

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) 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.

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