

Panama Editore present

Milano Yachting Week

Enjoy the sea in Milan from
7th to 10th May 2020



We'll make you feel the sea



WHO WE ARE

Our publishing house deals with **sea, sailing, boats, tourism** and **design**

Giornale della Vela
Barche a Motore
Trend
Top Yacht Design

We organize the most prestigious yachting events in Italy

Milano Yachting Week
Velafestival
Velacup
Velista dell'anno

Our network reaches **1 million users per month**

Magazine
Social
Web
Newsletter

We were among the **first to promote environmental sustainability** projects in Italy

Medplastic

Since 1975, Panama Editore has been talking to sea enthusiasts through paper and digital magazines, websites, social networks and events.

We address our activity to the whole community of sailing, yachting, tourism and "good life" enthusiasts.

For 8 years, we have been organizing a number of events and initiatives throughout Italy, such as VELAFestival, VELACup and Velista dell'Anno (The Sailor of the Year),



in order to come in physical contact with our readers in a **premium segment that makes quality, passions and culture its own lifestyle.**





SUSTAINABILITY

2.000

active members



PAPER AND DIGITAL MAGAZINES:

229.000

user/month



WEB

300.000

unique visitors per month



WEB

500.000

views per month



SOCIAL

80.000

follower



MAIL

60.000

active subscribers



VELAFESTIVAL

15.000

visitors



TARGET

9.850

Sailors and sailing enthusiasts



VELA CUP

594

participating boats

OUR CONTACTS & NETWORK:

