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Gruppo Boero conference on the 2030 Sustainability Strategy launches in Dubai

Written by **Francesca Webster**



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Gruppo Boero in collaboration with its stakeholders, is due to announce The 2030 Sustainability Strategy on Friday March 11th at the Italian Pavilion during the Expo 2020 in Dubai. The Italian paint and varnish producer that has been working within the building and is a premium partner of the event.



THE BLUE & GREEN HORIZON FOR THE SUPERYACHT ECOSYSTEM

The 2030 sustainability strategy

Live from the Italy Pavilion Amphitheatre
11th March 2022
2.30 pm (GMT+4) 11.30 am (CET)

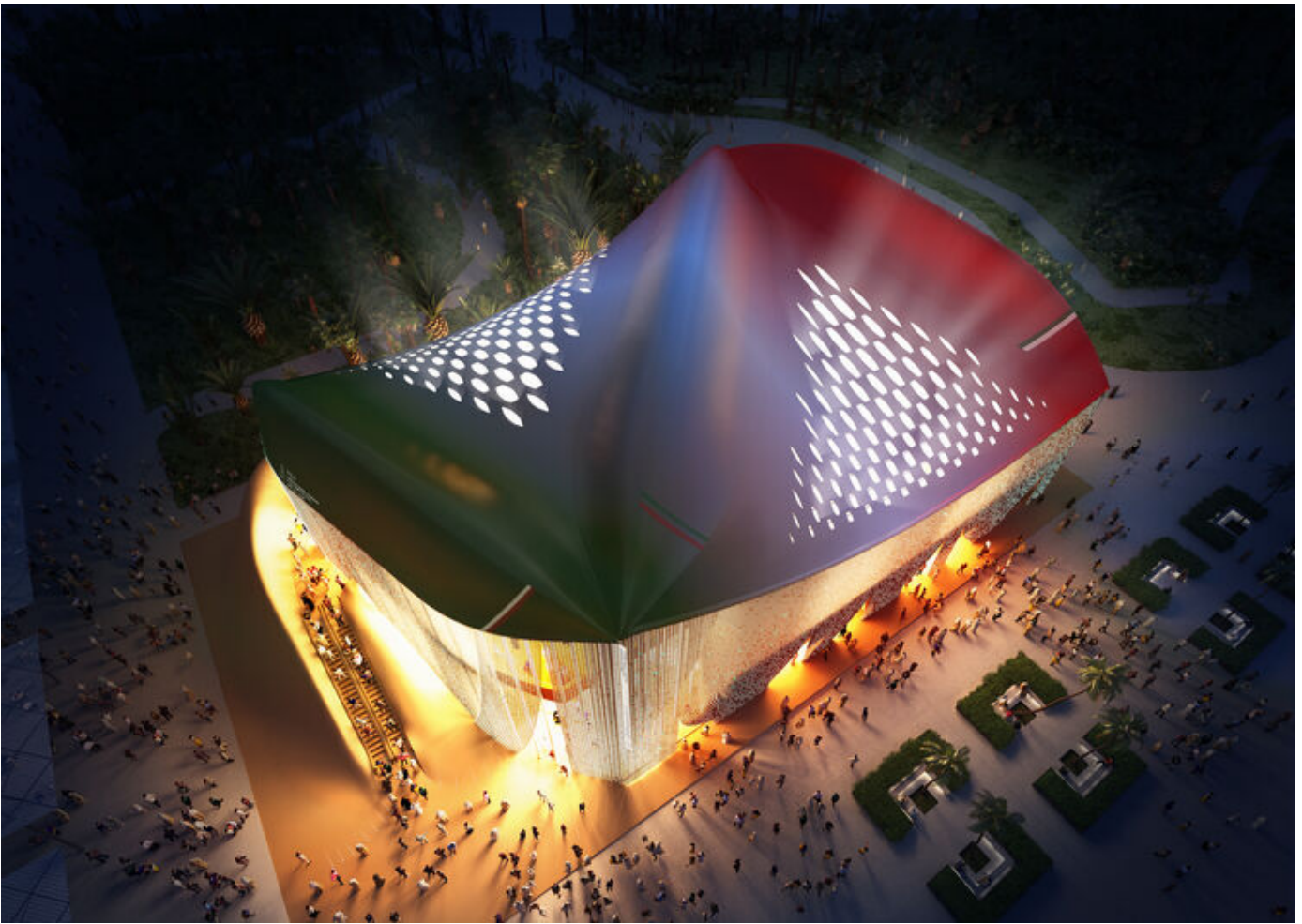
GRUPPO BOERO
SINCE 1978

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LA BELLEZZA UNISCE LE PERSONE
BEAUTY CONNECTS PEOPLE
الجمال يجمع الناس

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Premium Partner of Italy Pavilion at Expo 2020 Dubai

The event, which was postponed in 2020 due to Covid-19 complications, will feature a roundtable discussion on the theme of how to reduce the ecological impact of the superyacht supply chain. The roundtable will bring together some key players in the yachting industry and discuss how those companies and individuals can work together to reduce the impact of their activities and products on the environment.



Riccardo Carpanese, Group Marketing Director of Gruppo Boero will be joined by Marijana Radovic, Founder of the Milan-based architecture studio [m2atelier](#). Also in attendance will be Andrea Razeto, Deputy Chairman of Confindustria Nautica (the Italian Boating Industry Association), an institution that has always been at the forefront in promoting exchanges between companies and institutions, associations, the financial sector, and operators with the aim of "creating a system" and Barbara Amerio, CEO and Sustainability Director of Amer Yachts, a brand of the historic Genoese shipyard [Gruppo Permare](#).



Photo: Boero YachtCoatings

A pre-recorded interview of Francesca Clapcich, the Olympic sailing champion, and Giovanni Soldini, the well-known Italian sailor with whom **Gruppo Boero's** Yachting division collaborates as technical sponsor of the trimaran Maserati Multi 70, sailed by Soldini and his crew, will also be presented. As the two share insights into their open approach to experimentation and research.



Martin Redmayne, Chairman of the Superyacht Group, will moderate the conference. Riccardo Carpanese commented, "This conference is the first important international event, conceived on a stage like Expo Dubai, and it will be followed by others in the future, so that all stakeholders in the sector can team up and participate in an ecosystem where they can propose innovation."

The launch of this new strategy intends to solidify Gruppo Boero's path toward sustainability. For more information and to get in touch with the team to watch the live stream of the event:

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