

Finale of the Ocean Race takes place in Italy for the first time in partnership with Boero YachtCoatings

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Genoa, a city renowned for its maritime heritage and historical significance, is poised to host a momentous event, the Grand Finale of The Ocean Race. For the first time in its history, this transoceanic regatta will grace the shores of Italy, transforming Genoa into the global capital of sailing. Boero YachtCoatings, a brand under the esteemed umbrella of Gruppo Boero specialising in paint solutions for yachts and superyachts, is eagerly preparing to welcome partners, sea enthusiasts, and sailing aficionados to the Genoa Ocean Live Park at Booth 31 from June 24th to July 2nd.



Photo: Boero YachtCoatings During the week-long event, Boero YachtCoatings will play a prominent role in the Ocean Live Park, organising various networking activities for its partners. The company will host a press conference on Thursday, 29th, and set up a dedicated public area entirely focused on the world of sailing. One of the standout features will be a unique opportunity for attendees to navigate the virtual seas, a captivating experience that allows individuals of all ages to assume the role of a "captain for a day." This interactive endeavour enables them to explore the art of sailing, manoeuvring virtual boats through vast open waters.



Photo: Boero YachtCoatings While the Grand Finale in Genoa takes centre stage, Boero YachtCoatings has been actively involved in The Ocean Race's international stages, supporting each leg of the race from Alicante to The Hague, with a stop in Newport along the way. By engaging with local partners and offering them unique experiences, the company has strengthened its global yachting network. With over 50 years of experience in delivering exceptional painting solutions for yachts and superyachts across more than 20 countries, Boero YachtCoatings takes immense pride in its sponsorship of The Ocean Race, which not only strengthens its partnerships but is also further reinforced by the company's newly dedicated yachting strategy.



In a recent announcement, [Boero YachtCoatings](#) revealed its sponsorship of Team Genoa, an Italian-Austrian boat competing in The Ocean Race. The partnership was solidified during the Danish leg of the race in Aarhus and is set to continue until the end of the year. For [Boero YachtCoatings](#), this represents an invaluable chance to gain international visibility, with the company's logo prominently showcased on the sails of the boat. Beyond The Ocean Race, Team Genoa will participate in regattas worldwide in the coming months, including the Fastnet in England, the Palermo-Montecarlo regatta from Sicily to Montecarlo, the Maxi Rolex Porto Cervo in Italy's Porto Cervo, and the Middle Sea Race, which involves a circumnavigation of Sicily with the race starting and finishing in Malta.

Capitano per un giorno:

Dove vai / se il vento non lo sai?

Captain for a day: where are you going / if you don't know the wind?



Photo: Boero YachtCoatings

The Ocean Race extends its reach beyond the realm of a mere sporting competition, embracing the opportunity to raise public awareness about environmental sustainability and marine conservation. The Grand Finale in Genoa signifies the start of a long-term commitment to environmental protection in the marine sphere. To further this cause, Genoa will host the Ocean Summit 2023 on June 27th at the Magazzini del Cotone. This summit will convene international experts in international law, diplomacy, ocean sciences, and sports, with the aim of creating a charter of rights to safeguard the marine environment. The resulting document will be presented to the United Nations General Assembly and governments, underscoring the significance of the oceans' preservation. Boero YachtCoatings passionately embraces this challenge and considers sustainability a core value inherent in all its activities. Hence, the collaboration's slogan aptly resonates as "partners in performance and sustainability."