



Premium Partner del Padiglione Italia a Expo 2020 Dubai

GRUPPO BOERO AT EXPO 2020 DUBAI PRESENTS:

**"THE BLUE & GREEN HORIZON FOR THE SUPERYACHT ECOSYSTEM -
THE 2030 SUSTAINABILITY STRATEGY".**

A networking event on sustainable innovation issues for the SuperYacht supply chain

Gruppo Boero, Premium Partner of the Italian Pavilion at Expo 2020 Dubai, is organising the conference **"THE BLUE & GREEN HORIZON FOR THE SUPERYACHT ECOSYSTEM - The 2030 sustainability strategy"**, which will be held on **11 March at 2.30 p.m.**, during the week dedicated to the Liguria Region, at the Italian Pavilion at Expo Dubai.

The round table will delve into the theme of **how the various players in the SuperYacht supply chain are working to reduce the impact of their activities and products on the environment and society.**

An opportunity for sharing experiences among some of the **main actors of the sector** who, together, contribute to building a complex, articulated, and fast-developing world: in fact, the world yachting market is expected to grow by 1-2% in 2020, and Italy confirms its leading position in the superyacht sector, with approximately 400 yachts under construction out of a total of 821 at the international level*.

Alongside **Riccardo Carpanese**, Group Marketing Director of **Gruppo Boero**, **Marijana Radovic**, founder, together with Marco Bonelli, of the Milan-based architecture studio *Designer m2atelier*, which is based on a multidisciplinary and experimental approach in the search for innovative materials and shapes, will also take the floor. **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", will also take part in the event; **Barbara Amerio**, CEO and Sustainability Director of Amer Yachts, a brand of the historic Genoese shipyard Gruppo Permare and synonymous with quality and customisation in the boat and ship segment, will also be present. There will also be video contributions from **Francesca Clapcich**, the Olympic sailing champion, with an open approach to experimentation and research, and from **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.

The meeting, which will be moderated by **Martin Redmayne**, Chairman & Editor in Chief of The SuperYacht **Group**, stems from the Gruppo Boero's desire to network in order to discuss more sustainable solutions at supply chain level: *"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,"* comments Riccardo Carpanese.

The Italian Pavilion is therefore the perfect venue for the meeting: a space built with the contribution of Gruppo Boero, which has painted, between interior and exterior, more than 13,000 square meters, including the experimental use of "neomaterials", raw materials and pigments based on spirulina algae, the result of great research and innovation that has always distinguished the group.

The meeting on 11 March is intended to be a new stage in the **Gruppo Boero's path towards sustainability**, which translates into a development model in harmony with the natural balance of both the environment and people.

* Deloitte report dedicated to the nautical world (June 2021)

Boero Bartolomeo S.p.A. Founded in 1831, it is an Italian company that formulates and produces paints and varnishes for the building and yachting sectors. Since February 2021, Boero Group has been a partner of CIN, a Portuguese company and leader in the Iberian paints and varnishes market, thus positioning itself among the main world players and confirming its position as the leading Italian group in the sector. Technological research and the study and development of innovations in the field of colour have always been the winning features of the philosophy of the Group, a company with an integrated management system certified to ISO 9001, ISO 14001 and OHSAS 18001. A focus on the impact on the territory and the community characterises not only the various phases of the production and distribution cycle, but increasingly also the company's processes and strategies. www.gruppoboero.it

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