, organised by Redancia – which for 15 years has operated in the field of psychiatric rehabilitation and with therapeutic communities -, in cooperation with Fenascop and with no-profit organisation Barattolo, and

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the presentation of the practical manual **Medico a bordo (Doctor Onboard)**, by PMC/CIRM, Rome University "La Sapienza", FIV (Italian Sailing Federation), Centro studi "Parsifal", Safety World, Lni.

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UNIVET (Italian Traditional Sailing Association) and ISTIAEN (Italian Naval Ethnology and Archaeology Institute) presented their new initiatives, including the **1st National Conference on Naval Ethnology, Archaeology and History**, which will be held next April in Cesenatico.

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The **Antarctica Sailing Project**, a project in which great sporting endeavours combine with sports research and social-humanitarian objectives, was presented at the Sea Theatre. The project's new partner is the European Space Agency, the two new technical sponsors are Grado Zero Space and Europlast Tech.

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The **1<sup>st</sup> Genoa International Boat Show Match race** started today along Genoa promenade. Seven crews competed today, helped by the excellent weather conditions. The match race will continue tomorrow and will finish on Friday 12 October, when the prize-giving ceremony will also be held at the Sea Theatre.

### **Tomorrow's events at the Show – Thursday, 11 October**

The project targeted at schools *Navigar m'è Dolce* will continue at the Sea Theatre, with the prize-giving ceremony involving the pupils that took part in the initiative **Capitani Coraggiosi (Captains Courageous) 2007**, promoted by Yacht Club Città di Genova in cooperation with Genoa Provincial Council and UCINA. The new initiatives for the 2007/2008 season will also be presented.

At 3.00 pm, conference **"La Vela in Italia: vocazione e sviluppo" (Sailing in Italy: vocation and development)**. Through this conference UCINA is promoting, in cooperation with the Italian Sailing Federation, a debate on this sector's growth potential and the strategies for its development in Italy.

The conference will be attended, among others, by Anton Francesco Albertoni, UCINA President, Sergio Gaibisso, FIV President, Tim Coventry for ISAF-Connect to Sailing, Luigi Ciccarone for Harken Italy, Franco Pivoli representing Franco Pivoli & Co, Massimo Franchini for Franchini International, Massimo Mariotti for Beneteau Italia, Stefano Mion representing Cantieri del Pardo, Pietro Caricato from Lega Navale Italiana, and Giovanni Paulucci, FIV President Advisor; the debated will be chaired by Lorenzo Pollicardo, UCINA General Secretary.

The Press Conference **Mare Pulito (Clean Sea) 2007** will be held in the Press Room at 2.00 pm. This project aims at raising awareness on the safeguard of the marine environment and the problem of floating waste and its correct disposal ashore, and is carried out by Liguria Regional Council's Observatory on Fishing and the Environment.

At 10 am in the Red Hall, at Fieracongressi, CNA and UCINA are promoting a National Conference targeted at companies and operators in the boating sector and dealing with the **certification of recreational crafts**. On this occasion, important Italian and EU specialists will discuss the evolution of existing directives regulating certifications.

At 2.30 pm in the Riviera Hall (Fieracongressi), the conference **Problematiche ed opportunità assicurative del leasing nautico (Problems and insurance opportunities in nautical leasing)** will be held, organised by Assicurazioni Generali.

**Information**

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