



**SNIM
2025**

21th

SALONE NAUTICO DI PUGLIA

9/13 OCTOBER 2025 | BRINDISI MARINA

The PUGLIA BOAT SHOW

the outcome of 20 successful editions

The 20th Puglia Boat Show 2024, held in Brindisi, confirmed and expanded its role as a benchmark for the Italian and Mediterranean nautical industry. With a significant presence of operators, professionals, and enthusiasts in the field, this edition served as a meeting and exchange opportunity for the entire nautical sector, reflecting the growing interest in the industry and strengthening the bond between the event and the Puglia region.

An extraordinary involvement of the local community: countless visitors from all over Puglia and neighboring regions crowded the port of Brindisi, which for five days transformed into a grand celebration of the sea. It was not just a trade fair but also an occasion to promote maritime culture through experiences that included meetings, exhibitions of new technologies, and state-of-the-art boats, along with a range of activities designed for the public.

Companies specializing in nautical accessories, shipyards,

and firms offering nautical services seized the opportunity to present their new products as exclusive previews, capturing the interest of buyers and representatives from the tourism and hospitality sectors.

Networking activities, including round tables and B2B meetings, contributed to strengthening relationships and collaboration opportunities within the nautical world. Furthermore, the 2024 edition witnessed strong institutional participation, with the presence of representatives from local, regional, and national authorities, demonstrating that the nautical sector is a strategic resource for the region.

The event celebrated its new slogan, unveiled during the Genoa Boat Show, "Route to Puglia," aimed at positioning the region as an ideal destination for nautical tourism. This initiative reinforces the connection between the sea and the region's beauty, with a clear invitation to rediscover and experience Puglia through navigation.

In conclusion, SNIM 2024 was a success, reaffirming itself as a key event for the entire nautical sector and acting as a driver for the economy and the promotion of the region.

Goals 2025

SNIM aims to solidify its role as a benchmark of excellence in the nautical sector by pursuing clear strategic objectives.

Sustainability and Innovation:

Strengthen the development of green technologies for the use of new fuels in propulsion systems and promote sustainable infrastructures, such as "e-ports," positioning Puglia as a centre of excellence in the industry.

Training and Employment:

SNIM seeks to intensify training programs in collaboration with companies and institutions to create new job opportunities in professions linked to the "blue economy."

Growth of the Blue Economy:

Plans include expanding the integration of technological innovation, nautical tourism, and the enhancement of local



marine resources to support a sustainable and inclusive economic development model.

International Expansion:

Strengthen international partnerships, attracting investments to boost the shipbuilding supply chain and consolidate Puglia's position as a global reference point.

Engaging Exhibition Experience:

Further enhance visitor experiences with interactive activities, sea trials, and dedicated water sports areas to attract an increasingly broad and diverse audience.

The event also aims to surpass the achievements of previous editions by increasing the number of exhibitors and visitors, further cementing its position as an international showcase for the nautical industry.

PRESIDENT Giuseppe MEO **passion for Puglia** **and sailing**

The 20th edition of SNIM achieved extraordinary results. This year, we reached unprecedented milestones, firmly establishing our event as a key reference point for the nautical industry in Italy and the Mediterranean.

The presence of leading companies in the sector reaffirmed SNIM's strategic importance and Puglia's potential to become an international nautical hub. Through promotional efforts and the development of young talent, we are building a promising future for our region.

I am particularly pleased with the "Routes of Taste" initiative, which engaged the Brindisi community and enriched the SNIM experience.

With the slogan "Route to Puglia," we have charted a clear and ambitious course for the future of Puglia's nautical sector.

I extend my gratitude to everyone who contributed to this success and invite you to continue sailing with us towards new and exciting challenges.

Giuseppe Meo
President of SNIM



20th edition

SNIM is experiencing significant growth, reaffirming its central role in the nautical industry. The most recent edition saw an increase in visitor numbers compared to the previous year, reaching 28,000 attendees, a clear sign of the event's growing appeal. Exhibitor participation also rose by 20%, surpassing 180 participants, thanks to the involvement of leading companies and emerging players in the sector.