PUBLISHING HOUSE MILESTONE

1975

2013

1989

2008

Giornale della Vela

Barche a Motore
Trend

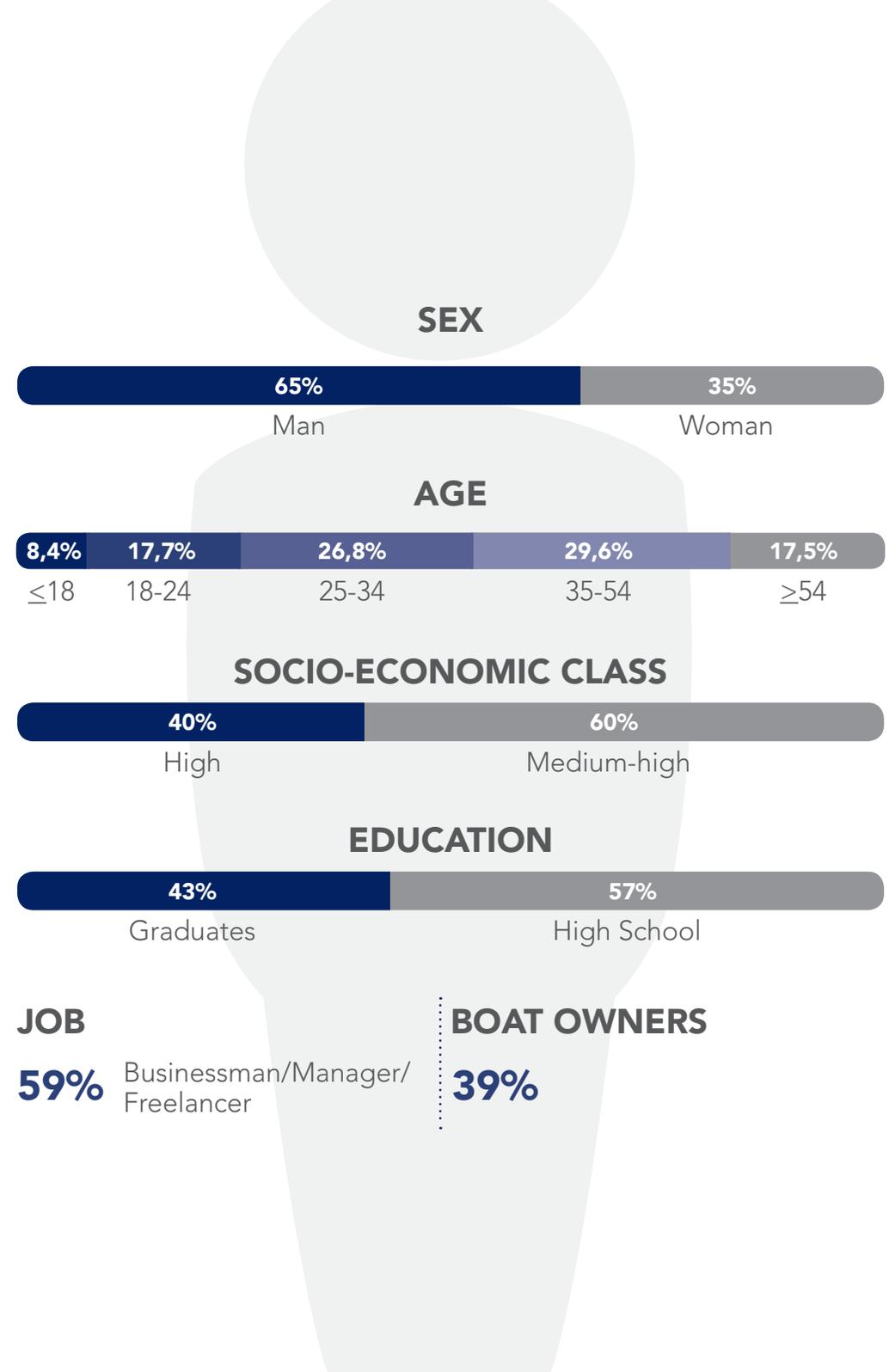
Top Yacht Design

VelaFestival
Vela Cup

Our target is a community of passionate of sailing, boating, tourism and in general of the "*bella vita*"

The **target** of enthusiasts we reach includes two macro profiles of consumers/users, both with **high spending power**:

- **Yachting enthusiasts and sailors** (the cluster of people that read our media and join our events)
- **General** (couples, families and young people moving their first steps in the constantly growing yachting segment)





YACHTING

The word "Yachting"
Yachting. Noun: the sport or activity of sailing or racing yachts.



Milano **Yachting** Week

From 7th to 10th May, Milan will host the most important event dedicated to the sea.

