

Boero YachtCoatings sponsors The Ocean Race: Genoa The Grand Finale

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14 aprile 2023



Boero YachtCoatings, a leading producer of paint solutions for superyachts, is now the official sponsor of the 2022/23 edition of The Ocean Race: Genoa The Grand Finale.

The renowned sailing race will come to Genoa, Italy, for the first time in its history, for its final leg. The event will take place from 24th June to 2nd July 2023, after 32,000 miles and six stopovers around the globe.



Giampaolo Iacone, general manager at Gruppo Boero, commented, “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 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.”

Boero YachtCoatings boasts more than 700 superyachts painted worldwide. The event will allow the company to engage Italian and foreign customers and strengthen the brand's visibility.



The Grand Finale 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.

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 24th June, followed by a series of initiatives involving the public until 2nd July.

For more information, visit [Boero YachtCoatings](#)



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