

## FROM MAY 9 TO 12, 2019 VERSILIA YACHTING RENDEZ-VOUS RETURNS TO VIAREGGIO

*The docks of the first nautical district in the world will be hosting the Italian shipbuilding's excellence. The exhibition will propose again a rich program of conferences and events inside and off the show to highlight the entire district and the territory for a complete lifestyle experience.*

**Milan, January 17, 2019** - The third edition of the **Versilia Yachting Rendez-vous** ([www.versiliayachtingrendezvous.it](http://www.versiliayachtingrendezvous.it)) will take place in **Viareggio** from **May 9 to May 12, 2019**. The **international** event dedicated to high-end nautical production organized by **Fiera Milano** in collaboration with the strategic partner **Nautica Italiana**, with the support of the **Distretto Tecnologico per la nautica e la portualità Toscana** and with the contribution of **Regione Toscana** and **Toscana Promozione**.

A unique event of its kind, a reference point for shipyards and trade operators thanks to the presence of the historical brands of Italian shipbuilding industry, which have a strong settlement and tradition in Toscana (Tuscany) and Versilia. A world where design, technology and high-quality craftsmanship are combined in a region world-renowned for its beauty, art, hospitality and *Italian lifestyle*.

A business platform that achieved **22 thousand visitors** last year (59% from European countries and 41% from non-EU countries), and **10 thousand** of them were operators in the sector. Versilia Yachting Rendez-vous is an unique international showcase with the presence of a qualified selection of buyers, thanks to the **ICE** contribution who will support the exhibition also for 2019 edition.

The event confirms its format dedicated to **maxi yachts** with the supply chain (accessories, equipment, engines, marinas and services) and the **Tender & Toys** sections and will presents **two new areas**, the **Luxury Tenders & Ribs** area and the **Broker** area. These two new sections, located in Europa dock and Italia dock, will be identified with high visibility color solutions. Moreover, to facilitate a better visiting tour, there will be a single entrance located north of Italia dock which will allow visitors a "one-way" path along the perimeter of the docks to admire the boats.

The exhibition will propose a very rich program of **off the show** events that will involve the entire territory with the collaboration of associations and the **Municipalities of Viareggio, Forte dei Marmi and Pietrasanta**. A mix of Sailing, Art, Design, Fashion and Food to offer the visitor a complete *lifestyle* experience. For example, the exclusive party reserved for exhibitors will return on the opening day of the show, while **the VYR happy hour** along via Coppino is scheduled on **May 10, Friday**, and the "Art&Yachting" event will be held on **May 11, Saturday**.

Focus also on trade conferences and b2b matching events with the **B&ST (Broker and Shipyard Trading)** organized by **Navigo** and reserved to the business between brokerage companies and shipyards to create synergy between two key players in the yacht and superyacht industry.

Organizzato da  
Organized by



Partner strategico  
Strategic partner



In collaborazione con  
In collaboration with



For more information:

**Fiera Milano Press Office**

Mario Lisippo - [mario.lisippo@fieramilano.it](mailto:mario.lisippo@fieramilano.it) +39 02 4997.6077

**ITALIAN NAUTICAL Press Office**

Matteo Tivegna - [tivegna@spencerandlewis.com](mailto:tivegna@spencerandlewis.com) +39.393.1874105

**Press Office of the Distretto Tecnologico per la nautica e la portualità Toscana (Technological District for Tuscan nautical and ports)**

Barbara Pieroni - [barbara.pieroni@navigotoscana.it](mailto:barbara.pieroni@navigotoscana.it) + 39 3803461136

Organizzato da  
Organized by



Partner strategico  
Strategic partner



In collaborazione con  
In collaboration with