For the first time in the heart of Milan, in the “port” of the **Italy’s most glamorous city**, a citadel dedicated to the sea and to its interpretations will be created to meet any passion linked to the water.

From the sailing to the motor-powered world, from fishing to surfing, from tourism to the laboratories offered for all ages and all types of enthusiasts, from the most demanding to beginners and holidaymakers.

WHY YACHTING IN MILAN

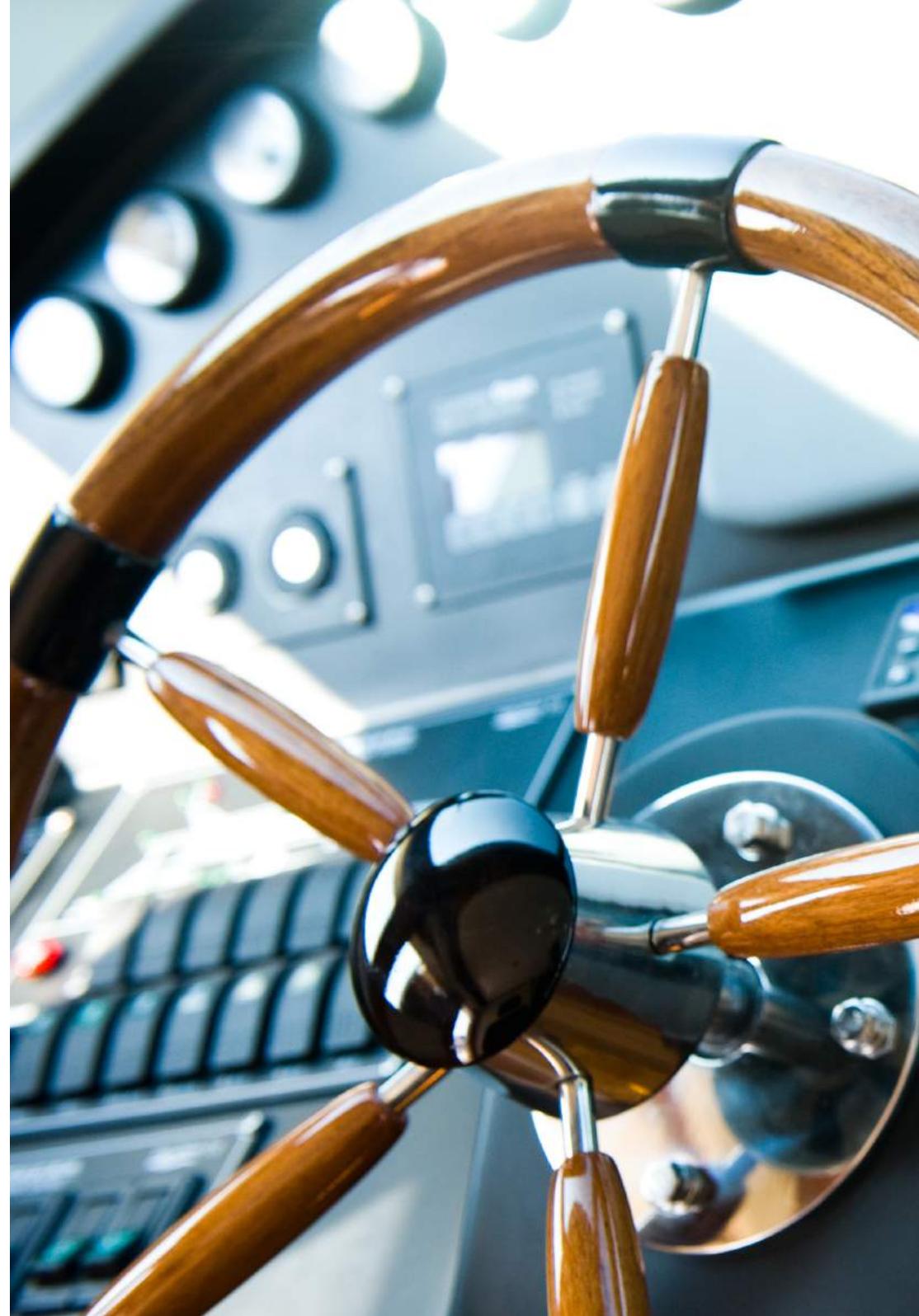
- Milan is the **largest port in Italy for boat registrations**.
- It boasts more than **EUR 100 million in yachting revenue**.
- Lombardy is the **third Italian nautical centre** after the Tyrrhenian and the Adriatic district (source: UCINA)
- The **most important Italian designers and sailors come from Milan**
- The **top players in the tourism, yachting and design sectors live in Milan**
- Milan is the most advanced city in Italy in terms of **environmental sustainability**

