

SEATEC EVOLVES INTO SEATECHNOLOGY IN THE FRAMEWORK OF TUSCANY YACHTING WEEK SCHEDULED FROM MARCH 10 TO 13, 2026 IN VERSILIA

After 23 years, Seatec, the only event in Italy dedicated to companies operating in the naval and recreational boatbuilding industry, is evolving and taking a new direction within the context of the now well-established Tuscany Yachting Week, which has been held for three years in Versilia, the beating heart of high-end recreational boatbuilding. It is also taking place in conjunction with YARE, the international event dedicated to superyacht refit and aftersales, becoming Seatechnology, a holistic event for the sector.

Seatechnology 2026, scheduled for March 12 and 13 in Carrara, inaugurates a new phase in Seatec's journey and presents itself as "Your start-hub to the Yachting Industry": a starting point and connection point for companies, professionals, and operators working in the various segments of the nautical supply chain.

The event takes place within Tuscany Yachting Week, scheduled for March 10 to 13, 2026, between CarraraFiere in Marina di Carrara (Seatechnology) and Viareggio (YARE), consolidating Tuscany's role as a reference point and networking hub within the Mediterranean region.

The goal of Seatechnology is to offer a space dedicated to the technologies, innovation, materials, and processes that contribute to the development of the Yachting Industry, with a focus that integrates technical content, opportunities for discussion, and structured activities to foster professional relationships.

The 17th edition of Compotec Marine, a section dedicated to composite materials and their applications in the marine sector, will also be present alongside the event. This is the only trade event in Italy specifically dedicated to this sector.

Seatechnology will also host the second edition of "Un Mare di... Start-ups," (A Sea of Start-ups) an area dedicated to innovation, new projects, and research applied to the yachting industry.

The initiative—curated by Navigo, IMM, and Vannucci Advisors—will offer visibility to start-ups, universities, and research centers developing solutions related to digitalization, sustainability, advanced materials, and the energy transition. The area will feature exhibitions, pitches, technology demonstrations, and networking opportunities, with a focus on fostering dialogue between innovation and industry. The heart of the space will be the Innovation Agora, an area dedicated to presentations and discussions between companies, technicians, and stakeholders, with the aim of fostering new collaborations and development paths.

Alongside the innovation area, Tuscany Yachting Week will also host "A Sea of... Skills," promoted by Navigo, IMM, and the Tuscany Nautical and Port Technology District. This event will bring hundreds of students, among others, to Marina di Carrara to participate in lectures, discussions, and meetings with industry leaders: CEOs, planners, international marketing experts, marina managers, designers, and representatives from the technical services sector. The goal is to offer an immersive training experience, as well as refresher courses on the skills required by the market, and a firsthand look at the evolution of the yachting industry.

Contents and Focus of the 2026 Edition

The keywords for the 2026 edition aim to represent and enhance innovation in the sector, with an approach geared towards dialogue between companies, designers, technicians, and innovative businesses.

AI Revolution

Artificial intelligence will be the focus of a discussion dedicated to its applications in production processes, data analysis, predictive maintenance systems, and on-board technologies. The goal is to observe how AI is transforming operational methodologies and management tools, with concrete approaches geared towards industrial use.

B2B Matching

The B2B meeting program allows construction sites, companies, suppliers, and supply chain operators to arrange structured appointments. The meetings foster the exchange of technical information, the presentation of new projects, and the building of professional relationships useful for business development.

Sustainability

Sustainability is addressed in terms of materials, processes, energy consumption, and resource management.

Academy

The Academy area hosts training sessions for technicians, designers, shipyard representatives, and company operators. Content includes regulatory updates, methodological insights, and case study analyses, with the aim of fostering professional development.

Expo

The exhibition space hosts companies presenting components, onboard systems, software, materials, and solutions related to the production and management of boats. The Expo provides a vantage point for technological developments in the supply chain, facilitating discussions between manufacturers and end users.

Marina Connections

Focus on the role of ports in the Mediterranean Yachting Industry and their interconnection, with a focus on services, management, and the operational needs of vessels, considering the strategic importance of marinas in the area.

Shipyard Networking

The importance of the role of shipyards and a specific focus on bringing together companies in the supply chain and builders.

Other events have also been confirmed, including the Composite Innovation Area, dedicated to innovations in composite materials, the Qualitec Technology & Design awards, and the MYDA - Millennium Yacht Design Award, an international competition dedicated to pleasure boat design, open to both new and professional designers. The competition will focus on the "New Projects" theme, with the winners having their projects displayed in a specially set up exhibition.

Seatechnology 2026 thus confirms its position as the Mediterranean region's benchmark for Yachting Industry innovation: an opportunity to closely observe the sector's evolution and help shape the future of the Yachting Industry.