Additionally, the number of events expanded, with the launch of the "Routes of Taste" initiative this year, a programme blending food, music, and conferences, offering an increasingly comprehensive and engaging experience for professionals and enthusiasts alike.

These remarkable results have created a ripple effect: requests for participation in the 2025 edition have already doubled, reflecting SNIM's growing recognition as a leading platform for innovation and networking.

These figures not only attest to the success of the latest edition but also set the stage for an even more ambitious event, with the goal of surpassing current numbers and continuing to grow in terms of economic impact and international visibility.

28.000

is the number of visitors
with an increase
of 30% every year



**A positive balance for companies
and exhibitors confirms that SNIM
works from a commercial point of view!**

Giuseppe Meo



A point of reference for regional and national nautical industry that grows year after year.

180 Exhibitors 15 Conferences 4 Concerts

8 sporting events
10 refreshment areas



sport



blue economy



media



nautica



mare



pesca



formazione



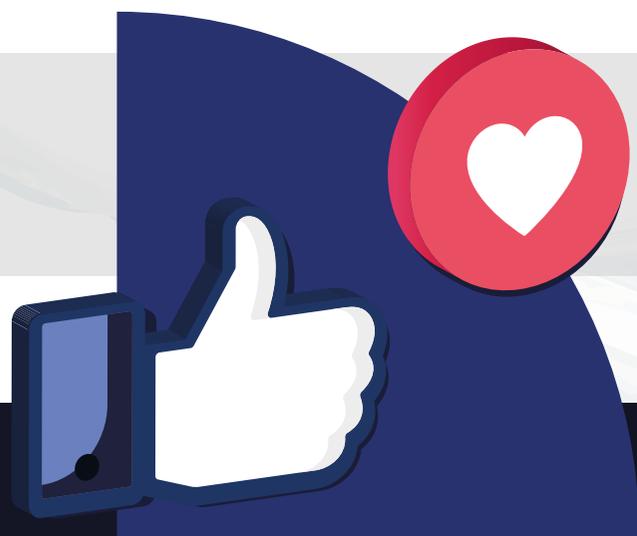
Social Media



SNIM's social media channels have seen a remarkable increase in visibility, reaching a total of 8,561,710 users on Facebook and Instagram. The growth in followers is evident, with 10,800 on Facebook and 2,700 on Instagram, highlighting the rising interest and strong engagement of the audience. These results demonstrate how SNIM's online presence continues to expand, attracting more and more enthusiasts and professionals from the nautical sector.

A key factor in this success has been the involvement of influencers, who, through their creative content and targeted collaborations, have helped reach an even wider and more diverse audience.

The shared experiences of Maurizio Bulleri, The Sea Team, and Nonsolomaretv have significantly boosted the visibility of the SNIM brand, strengthening its digital presence and fostering authentic engagement with the community.



FB Follower **10.800**

IG Follower **2.700**

Total users reached IG + FB

8.561.710,00

Our influencers



132k follower
400k views



Maurizio Bulleri

Maurizio Bulleri, journalist and the face of The Boat Show, runs an Instagram channel dedicated to the nautical world. With a contagious passion for the sea, he brings us aboard the latest innovations in the industry, sharing detailed reviews of boats, engines, and accessories. For the second year, he has served as an ambassador for SNIM.



140k utenti
20k views



The Sea Team

The Sea Team, led by Carlo Luongo and Marika Buonanno, is a YouTube channel dedicated to the nautical lifestyle. They share practical tips for boat maintenance, reviews of vessels and accessories, and provide an in-depth look at nautical living. Their enthusiasm has won the hearts of both exhibitors and visitors.

Be a

protagonist

in our >> event!