THE TOPICS OF THE MYW

The MYW will be a great opportunity to **discover and enjoy the sea.**

Visitors can:

- Discover the main water sports
- Visit and climb on board the boats exhibited: sailboats, dinghies, RIBs, jet skis, water toys, surfing, kiting and windsurfing boards, foils.
- Choose their next holiday destination
- Join events and award ceremonies
- Join nautical laboratories
- Join sustainability laboratories
- Test boats





THE POTENTIAL OF THE MYW

The expected number of visitors is around **700/800 thousand in 4 days**

A true festival for both the city and yachting, from the center to the suburbs, linked by the love for the sea. **The event will be covered by dynamic, editorial, social and web campaigns.**

Passion, technology, well-being and sustainability are the key words that, though distant from each other, can be enclosed in the word "Yachting". **The event is open to all sailing, sea, sport and freedom enthusiasts.**

THE PLACES OF THE MYW

The MYW will involve the whole city and different realities of the urban fabric in order to promote and organize the event



DARSENA

Village – Hospitality – Events – Exhibition – Laboratories – Public activities – Kids Area – School days



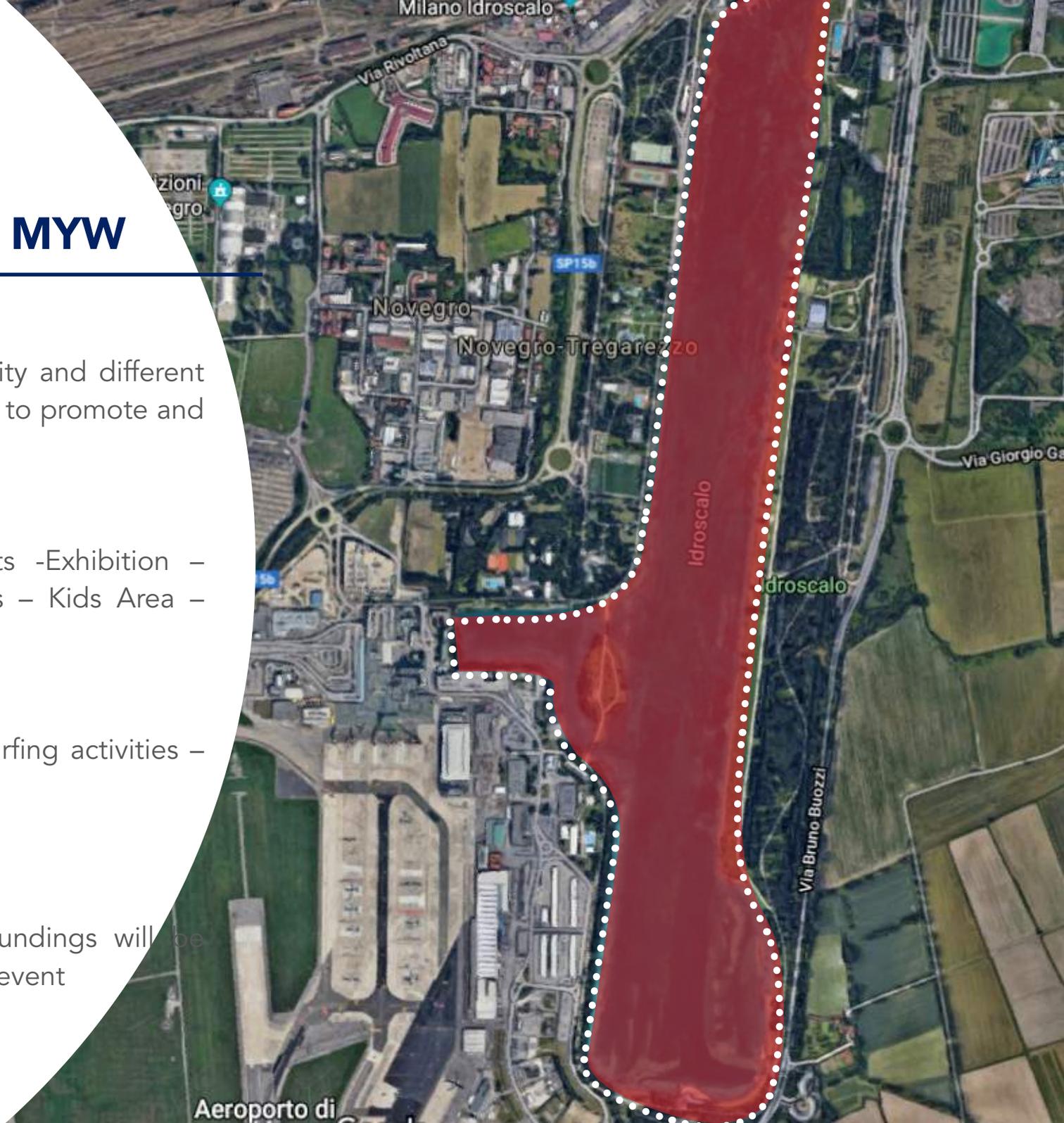
IDROSCALO

Sailing School – Surfing, kitesurfing activities – School days



NAVIGLI AND VIA CORSICO

The streets and all the surroundings will be decorated with the style of the event



THE INTERPRETRATIONS OF THE SEA

DIVIDED INTO MACRO-AREAS

FOCUS:

RED
ZONE

WHERE TO GO

Tourism: National and international tourist organisations, nautical charter companies, ports and marinas

GREEN
ZONE

WHAT TO DO

Sport and Activities: Sup, surfing, kiting, foiling and much more to have fun in the water

BLUE
ZONE

HOW TO GO

Yachting: The top Italian and international shipyards that are distinguished by their excellence

YELLOW
ZONE

HOW TO DO

Workshops and Laboratories: Activities to learn about sea culture and sea protection. Sea trials.

THE "DARSENA"

The event will make you discover all the places, activities and sustainability projects related to the world of water.

The event will involve the whole city.

The Darsena with its exhibition area, laboratories and kids area, the Navigli and all nearby streets will compose the Milan "Yachting District".

Last but not least, the Idroscalo will offer the possibility to sea trial the boats exhibited.

Area kids

Workshop

Boats

Sport & Outdoor

Tourism

Hospitality

Milano **Yachting** Week

WHY "LA DARSENA":

The Darsena of Milan is a place rich of history which testifies the transformation of the city from an industrial to a tourist centre. Returned to the city only a few years ago, after a long troubled period, **the Darsena is a port and a modern meeting place where cultural contaminations and initiatives follow each other throughout the year.** Mindful of the influence of Leonardo da Vinci, the Darsena is a place that looks beyond. The encounter between past and future has always been the main strength of the city.

30.000



Yachting
enthusiasts:

100.000



General:

400.000



Visitors in the port:

1.500.000



Visual contacts during
the event

700.000



Visitors in the Navigli:

3.000.000



Overage coverage of
the event

EVENTS

The Milan Yachting Week will include several events both in the Darsena and in the most prestigious places of the city:

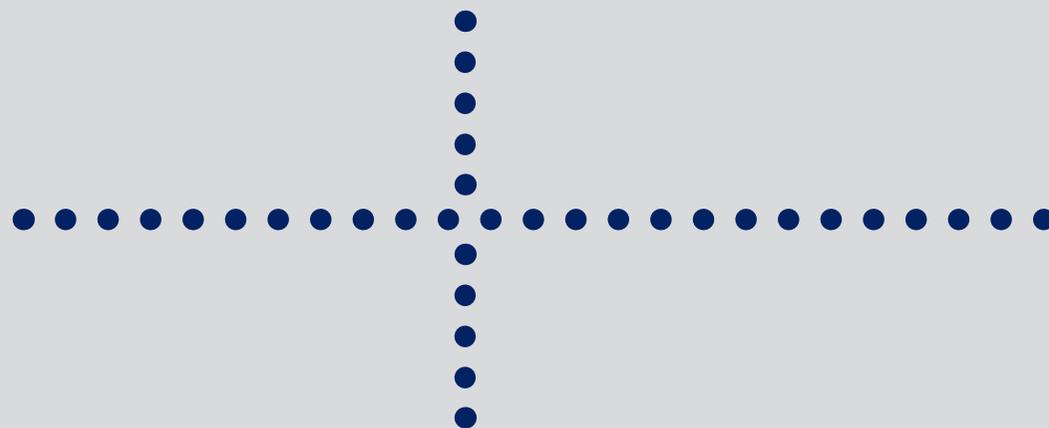
- Events related to the **sea, sport, tourism and environmental sustainability**
- Events of national significance, dedicated to both **visitors and yachting operators**

THURSDAY, 7TH

ECO WORLD, WATER AND TOURISM.

When a natural resource becomes an eco-friendly attraction.

