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Essential reading for marina and waterfront developers, planners and operators



Marina Porto Antico (left) and Marina Molo Vecchio, two of Genoa's key marinas. Photo: Merlo

Pesca (1928) and the Italian Yacht Club (1879) – the oldest sailing club in the Mediterranean.

Genoa for Yachting

With 680 direct employees, over 1,000 suppliers, 360,000m² (430,556yd²) of port area, a turnover of about €100 million and a supply chain value of €330 million, the companies of newly founded Genoa for Yachting have a notable and ever increasing impact on the city. This is further enhanced by the local presence and role of the Italian Naval Register RINA, founded in Genoa and actively involved in classification, certification,

inspection and testing services, and the Genoa International Boat Show.

One of the top boat shows in Europe until the economic downturn lashed out at Italy's yachting market, the Genoa show continues as a greatly reduced but nonetheless important showcase for the small and medium sized companies that are crucial to the Italian leisure marine sector. Despite the success of Fiera Milano's Versilia Yachting Rendez Vous in Viareggio, the Genoa Boat Show remains a true national icon.

Leading the Genoa promotion

The Genoese and Mediterranean boating scene also owes much to Amico & Co, a family-run refit and service yard that competes well with leading firms on the French and Spanish coasts. Founded 25 years

Cluster group boosts Genoa's yachting profile

The maritime city of Genoa began a specific journey into the yachting sector many years ago. This move has now been further accelerated by the development of the 'Genoa for Yachting' cluster group and the efforts of Italian shipyard Amico & Co. Donatella Zucca reports

In November 2017, the Genoa for Yachting cluster was formed by a group of 27 professional boating companies to add a new dimension to the historic naval and seafaring traditions of the Ligurian capital. The aim of the group – to establish yachting as a strategic part of the city's economy – is influenced by its popularity with nautical tourists and its superyacht potential. For around eight months a year, the city hosts around 290,000 boating visitors and an average of 1,200 crew members. The city has several important shipyards and three key marinas, two of which have berthing for yachts over 100m (328ft) in length.

Some background to Genoa's yachting provenance is important, and the best overview comes with the Duca degli Abruzzi Porticciolo. This is the

oldest tourist port in Italy and is host to established clubs like the Genoese Rowing Club (1890), Elpis Genoese Canottieri (1902), Italian Naval League Genoa Centre (1900), Unione Dilettanti



Amico's covered air-conditioned dock is a very recent investment.

COVER STORY



Left & below: The Amico dock and quayside facilities are perfectly positioned close to Genoa city centre.

ago, Amico is now at the top end of the industry with up to 110 orders per year. The company has a network of 650 suppliers, partnerships with specialist companies, and promotes a comprehensive plan to compete with La

Genoa for Yachting participants

Services:

Amico Servizi Srl
Femobunker Srl
Genoa Sea Service Srl
Molo Vecchio Marine Supplies Srl
Molo Vecchio Crociere Srl
Pesto Sea Group Srl
San Giorgio Shipping Services Srl
SCS Ship & Crew Services Srl
Yachtline Arredomare 1618 Spa

Marinas:

Marina Genova Srl
Marina Molo Vecchio Srl
Marina Porto Antico Spa
Shipbuilding:
Amico & Co Srl
Cantieri Navali Di Sestri Srl
Cantieri Navali Genovesi Srl
Gatti Srl, Genoa Sea Service Srl
Consorzio Assistenza Nautica

Technology:

AB Volt Srl
Acier Steel Srl
Cn Sat Srl
Cooperativa Steel Works
Interni Navali Genovesi Srl
Lisi Arredamenti Srl
Motonautica Sorin Diesel Sas
Schembri E Gardella Verniciatura Yacht
Tecnomarine Srl
Viacava Srl

Ciotat in Bouches du Rhône (France) and Mb92 in Barcelona (Spain).

Amico's Genoa project involves the development of a refit and repair district equipped with new shipbuilding infrastructure, mooring facilities and services, and a rejuvenation of the city's waterfront in liaison with local administrations. The journey, started some years ago by president Alberto Amico who was acting in part on his father's thought processes, has led to continuous growth of the Amico yard. The most recent advance, prior to the formation of Genoa for Yachting, was the uninauguration in 2016 of a 102m (335ft) long covered and air-conditioned dock and an upgrade of electrical installations.

With its facilities in Genoa and Loano (Amico Loano), the group operates

on various levels for yachts from 30 to 140m (98 to 459ft) and has spent years consolidating its position and investing in its facilities. Up to €55 million is in the process of being spent in total at the Genoa yard.

Mooring up near the city

Genoa has several key marinas including Marina Genova, Marina Porto Antico and Marina Molo Vecchio.

