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**BLUE ECONOMY
SUMMIT & TRADE**

BLUE MEDIA

*16-19 November 2026 | Genoa, Italy |
Blue Pavilion - Jean Nouvel*

BLUE MEDIA

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BLUE ECONOMY
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The BLUE ECONOMY SUMMIT & TRADE Show 2026

16-19 November 2026 | Genoa, Italy | Blue Pavilion - Jean Nouvel

The biennial event by Blue Media is born — the new international reference point for the Blue Economy.

Conferences, workshops, exhibition areas, and networking opportunities. An international gathering where connections turn into opportunities.



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About BEST

A strategic moment of encounter, dialogue, and future-building that brings together, on a single platform, the key players of the maritime, port, logistics, and technology sectors.

- A strategic moment of encounter, dialogue, and future-building that brings together, on a single platform, the key players of the maritime, port, logistics, and technology sectors.
- An event of both national and international relevance, recognized as a meeting ground for debate among institutions, companies, associations, research centers, and industry stakeholders.
- An integrated ecosystem that combines exhibition and conference, creating an active, innovation-oriented community.
- A space for operational dialogue, featuring working groups and round tables with Ministries, the European Commission, Trade Associations, and local Institutions.
- A concrete opportunity for networking, business development, and cooperation among companies, operators, training entities, and investors.
- Building a community through both exhibition and conference formats
- Presentation of studies and research by certified companies and experts
- Focus on education: cooperation with universities, tech and maritime development centers, and Merchant Academies
- Seminars and workshops organized by private companies and industry associations
- Partnership opportunities with international associations and organizations

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Audience

- Trade Associations
- Insurance Companies – Law Firms – Banks
- Classification and Registration Societies
- Bunker and New Fuel Companies
- Shipyards and their Brands
- Port Authorities, Terminal Operators, National Cargo/Cruise/Yacht Operators
- Non-profit Associations and Foundations
- Cargo, Cruise, and Ferry Shipping Companies
- Design Firms and Architectural Studios
- Energy Companies
- Maritime Tech Companies
- National Ministries / European Commission
- Freight Forwarders
- Food & Beverage Freight Forwarders for the Expo
- Start-ups in Yachting, Innovation, and Sustainability
- Universities and Technology Hubs
- Technology Companies
- National and International Bodies for the Protection of Seafarers
- Tourism Entities: Mayors and Tourism Boards, Tour Operators, National and European Associations, Marinas
- National Logistics and Distribution Companies

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Exhibitors

Transports – Port Infrastructures – Ports and Terminal Operators	Procurement – Technical – Interior – IT – Retail
Tourism Government Agencies – Destination Management Companies – Sustainable Projects for On-Land Services	Marine Life Protection – Environmental Research and Reports – Legislation and Foundation Engagement
EU Parliamentarians – National & International Ministries – Government Authorities	Food & Beverage – Equipment and Supplies
Shipbuilding and Repair – Architects and Designers	Banks – Insurance – Risk Assessment – Legal Firms
Bunker & Fuel Companies	Cruise Lines - Cargo Lines - Ferry Lines - Yachting Industry
Associations (National & International)	