Award ceremony for the best solutions found by companies, organisations, territories and people



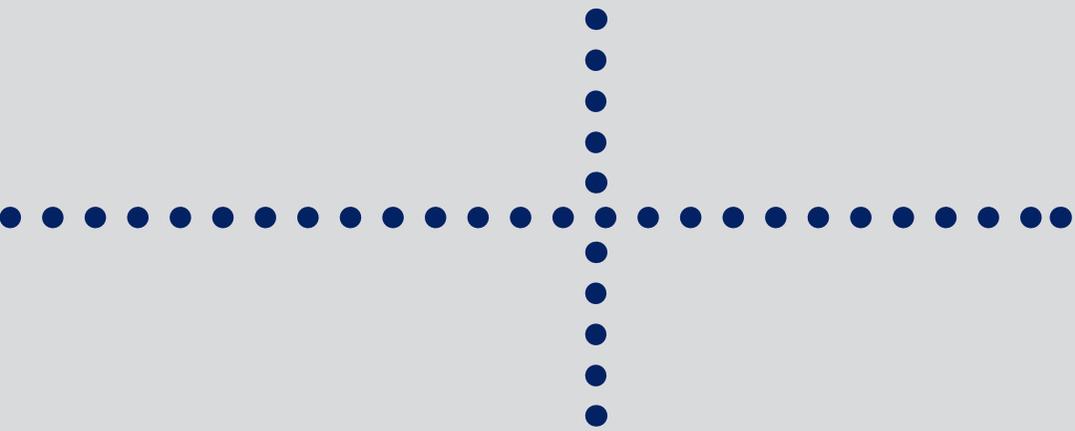
FRIDAY, 8TH MAY

Velista dell'Anno Award Ceremony

SATURDAY 9TH

SPORT IN DARSENA,
SAILORS AND ATHLETES OF
OTHER DISCIPLINES MEET THE
VISITORS

YACHTING WEEK SHOW
Night Show in the Darsena



SUNDAY 10TH MAY

Athletes tell about their
relationship with the sea

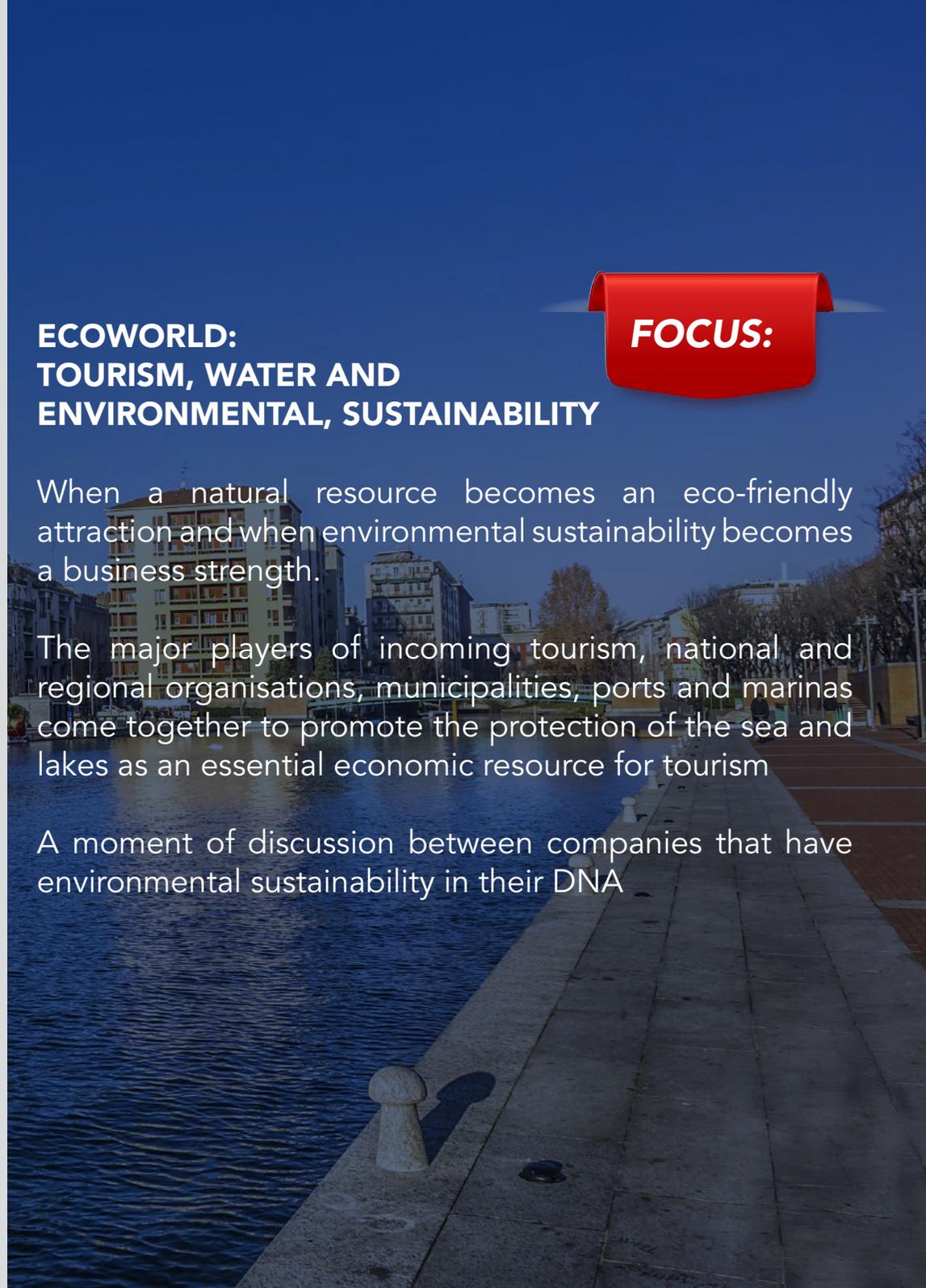
ECOWORLD:
TOURISM, WATER AND
ENVIRONMENTAL, SUSTAINABILITY