Marina Genova is an excellent nautical hub and one of four Mediterranean marinas able to accommodate megayachts up to 130m (426ft) in length. It offers a high level of dedicated services meeting the needs of both shipowners and crew. The marina has 500 berths, 100 of which are reserved for superyachts, the largest refuelling docks in the Mediterranean and a dedicated build and repair area. To complement restaurants, hotels and commercial activities, there are various initiatives for shipowners, guests and crew. We Love Crew offers social events.

Located to the west of Genoa city centre and close to the international airport, Marina Genova sits amidst an area that is historically associated with large vessels and shipbuilding. The future seems bright. "The 2018 season will surely confirm growth following the positive signs experienced by Italian marinas last year," says Giuseppe Pappalardo, CEO of Marina Genova management company SSP Società



Talking to Alberto Amico

Q: The goal of Genoa for Yachting is to create a yachting hub supported by facilities comparable with Mb92 and La Ciotat. Why Genoa?



Alberto Amico

A: Genoa has the potential to become a hub of excellence. The location and climate are ideal and the city is a fair size with quality services and beautiful cultural and touristic offerings. Our port infrastructure generates a good reception and we have the right growth potential, even in the megayacht sector. In terms of shipbuilding, there are not only yards like Amico but a whole chain of specialist companies dedicated to pleasure craft and large yachts. The creation of Genoa for Yachting has prompted greater awareness of the current importance of the nautical sector for the city and its further potential.

Q: How are discussions progressing?

A: A constructive dialogue has been started with the president of the region, Giovanni Toti, the mayor, Marco Bucci, and the president of the port system authority, Paolo Emilio Signorini, on the strategy for economic development and the port system in coming years. The large yacht sector will be a protagonist in this, which is a fundamental change of direction.

Q: What is Amico's current role and the main focus of your side of the project?

A: We are the promoter of the Genoa for Yachting working group. Our project is divided into three phases, one of which is shipbuilding infrastructure. This mainly comprises a new 4,000 ton ship lift, new reception mooring capacity for yachts of 45 to 110m (148 to 361ft) and more space for crews and ground services.

Q: Will the 'Blueprint' designs of renowned architect Renzo Piano be part of the Genoa waterfront project?

A: Mayor Bucci is pushing for swift construction of the new waterfront and all planning and planning procedures have started. They are in total harmony with Renzo Piano. The new waterfront is a beautiful project, it is achievable, and the big yachts will be one of the drivers of economic development in the sector.



Genoa by night (above) and by day at Marina Genova (below) conveniently close to the airport.

Sviluppo Porti. "Our infrastructure, as well as our strategic location, enables us to give attentive service to large vessels that are often on hectic schedules and presents opportunities for tourists to discover the treasures and culture of Genoa," he adds.

At the centre of the city waterfront lies Marina Porto Antico, a haven largely for small and medium sized boats. Berth holders at its 270 berths can take advantage of WiFi, electric dock carts, laundries, supermarket, shops, hotels and restaurants. Over the past two years, following the Italian crisis that resulted in a significant

exodus of boats, occupancy has started to rise and many previous customers have returned. These are primarily from northern Italy with some from Genoa itself. Around a third of the berths for boats of 20m (66ft) and above are leased by foreigners. All customers appreciate being so close to the amenities of the city centre.

Marina Molo Vecchio (MMV) also enjoys a prime waterfront location on the 450m (1,476ft) long Molo Vecchio close to the famous aquarium. The marina offers 160 berths for vessels of 22 to 90m (72 to 295ft) at stern-to moorings, has a 150m (492ft) alongside berth, and an additional 100 berths for boats of 5 to 18m (16 to 59ft).

These are offered at competitive rates



Awards and agreements

Marina Genova was awarded RINA MaRINA Excellence certification in May. It achieved maximum score due to its deep waters, quality services and special facilities for superyachts. CEO Giuseppe Pappalardo commented: “We are very proud of this certification, which represents an important goal, and helps us to keep pursuing excellence.”

The award arrived at the same time as an agreement was reached between Marina Genova and Marina di Portofino to jointly promote international yacht tourism in Liguria. From now on, Marina Genova will offer yachts waiting for a Portofino mooring slot (22nm away) essential stop-over services. Marina di Portofino is one of the most famous and luxurious harbours in the world, set in the middle of Portofino Bay. It offers 17 berths for yachts of 10 to 80m (33 to 262ft).



Marina Genova is one of four Mediterranean marinas able to accommodate megayachts up to 130m (426ft) in length. One hundred of its 500 berths are reserved for superyachts.

Photo: Merlo

especially for long-term contracts.

Customers mooring up at the marina enjoy year-round service and the fee includes private parking along the Molo Vecchio. Crews enjoy discounts at nearby apartments and MMV office

staff provide information on activities, events, games, barbecues etc., that take place on the pier. Since 2001 the marina has hosted the annual MYBA Charter Show, which is dedicated to luxury yacht charter.