

BEST – The Blue Economy Summit & Trade Show

BEST: November 16–19, 2026

Italy takes center stage in the Blue Economy

The event dedicated to the maritime economy will make its debut in Genoa: four days of high-level conferences and discussions bringing the international elite of the sector to Italy. This biennial event will gather experts, institutions, and companies from around the world, alongside a 20,000-square-meter exhibition area expected to host more than 250 companies.

Genoa, April 20, 2026 — Italy is getting ready to host the first-ever edition of BEST – The Blue Economy Summit & Trade Show, a biennial summit set to become a new global benchmark for the maritime economy. The event will take place **in Genoa from November 16 to 19, 2026**, at the **Waterfront di Levante – Jean Nouvel Pavilion**, bringing together leading players from a sector that, according to the latest data, represents a cornerstone of the global economy.

In Italy alone, the Blue Economy generates over €216 billion – approximately 11% of the national GDP – and employs around one million people.

Covering 70% of the Earth’s surface, the ocean supports more than 90% of global trade. It also carries 99% of world data traffic through submarine cables, confirming its role as a critical strategic infrastructure for the global economy. It is a domain where geopolitical balances, economic interests, and technological innovation converge, while also playing a central role in energy transition and sustainability. Maritime transport enables the movement of goods with a significantly lower environmental impact than road transport (up to six times less polluting) helping to make global value chains more efficient and sustainable.

Within this context, Italy enjoys a natural competitive advantage: its central position in the wider Mediterranean and its more than 8,000 km of coastline make it a key logistics and production hub. A significant share of national import-export flows moves by sea, around 60% of imports and 50% of exports, highlighting how strongly the Blue Economy drives the country’s growth and competitiveness.

BEST was created to interpret and guide this evolution. Promoted by Blue Media, a company within the MSC Group active in media, publishing, and events, **the initiative aims to provide a strategic platform for dialogue, innovation, and development. It will bring together key stakeholders from the maritime, port, logistics, technology, energy, tourism, and financial sectors**, alongside institutions, universities, research centers, and startups. The goal is to help shape the future of the Blue Economy by addressing its challenges and unlocking its opportunities at both national and international levels.

The Summit builds on the broader journey launched by Blue Media in 2025, “**Road to BEST,**” a **nationwide roadshow** that will run through 2027, reaching ports and cities across Italy to engage stakeholders and industry professionals through local events and initiatives. To date, eight legs have already been completed, with the ambition of progressively **amplifying the voice of an increasingly wide range of local and national Blue Economy players**, first across the Mediterranean community and subsequently at the international level. The first event in 2026 kicked off on February 20 in Catania, marking the start of the new roadshow year. The full calendar is now available on official channels.

The November 2026 event will welcome a broad and highly qualified audience, including energy and industrial companies, port operators, cargo and cruise shipping companies, universities and technology hubs, tourism organizations, industry associations, maritime training institutes. The event will also bring together banks, insurance companies, specialized law firms, and suppliers. Over four days participants will have the opportunity to experience the Blue Economy at the forefront, share know-how, showcase success stories, and invest in the skills of the future.

BEST is designed to be far more than a conference, it is a **fully integrated experience combining a summit, conferences, institutional meetings, and an Expo designed to create meaningful networking opportunities** and direct the attention of all stakeholders toward the future. Through thematic working groups and operational dialogue with Ministries, institutions, the European Commission, and key decision-makers, the event offers a **unique platform to assess progress in research and development, sustainability, innovation, digitalization, and competitiveness across maritime, energy, and shipping value chains.**

Alongside the scientific and institutional program, the **Trade Show & Expo will serve as one of the beating hearts of the event. Spanning 20,000-square-meter, the exhibition area will host more than 250 booths** featuring companies, organizations, and startups showcasing innovative technologies, services, and solutions for maritime industries, logistics, energy, design, education, and environmental protection. The Expo area will also include presentations, workshop and seminar spaces, private meeting lounges, and a structured schedule of business meetings between buyers and vendors, designed to turn networking into concrete, long-term partnerships. The initiative will also stand out for the broad and cross-functional involvement of Procurement, bringing together buyers from all major operational areas — ranging from technology and IT to design, hospitality, and food & beverage — in a coordinated effort aimed at creating business development opportunities across the entire value chain.

With BEST, **Italy and Genoa will strengthen their role as a natural hub for the Blue Economy**, enhancing their industrial, port, and cultural heritage while positioning themselves as a stable international reference point for dialogue among leaders in business, innovation, and maritime sectors. The event is designed to generate new collaborations, business opportunities, and shared projects, making a concrete contribution to the sustainable development of the Blue Economy.

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Blue Media

Blue Media is a company operating in media, publishing, and events, founded in 2024 by the MSC Group. It focuses on producing high-quality information, data, and analysis across the global Blue Economy ecosystem: economic activities related to oceans, seas, and coastal areas, from maritime transport and ports to coastal tourism, from fishing to emerging technologies, as well as broader topics spanning the maritime, logistics, transport, and tourism sectors.

*Among the group's editorial products is *Il Secolo XIX*, a Genoa-based daily newspaper founded in 1886, alongside a new bilingual vertical platform dedicated to the Blue Economy launched in 2025. The company also manages a portfolio of specialized publications, including *The MediTelegraph*, *L'Avvisatore Marittimo*, and *Tecnologie Trasporti Mare (TTM)*.*