

COUNTDOWN TO THE FIRST EDITION OF THE VERSILIA YACHTING RENDEZ-VOUS

More than 100 companies have confirmed their attendance at Viareggio from 11 to 14 May for the first edition of the international event dedicated to high-end ranges, which opens the 2017 nautical season.

The top three groups in the world, and numerous brands of international nautical excellence will be present at the show.

Viareggio, 20 April 2017 – Just a few weeks before the opening of the **Versilia Yachting Rendez-vous**, there are more than 100 exhibitors - including boatyards and worldwide representatives of the international production chain and luxury services in the nautical sector - who have confirmed their participation in the new international event dedicated to high-end ranges, from 11 to 14 May in Viareggio (www.versiliayachtingrendezvous.it).

Exhibitors include the top three international manufacturers of yachts and mega-yachts, all strictly labelled Made in Italy: **Azimut Benetti Group**, **Ferretti Group** and **Sanlorenzo Yachts**. Joining these leaders - the fullest expression of nautical excellence and Italian character in the world - are other prominent companies, like **Baglietto Group**, **Perini Navi Group**, and groups like **Evo Yacht**, **Apremare**, **Cerri Cantieri Navali**, **Cantieri di Sarnico**, **Colombo** and **Giorgio Mussini**. Among the foreign brands, the **Princess Group** and **Bertram**, the first to believe in the new format of this event. In the **maxi-rib** sector, there will be four exhibitors, representing the best of international excellence in the sector: **Anvera**, **Cantieri Magazzù**, **Sacs** and **Tecnorib**.

Alongside the boats in the water, the show route will develop over **three themed areas**, dedicated to selected operators linked with prominent nautical industries. Here, Italian brands of nautical accessories and components will present all the latest developments in the sector, in terms of technology, functionality and innovation, all under the Made in Italy label. The **"Tender&Toys"** section will host manufacturers of technological tenders and other "leisure" solutions for large yachts. In the **"Superyacht Marina"** area, there will be presentations of tourist harbours that offer quality facilities and services specifically designed for large vessels. Finally, the **"Superyacht Equipment and Component"** area will unite, in an innovative and original manner, a selection of manufacturers of accessories and components dedicated to superyachts.

The **Versilia Yachting Rendez-vous** will take place along a body of water of almost 50,000 square metres, located inside the docks of Viareggio (Italy and Europe), and along the famous via Coppino, the beating heart of the Italian nautical district and a living open-air factory, the ideal location where design, technology, and high quality craftsmanship are combined, in a territory renowned throughout the world for its beauty, art, hospitality and *Italian lifestyle*.

The event, created and strongly encouraged by **Nautica Italiana**, is organised by **Fiera Milano** in collaboration with **Distretto Tecnologico per la Nautica e la Portualità Toscana**, with the support of the **Municipality of Viareggio** and the **Tuscan Regional Authorities**, groups who consider this exhibition a crucial event for the territory, which will be most capable of increasing awareness of Tuscan boatyard production.

An integral part of the **Versilia Yachting Rendez-vous** will be the events, planned both inside and outside the main event, with the purpose of involving the entire territory. Each of the four days will develop a main theme: design (Thursday 11 May), gastronomic excellence (Friday 12 May), art (Saturday 13 May), and fashion (Sunday 14 May).

The Altagamma Foundation - which represents the high cultural and creative industry of the country, and with whom Nautica Italiana is affiliated - is involved in the creation of the calendar of events.

The first edition of the Versilia Yachting Rendez-vous will take place in the dock in Viareggio from **11 to 14 May, and can be visited from Thursday to Saturday** from 11:00 to 21:30, and on Sunday from 11:00 to 18:00.

See you at the **Versilia Yachting Rendez-vous!**

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