MARINE BUSINESS NEWS

BOAT SHOWS

SEAQUIP 2026 report

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SEAQUIP 2026 Debuts in Milan with Strong Industry Engagement

The inaugural **SEAQUIP (March 4 to 6, 2026)– Mediterranean Yacht & Marine Equipment Trade Fair 2026** concluded in Milan after three days of strong industry participation, positioning the new B2B exhibition as a potential future meeting point for the international marine equipment supply chain.

Held at **Fiera Milano Rho**, the event attracted marine equipment manufacturers, yacht builders, suppliers, designers and industry media from across Europe and beyond. Organised by Easyfairs, SEAQUIP focused specifically on the technical supply chain supporting the global yacht and superyacht sector.

From the opening morning, **Hall 8** was busy with visitors exploring innovations in marine equipment, attending industry conferences and participating in the event's Standout Speeches programme.

Pier Paolo Ponchia, Managing Director of Easyfairs Italy, officially opened the event, outlining the ambition for SEAQUIP to become a long term platform connecting the international marine supply chain.

A central feature of the exhibition was the **Deck Area**, developed in partnership with 365 Yachting, which became a popular meeting space

for both informal networking and scheduled business discussions.

Daniele Guidi, Quality & Sustainability Manager at Italian marine component manufacturer Guidi, welcomed the arrival of a dedicated B2B event focused on equipment and technical suppliers.

“An important Italian B2B event dedicated to marine equipment is essential for the sector, and its location in Milan is ideal for ensuring an international dimension thanks to its prestige and accessibility,” Guidi said.

“We decided to participate in SEAQUIP from the beginning because we believe in this new exhibition and the opportunities it can create.”

Gianni Zucco, co-founder of water desalination specialist **HP Watermakers**, also reported strong activity across the show floor.

“I’ve seen a great deal of activity and I’m pleased that Milan can also attract the world of marine equipment and accessories,” Zucco said.

Innovation and Sustainability in Focus

Across the three days, a series of industry conferences addressed key technological and environmental developments shaping the future of yacht construction and marine systems.

One of the opening sessions, organised by the **R&D Department of Azimut I Benetti Group**, presented several collaborative innovation projects involving hybrid propulsion and energy management systems. These included partnerships with **ASEA Nautica**, **MAN**, and **SAIM**, highlighting ongoing developments in hybrid propulsion and onboard energy systems.

Decarbonisation was another major theme of the event. A panel titled **“The Frontiers of Decarbonization for Yachting”**, organised by classification society **RINA**, brought together representatives from **Volvo Penta, Vulkan, MAN, MTU and the Superyacht Builders Association**

(SYBAss) to discuss regulatory developments and emerging technologies designed to reduce emissions in the superyacht sector.

Another session titled **“The Foiling Frontier”** explored the increasing role of hydrofoil technologies in yacht design and performance, with contributions from **Ferretti Group, Sanlorenzo Yacht, RINA and the Foiling Organisation**.

Alongside the conference programme, exhibitors hosted a series of **Standout Speeches** at their stands, presenting new products and specialised solutions.

Italian chemical specialist **Nuncas Italia** delivered a presentation titled *The Future is Biodegradable in Seawater*, highlighting environmentally responsible cleaning products for the marine sector.

Meanwhile **Mimetika Yacht Wrapping** explored the growing demand for protective and decorative film solutions used to refurbish and customise yacht exteriors and interiors.

Premium audio brand **Sonos** also showcased its multi zone wireless audio systems designed specifically for the yacht and superyacht environment.

Strong Industry Networking

Day two of the exhibition saw continued strong engagement from industry professionals, with many participants highlighting the value of the show as a networking platform.

Francesco Carmaschi, Head of Sales at marine equipment distributor **Osculati**, reported productive business discussions throughout the event.

“We are very satisfied with the quality of the meetings we had during the fair,” Carmaschi said.

