

BOERO YACHTCOATINGS IS THE PROTAGONIST OF THE EVENT THAT WILL TRANSFORM GENOA INTO THE WORLD CAPITAL OF SAILING: THE OCEAN RACE GRAND FINALE

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Genoa, a city steeped in history and maritime tradition, is ready to welcome the unprecedented event of TheOcean Race Grand Finale. This extraordinary transoceanic regatta arrives in Italy for the first time, turning Genoa into the global capital of sailing. In this exciting context, Boero YachtCoatings, the brand of Gruppo Boero specialized in paint solutions for yachts and superyachts, is preparing to welcome its partners and all sea and sailing lovers at the Genoa Ocean Live Park from June 24th to July 2nd.

Boero YachtCoatings will be a protagonist in the Live Park with various networking activities for partners, a press conference on Thursday, 29th and a public area entirely dedicated to the world of sailing. It will offer everyone the opportunity throughout the week to take the helm of a virtual boat, an immersive experience for both young and old, allowing participants to feel like “captains for a day” and learn how to navigate the winds in open seas, just like real skippers. This is an activity not to be missed.

But in addition to the Grand Finale in Genoa, Boero YachtCoatings has closely followed the different

international stages of The Ocean Race, from Alicante to The Hague, passing through Newport, involving

local partners and offering them a unique experience. “Proud sponsor of The Ocean Race: Genoa The Grand Finale, Boero YachtCoatings is elevating its yachting network worldwide, with a legacy of over 50 years of painting solutions that have protected and enhanced the beauty of yachts and superyachts across over 20 countries”, said Gemma Gonzalez Ferrer, Yachting Business Unit Director. “By supporting this international event, we seized this remarkable opportunity to connect with our valued customers, both Italian and international, engaging them for friendly networking and leisure activities, reinforcing our partnership. With the final leg of the race, from Alicante to Genoa, we’re sailing alongside our many partners, supported by our new dedicated yachting strategy, and making waves of excellence together”.

But there’s more: at the beginning of June, Boero YachtCoatings announced the sponsorship of Team Genoa, the Italian-Austrian boat currently participating in The Ocean Race. The alliance was defined in Aarhus, the Danish leg of this extraordinary sailing adventure, and will continue until the end of the year. For Boero YachtCoatings this is an additional opportunity for international visibility as the company’s logo is prominently displayed on the boat’s sails. In addition to participating in The Ocean Race, the Genoa Team will take part in exciting regattas around the world in the coming months. Among the highly anticipated competitions are the Fastnet in England, the Palermo-Montecarlo regatta from Italy (Sicily) to Montecarlo, the Maxi Rolex Porto Cervo in Porto Cervo, Italy, and the Middle Sea Race, which involves circumnavigating Sicily with the race starting and finishing in Malta.

The Ocean Race is not just a sporting competition but also an opportunity to raise public awareness about environmental sustainability and the protection of the seas. The Grand Finale represents the beginning of a long challenge proposed by The Ocean Race for environmental protection in the marine sphere. That’s why Genoa will host the Ocean Summit 2023 on June 27th, at the Magazzini del Cotone, which will lead to the final document to be presented to the United Nations General Assembly and governments. This process brings together international experts in international law, diplomacy, ocean sciences, and sports to achieve the goal of giving voice to the oceans through a charter of rights to safeguard the marine environment. It’s a challenge that Boero YachtCoatings embraces and shares as a core value in all its activities. That’s why the slogan for this collaboration is “Partners in Performance and Sustainability.” Boero YachtCoatings awaits you at booth 31 (Racing Boats Area) of the Ocean Live Park from June 24th to July 2nd in Genoa, where the city will become the center of attraction for sailing enthusiasts, tourists, and visitors from around the world.