

BOERO YACHTCOATINGS ON COURSE FOR THE OCEAN RACE: GENOA THE GRAND FINALE 2022-23

Boero YachtCoatings, an international benchmark in the production of painting solutions for yachts and superyachts for over fifty years and sold in over 20 countries worldwide, is official sponsor of **The Ocean Race: Genoa The Grand Finale 2022-23**, the most spectacular sailing race around the world, that will come to Genoa, Italy, for the first time in its history, for its final leg. The event will take place from 24 June to 2 July 2023, after 32,000 miles and six stopovers around the globe.

*"The company is proud to be at the side of this wonderful adventure," says **Giampaolo Iacone**, General Manager of Gruppo Boero. "Our partnership with Genoa The Grand Finale is rooted in our deep connection with the City and in the values that unite the company to The Ocean Race; namely innovation, historicity and sustainability. Boero YachtCoatings is a brand of the Gruppo Boero a company that originated in Genoa and that, in its almost 200 years of history, has always been careful to give back to the area what it received, balancing the impact of its activities with initiatives dedicated to the city and to strengthening the social fabric."*

Supporting an international-level event such as "The Ocean Race" is a great opportunity for **Boero YachtCoatings**, which boasts more than 700 Superyachts painted worldwide. The event will allow it to engage Italian and foreign customers and strengthen the brand's visibility in the countries of reference, underlining the link between the brand, the world of sport and the sea. Boero YachtCoatings, also present in a starring role at the start of the race in Alicante, will follow the various stages of the regatta involving local partners and customers with dedicated moments. The competing crews are currently in **Itajaí** (1/23 April) and in the coming months will reach **Newport** (10/21 May), **Aarhus** (30 May/8 June) and **The Hague** (11/15 June).

The Grand Finale 2022-23 Genoa event will not only be the epilogue to an extraordinary sporting challenge, but will also be a showcase for debates and workshops focused on **environmental sustainability in the marine environment**. In fact, the **Genoa Process**, a project that will see the international leading experts and stakeholders in the sector take part in the drawing up of the first draft of a **Charter of Ocean Rights**, whose principles will be presented in Genoa during the "Grand Finale" and then delivered to the United Nations Assembly, in New York, in November 2023.

As a Sponsor, **Boero YachtCoatings** will be present in Genoa at the **Ocean Live Park**, the space dedicated to visitors and partners set up in the new **Levante Waterfront**, where activities, events and entertainment for visitors of all ages will be hosted. The Opening Ceremony is scheduled for 24 June, followed by a series of initiatives involving the public until 2 July.

"Boero is a solid and historical entrepreneurial reality of which Genoa has always been proud. A company that is a flagship for our economy, with great historical and social value for our city: we thank them because, even on this occasion, they decided to be alongside Genoa by becoming partners in a sporting event of worldwide reach. The Ocean Race will be an incredible showcase for Genoa, not only in terms of tourism but also economic and entrepreneurial. An event that the Gruppo Boero, as well as our city, is preparing to experience as a protagonist" comments the Mayor of Genoa, Marco Bucci.

Updates on each specific event will follow.

Boero Bartolomeo S.p.A. Founded in 1831, this Italian company formulates and produces paints and varnishes for the building and yachting sectors. Since February 2021, Gruppo Boero has been a partner of CIN, a leading Portuguese company in the Iberian paints and varnishes market, positioning itself among the main world players and confirming its position as the leading Italian group in the sector. Technological research, study and development of innovations in the field of colour have always been the winning features of the Group's philosophy. It is a company with an integrated management system certified ISO 9001, ISO 14001 and OHSAS 18001. Attention to 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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