

## Italy. Seatec takes off, with 6000+ visitors

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Press release:

**An amazing success for the 2nd marine components show. A plethora of operators, satisfied exhibitors and a record-breaking number of bookings for next year.**

The three days of Seatec 2004, the second Exhibition of technologies and subcontracting for boat and ship builders which has just closed its doors in Marina di Carrara, come up with amazing figures. And not just because it was visited by over 6,000 operators, an extraordinary amount for a professional exhibition, but also for the quantity and quality of the exhibitors (as many as 313 from 15 Italian regions, including all big brands, and 69 foreign exhibitors from 17 countries), for the level of its conferences and for the very idea to reward innovative works and products.

"These figures" explained Luigi Danesi and Paris Mazzanti, President and Managing Director of Carrafiore, the organiser of the exhibition, "are more than double those of 2003. They mean Seatec has taken off by now and the industry finds it is a showcase they can rely on for the future as well. 6,000 operators and 6,370 visitors are a huge number, which proves that the exhibitors are right in saying they are more than satisfied. So much so that nearly all of them have already re-booked for 2005 and we have also received plenty of new bookings, which will certainly involve an extension of the exhibition areas."

So, let's go and ask the exhibitors' opinions. Starting from Sergio Ankagic, Sales Manager at Thomas Schipchandler (stand photo - Marian Martin): "Seatec", he says, "is a high-profile exhibition, with plenty of operators, the ideal way to make good contacts, which can also be relied on for the future. I also liked a lot the Myda award for the best project, and the Qualitec award for the best product".

Sirio Volpi, President of the Carrara-based Volpi company, specialising in "turnkey" riggings of large-size passenger ships, points out instead that "the general enthusiasm for an event that not only fills a real gap in the Italian marine sector, but is also functional to the shipbuilding industry of the Apuan and Versilian regions, which is becoming more and more important world-wide".

Ezio Gaspari, owner of Besenzoni, from Bergamo, one of the leading manufacturers of yacht loading/unloading systems, had already taken part in Seatec in 2003: "Last year, I saw potential", he contentedly explained, "This year, I saw these promises being kept. Seatec can grow even more; it's got all it takes, including an excellent organisation and very good conferences as well".

One of the newcomers was Navionics, based in Viareggio, the leader in electronic charts. Liliana Lucchesi, Marketing Manager, was enthusiastic: "Our products can be appreciated only on such occasions; Seatec enabled us to achieve our promotional targets very easily."

Another novice, Augusto Lasich, from Genoa's REBA, claimed: "Last year, we came to see the exhibition and before leaving we booked a booth. It was an excellent move. If there's anything to be improved, it may be the mechanism of the awards".

One of Seatec's pioneers is Claudio Zunino (Genoa), with his sophisticated lightened marble furnishings: "A really nice exhibition, it's growing very well. The high number of professional visitors ensured a very high level of contacts". And again: for Marcello Iacomelli, founder of Metalmeccanica Iacomelli at Massa e Cozzile, Seatec is "simply a very well-conceived" event. As to Brunello Locatori, owner of Navisystem in Massarosa (satellite aerials and navigation control systems), he is proud to say: "I am one of those who approved Seatec's plan as a trade-only exhibition. I feel a bit like the father of this fair and I am glad that this 'child' is making us all very proud".