Location

Seize all the

opportunities

for your brand

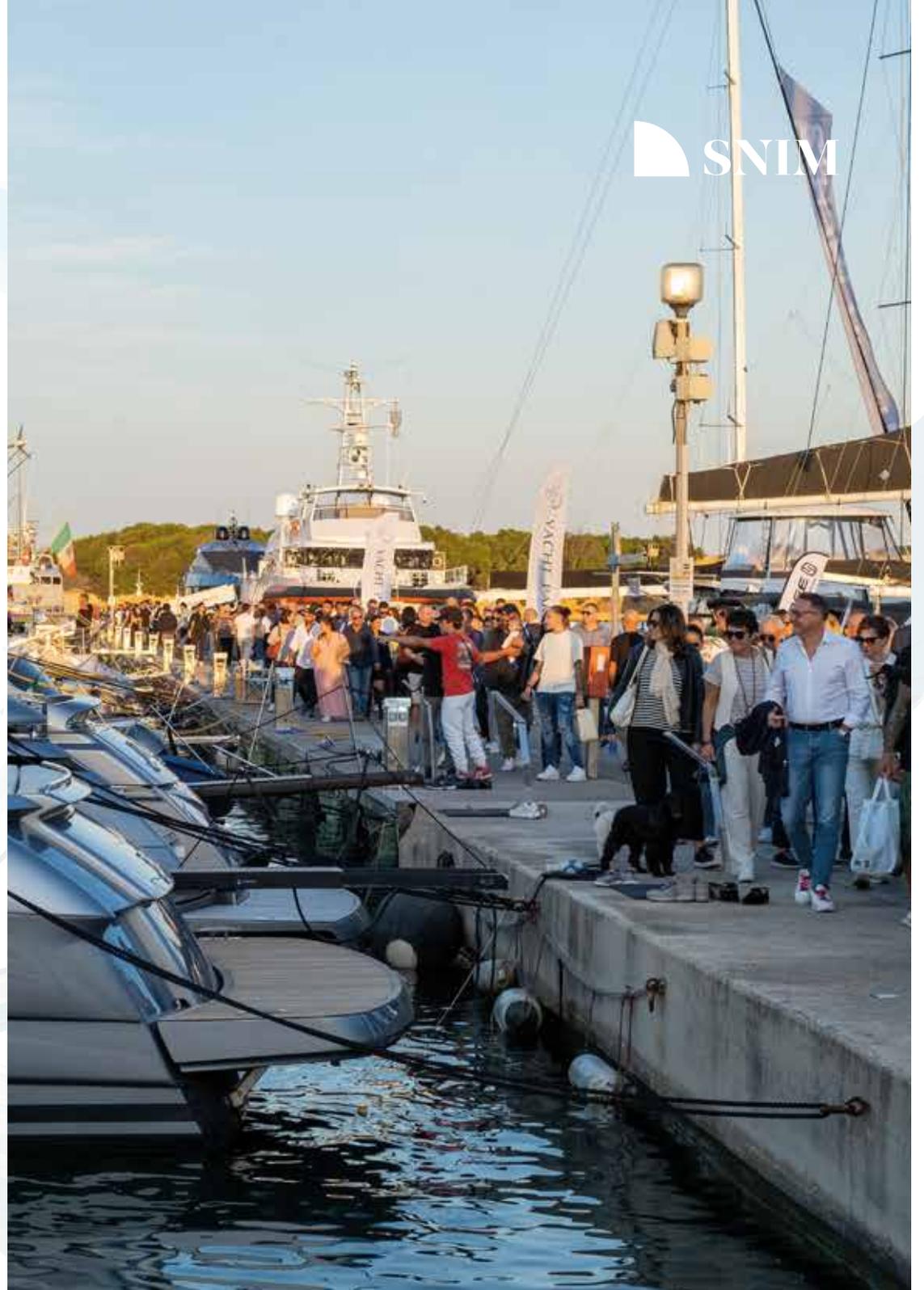
>> at SNIM 2025



The Event









21th
**SALONE
NAUTICO
DI PUGLIA**
9/13 OCTOBER 2025 | BRINDISI MARINA

event organized by
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