“With its strategic location and strong organisation, SEAQUIP has the potential to grow further and establish itself as an international point of reference.”

Mattia Forzani, OEM Key Account and Export Manager at **Oioli Rubinetterie**, which made its debut in the nautical sector at SEAQUIP, also praised the event organisation.

“We particularly appreciated the innovative badge system, which made registration and access to stands simple and immediate,” Forzani said.

“Our first participation in the nautical sector proved to be very positive.”

Visitors also noted the opportunity to connect with suppliers not always present at larger international boat shows.

Enrico Ferlazzo, Project Manager at Italian shipyard **Antonini Navi**, said the event provided valuable opportunities to discover new suppliers.

“This fair represents a great opportunity to meet professionals who do not always attend other international events,” Ferlazzo said.

“We also saw strong interest from visitors and several companies already expressed their intention to return next year as exhibitors.”

Advanced Materials and Circular Manufacturing

A major focus of the conference programme was the use of advanced materials and sustainable production techniques in yacht construction.

A panel titled **“Additive Manufacturing Sets Sail in the Marine Industry”** examined the growing role of 3D printing and advanced composite materials in marine manufacturing. The session featured contributions from **Superfici SCRL, AOC, 3ntr, Ideal-Form, MadeInAdd and Politecnico di Milano**.

Another technical session addressed **surface finishing technologies and environmental challenges in offshore applications**, with speakers from **Savim Europe, Kenosistec, Geico, Verind, Fismet Service and POLIEFUN**.

One of the most widely discussed presentations focused on the **regeneration of carbon fibre composites**, highlighting the launch of **FIB3R**, an industrial scale recycling facility developed by **Herambiente, part of the Hera Group**.

The plant is the first in Europe capable of regenerating carbon fibre composites on a large scale, allowing materials recovered from boats and yachts to be reused in future production, supporting a more circular marine supply chain.

The project involves collaboration with **Sanlorenzo Yacht, the University of Bologna and the Angeloni Group**.

Marketing and Design Conversations Close the Event

The final day of SEAQUIP continued the conference programme with sessions exploring the intersection of marketing, design and customer experience within the luxury yacht market.

A panel titled **“Marketing in the Nautical Sector: Creating Memorable Experiences Along the Luxury Customer Journey”** examined how storytelling, digital media and experiential marketing are reshaping how yacht brands engage with customers.

Participants included representatives from **Esprit Digital Agency, Nerea Yacht, Equipe International, Creative Lab 356 and The Thinking Factory**.

Another session focused on **responsible interior design and sustainable materials**, featuring speakers from **WOSA, Paola Lenti, Dragoni Design Lab, Elessargery and Prodital Leather**.

Positive First Edition

As the exhibition concluded, industry participants reported that the event had successfully created a new platform dedicated to the marine equipment supply chain.

Matteo Cecada, Chief Technical and Operations Officer at **Ferretti Group**, highlighted the timing of the show as one of its key advantages.

“In a yachting calendar that is already very busy, March is an ideal period,” Cecada said.

“The digitalisation of the event also made it easier and faster to connect with suppliers and industry professionals.”

Tiziano Giennessi, Technical Office Coordinator at **Cantieri di Pisa**, noted that the exhibition was particularly strong from a technical perspective.

“I found the fair strongly oriented toward technical aspects,” he said.

“As an architect I believe future editions could also include more space dedicated to interiors and furnishings.”

Several exhibitors have already confirmed plans to return for the next edition. Jans Greve, owner of Dutch marine equipment supplier **STC Trade**, said the company had already reserved a stand.

“This exhibition generated several interesting contacts,” Greve said.

“It has all the potential to grow and attract an even wider international audience in the future.”

With strong attendance, active networking and a clear focus on the marine equipment supply chain, **SEAQUIP’s debut suggests Milan could become an important new meeting point for suppliers supporting the global yacht industry.**

For more information about SeaQuip visit their website ***HERE***

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