



MEDITERRANEAN MARINE TECHHUB

5 - 7 FEBRUARY 2020 CARRARA | ITALY

SEATEC 2020 GATHERS THE GREAT PROTAGONISTS OF THE YACHTING INDUSTRY

Gathered in the new "Seatec Shipyard Lounge" for technical meetings with the subcontracting supply chain, the major Italian shipyards have already joined the initiative. Full support to the event by Italian Trade Agency, with a broader incoming delegation of foreign buyers, and the conference programme of the Seatec Academy are also reconfirmed.

Marina di Carrara, 5th September 2019

The organisers of Seatec, the exhibition of technology, components, design and subcontracting for pleasure boating industry, conceived and promoted by IMM CarraraFiere, in 2020 at its 18th edition, is actively working to introduce further important innovations and business opportunities for the sector, interpreting the signs of a market that is currently living a very dynamic phase and looks at the future with optimism. An extremely positive dialogue was engaged by Seatec organisers with the protagonists of the most qualified national yacht building industry, first in the world for quality, production volumes and turnover. For the 2020 edition — scheduled in its usual dates, February 5th to 7th, upon request of Exhibitors — the organising team explores new opportunities and synergies with the production segment. The aim is to consolidate the role of the only B2B event dedicated to the sector in Italy and in the Mediterranean area through the creation of a format able to respond more effectively to the needs of the yacht building industry and of the entire supply chain that supports it, which finds in Seatec a stable point of reference since 17 editions, in spite of the heavy crisis that the sector has suffered over the last decade.

In this respect, Seatec 2020 sets out to confirm its role of highly specialised technical hub, a professional meeting place between demand and supply operators, making available to Italian shipyards a dedicated area, named "**Shipyard Lounge**", where the shipyards' technical and purchasing teams can meet Exhibitors, the supply chain operators as well as the technicians of the motherhouse of their main suppliers. In this dedicated area professionals will also have the opportunity to deepen both technical and commercial topics related to the materials and the plants involved in the production systems. Shipyards will also have a reserved space to organise conventions with their own suppliers and will actively collaborate with the Marketing Office of IMM-CarraraFiere to organise conferences related to issues of specific interest for the yachting industry. Prominent national shipyards have already joined the initiative: **Sanlorenzo, Cantieri del Pardo, Cantieredelle Marche, Rossinavi, NCA, Rossini, Ferretti Group, Gruppo Azimut | Benetti**; further prestigious collaborations are currently being defined.



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IMM-CarraraFiere is also hardly working to establish relations and agreements with the main Italian and European trade associations in order to convey as many active and qualified operators as possible to the event. The **reconfirmed co-operation with Italian Trade Agency**, fully supporting the Tuscan exhibition, will expand the **trade delegation of foreign buyers from Europe and the Americas**, a commercial plus of the event over the last 3 editions.

At the same time, the stimulating **conference calendar of Seatec Academy** will be the highlight of a trade show that has always been devoted to technical training. The topics of the conferences will be accurately identified and agreed with the companies, to improve the aspects of interest and increase audience participation. Once again, the conferences will be a valuable **training and updating opportunity** with the release of Professional Training Credits (CFP) to engineers and architects, thanks to the fruitful collaboration between IMM-CarraraFiere and the Professional Associations of the Province of Massa-Carrara.

Seatec 2020 will take place in CarraraFiere, Marina di Carrara, February 5th to 7th.

Website: <http://sea-tec.it/>

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