Floor plan

Ground Floor

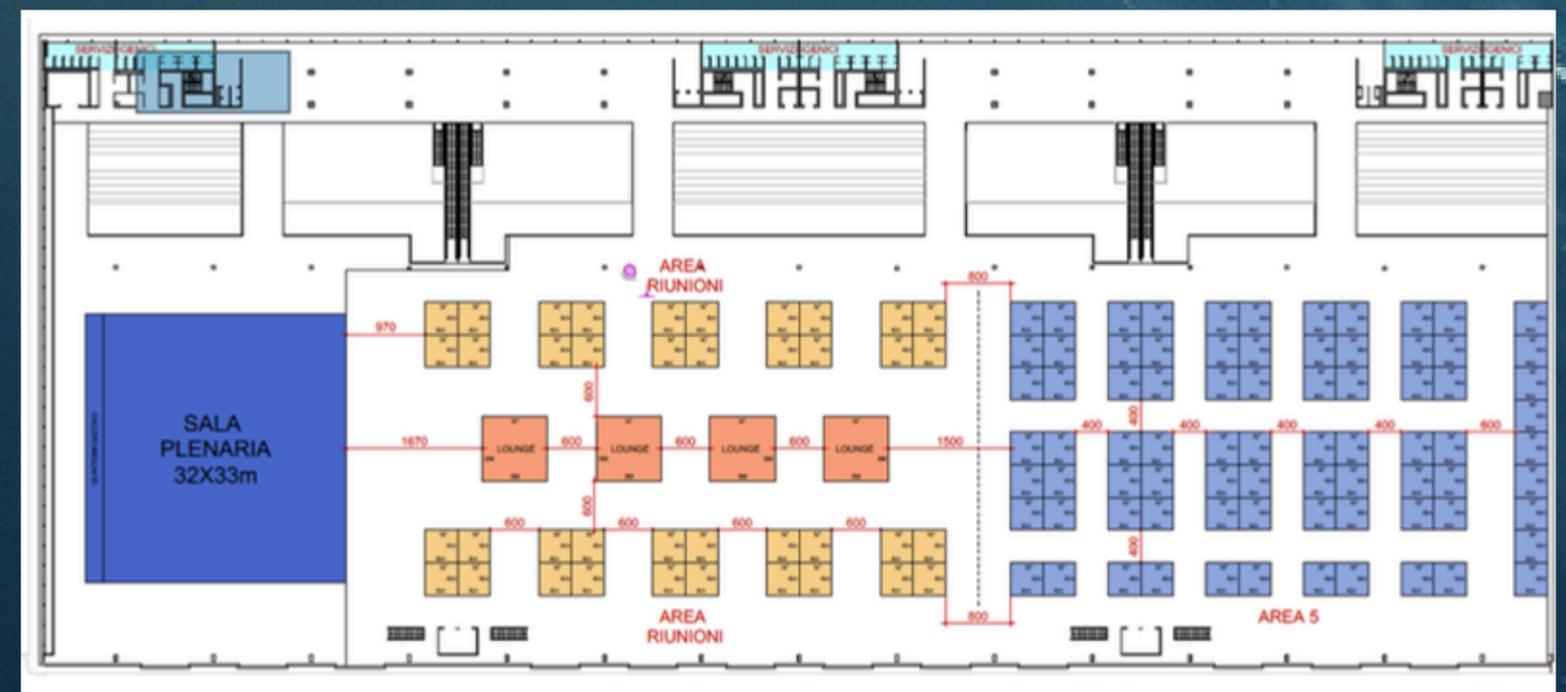
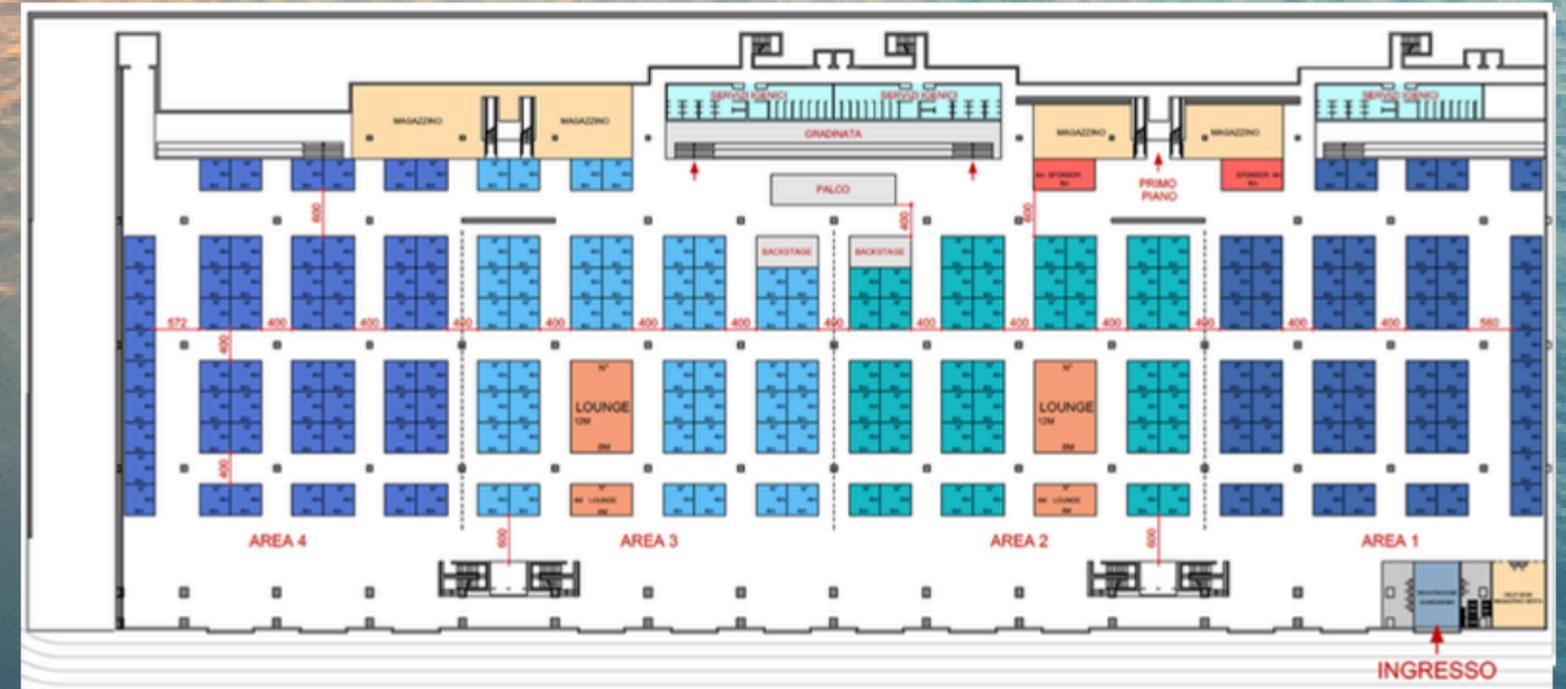
The ground floor hosts 4x4 stands and lounge areas

Mezzanine

The mezzanine, on the mountain-facing side, houses the refreshment area. The sea-facing side offers private rooms.

First Floor

The first floor includes two conference rooms, a meeting and networking area with customizable lounges available for private appointments, an additional exhibition area, and an arena for presentations.



- To build and strengthen valuable relationships

Meet strategic partners, national and international stakeholders, exhibitors, qualified visitors, and public decision-makers.

- To share and enhance know-how

Present studies, research, success stories, and innovative solutions to a targeted and authoritative audience.

- To invest in training and the future

Take part in seminars, workshops, and projects with universities, technical institutes, technology development centers, and maritime academies.

- To establish strategic alliances

The event will be an opportunity to formalize partnerships with key Trade Associations and Institutions involved.

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