FOCUS:

When a natural resource becomes an eco-friendly attraction and when environmental sustainability becomes a business strength.

The major players of incoming tourism, national and regional organisations, municipalities, ports and marinas come together to promote the protection of the sea and lakes as an essential economic resource for tourism

A moment of discussion between companies that have environmental sustainability in their DNA





YACHTING WEEK SHOW

The show in the Darsena

A true show offered to visitors on Saturday evening.

A unique occasion to **enjoy the event in a different way and put visitors in contact with the Milan Yachting Week topics.**

YACHTING THE CITY

Milan dresses as a real seaside city

Shops, showrooms and pubs are part of the Milan Yachting Week with side events open to the public

Yachting the City is the group of events which are the leitmotiv of the Milan Yachting Week values.

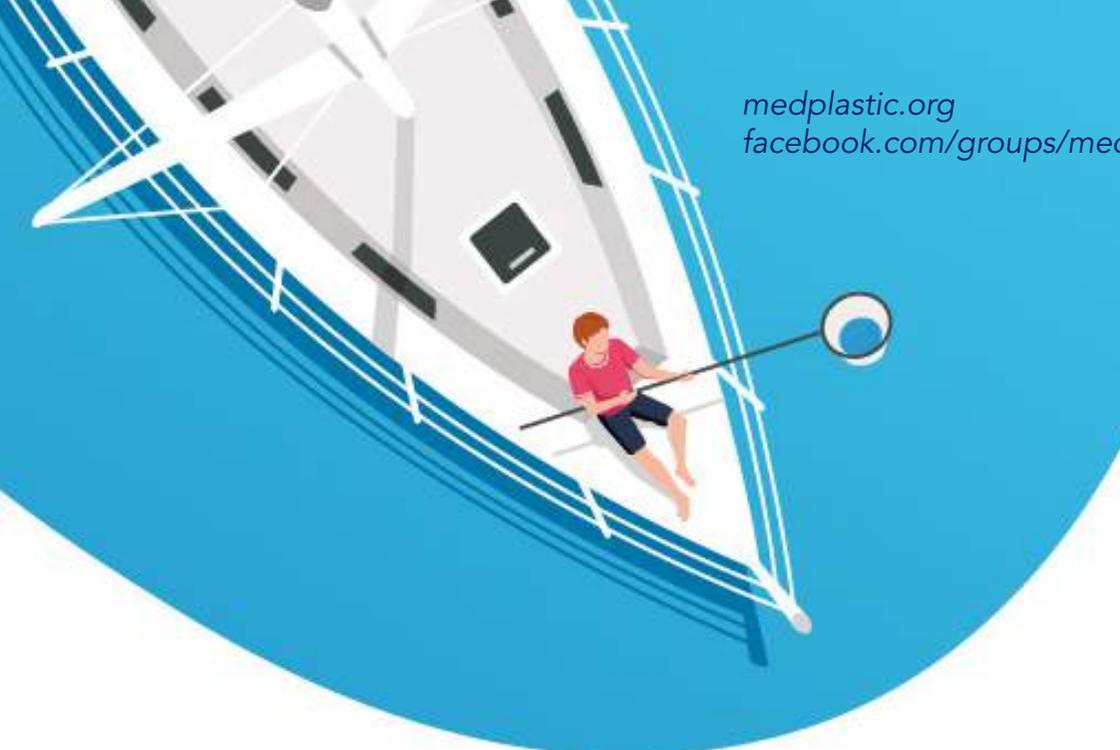
Main Areas:

Via Corsico

Naviglio Grande



FOCUS:



medplastic.org
facebook.com/groups/medplastic



2 YEARS
of activity

3.500
Kg collected

2.000
members

OUR ENVIRONMENTAL SUSTAINABILITY PROJECT

We were among the first to promote an initiative for marine and lake environmental monitoring and protection in Italy.

After 2 years, our community registers more than 2,000 members and 3,500 kilograms of plastic collected.

Our “plastic hunters” are part of a community of boat owners, sailors, yachtsmen and holidaymakers who spot and collect plastic (and waste) above and below the sea and send us their photos, specifying their position.

We draw up maps and statistics and document the situation of marine pollution with a 360-degree

editorial approach (paper magazines, Web and social networks).

Our success lies not only in the publications of the photos we receive but, above all, in awarding the best ones. **Starting from 2020, our initiative is also extended to whales and marine fauna which are in danger in the Mediterranean.**

The award ceremony will take place during the Milan Yachting Week. Among the initiatives, there are also a collaboration with the University of Milan, the Manifesto of the Eco-Sailor and a mapping of the Mediterranean “green” ports.

olastic
AKE ACTION



Medplastic
PRESENTA

IN COLLABORAZIONE CON
TAGHeuer

Il manifesto dell'ecomarinaio

Ci rivolgiamo a voi che avete scelto la barca a vela, il mezzo più ecologico che c'è, come compagna di avventure. A voi che avete già deciso da che parte stare: quella di **chi difende il mare**. Il vostro compito è importante: rispettarlo e farlo rispettare. Sia in navigazione, che nella vita di tutti i giorni. Fate vostro questo manifesto, condividetelo, **il Mediterraneo ha bisogno di voi**.

- 1 Spegnete il motore**
Una barca a vela è progettata per andare a vela ed esprimere la sua massima efficienza spinta dal vento e non dal motore. Navigate il più possibile a vela.
- 2 La barca non è una casa**
Riducete le vostre esigenze "casalinghe" a bordo, siate semplici: riducete al minimo l'uso di energia, in mare potete farne a meno.
- 3 Addio plastica mono-uso**
Eliminate la plastica **mono-uso** a bordo ovvero bicchieri, posate, piatti e cannucce usa e getta. Risolverate le "gavette" e le borracce in alluminio.
- 4 Ecopolizia**
Utilizzate detersivi e saponi biodegradabili. Anche per l'igiene personale e la pulizia della barca, preferite sempre prodotti eco. Evitate di usare le antivegetative vecchie e "fuorilegge", ad alta percentuale di rame.
- 5 Differenziata sì grazie**
La raccolta differenziata a bordo è possibile: i sacchi di plastica compostabile sono la soluzione più semplice.
- 6 Cambusa furba**
Per la cambusa, acquistate prodotti locali ed evitate imballaggi di plastica. Usate reti appendibili per conservare frutta e verdura. Travasate tutti gli altri cibi contenuti in sacchetti in contenitori ermetici.
- 7 L'acqua è preziosa**
Capite come evitare gli sprechi d'acqua. Non fatela scorrere inutilmente. Se fate la doccia in pozzetto, premete la pistola a intervalli, lasciando che l'acqua dolce dalla vostra testa corra lungo il corpo.
- 8 Acque nere e grigie**
Liberatevi delle acque nere solo con i sistemi di scarico presenti nei porti. Predisponete a bordo un altro serbatoio per le acque grigie (saponi, detersivi, acque trattate con prodotti non eco).
- 9 Ecoprotetti dal sole**
Evitate le creme e gli oli solari che contengono sostanze tossiche (come l'oxybenzone).
- 10 Energie rinnovabili**
Limitate al massimo l'uso del motore per ricaricare le batterie, attrezzandovi con pannelli solari, turbine a vento e idrogeneratori.
- 11 Il led è la via**
Scegliete il LED per le lampadine, i fanali di bordo e le luci di via: ridurrete drasticamente il consumo elettrico e non dovrete accendere il motore per ricaricare le batterie.
- 12 Occhio a gasolio e oli**
Quando fate rifornimento, aiutatevi con un imbuto e un panno per impedire sversamenti di gasolio. Occhio anche quando rabboccate l'olio motore o pulite le sentine.
- 13 Attenti al fondale**
Prima di ancorare, controllate le carte nautiche per conoscere il tipo di fondale. Evitate di gettare l'ancora sulle praterie di posidonia.
- 14 A "caccia" di rifiuti**
Se in navigazione vi imbattete in rifiuti e plastica galleggianti, raccoglieteli a bordo con l'aiuto di un retino. Portateli a terra e smaltiteli correttamente.

Time to take action!

Pensando, mi impegno a proteggere il Mediterraneo dal rifiuto.

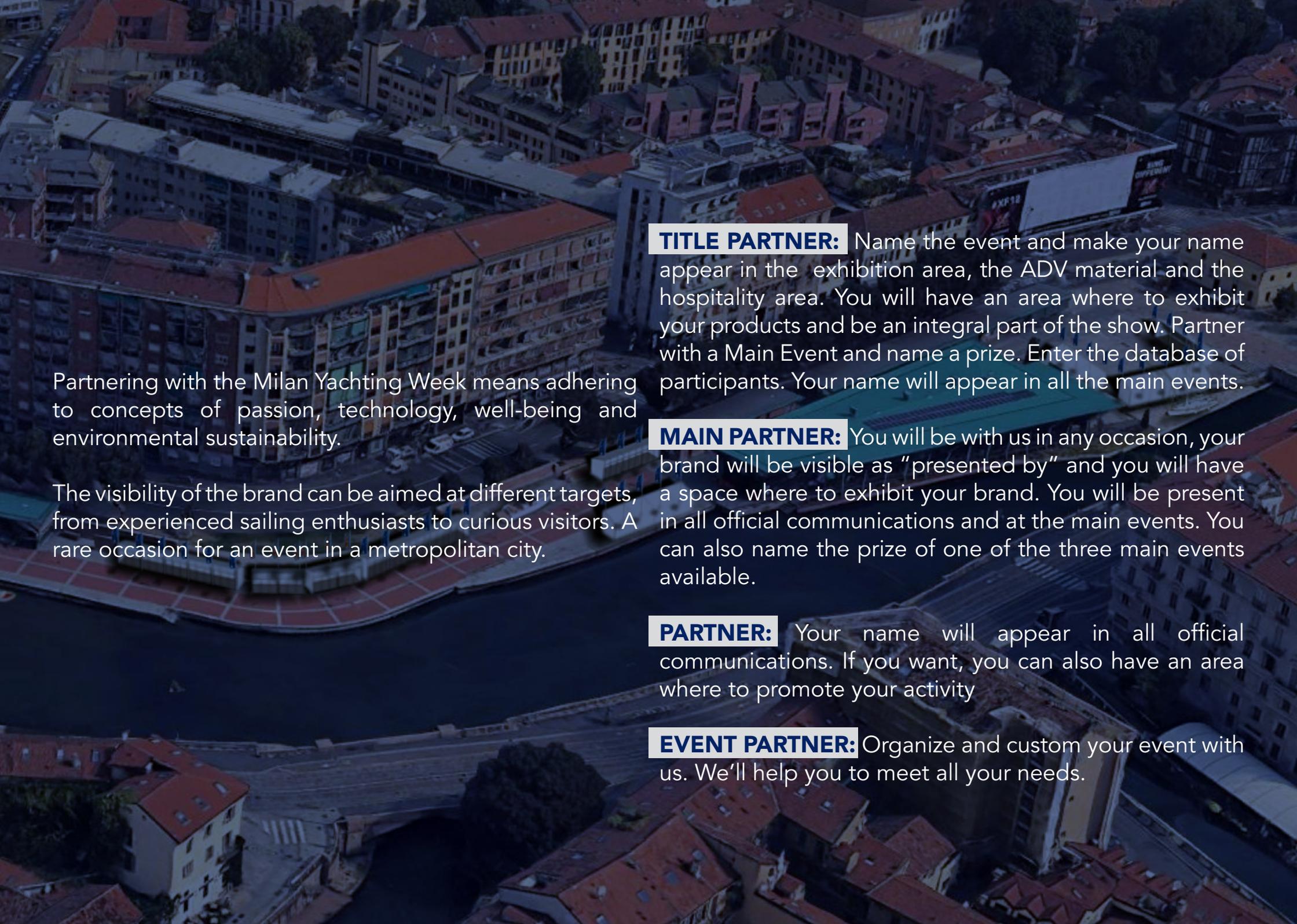
Medplastic Team



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If you partner with us, you can create the events you are most interested in to communicate the identity of your brand to our audience and to all lovers of sea and freedom.

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An aerial photograph of a city, likely Milan, showing a river (the Naviglio Grande) winding through the urban landscape. The buildings are multi-story, with red-tiled roofs and light-colored facades. The image is overlaid with a dark blue semi-transparent layer, which serves as a background for the text.

Partnering with the Milan Yachting Week means adhering to concepts of passion, technology, well-being and environmental sustainability.

The visibility of the brand can be aimed at different targets, from experienced sailing enthusiasts to curious visitors. A rare occasion for an event in a metropolitan city.

TITLE PARTNER: Name the event and make your name appear in the exhibition area, the ADV material and the hospitality area. You will have an area where to exhibit your products and be an integral part of the show. Partner with a Main Event and name a prize. Enter the database of participants. Your name will appear in all the main events.

MAIN PARTNER: You will be with us in any occasion, your brand will be visible as “presented by” and you will have a space where to exhibit your brand. You will be present in all official communications and at the main events. You can also name the prize of one of the three main events available.

PARTNER: Your name will appear in all official communications. If you want, you can also have an area where to promote your activity

EVENT PARTNER: Organize and custom your event with us. We'll help you to meet all your needs.



Milano Yachting Week

Vivi il mare a Milano
dal 7 al 10 Maggio 2020

www.milanoyachtingweek.com
info@milanoyachtingweek.com