



AGENDA

DAY 1 OPERATIONS AND SUSTAINABILITY

- 09:00 **Opening address by authorities**
- 10:00 **Keynote by Bill Yeargin** - CEO Correct Craft
- 10:20 **State of the Industry around the globe** – moderated panel
- 10:45 - 11:00 *Coffee break and Exhibition*
- 11:00 **Developing sustainable solutions for the future**
- 11:00 ICOMIA briefing of the outcomes of de-carbonization study by Ricardo UK
 - 11:05 De-carbonizing the leisure marine industry - how to align the industry
 - 11:30 How environmental programs are influencing marinas and boaters
 - 11:45 Marine protected areas by Oceano Azul Foundation
- 12:00 **Marina fast forward - Marina of the future** - roundtable format
- 12:00 Future of technology
 - 12:15 Future of marina equipment
 - 12:30 Future of Marina services
 - 12:45 Future of consumer behavior
- 13:00 - 14:00 *LUNCH and Exhibition*
- 14:00 **Operational challenges and mitigations**
- 14:00 'one year post-Hurricane Ian' presentation
 - 14:15 A fire in a marina - lessons learned
 - 14:30 Leading, Developing, Finding & Keeping the Marina employees
 - 14:45 Maintenance tools - avoiding fast degradation
- 15:00 **Finding your niche in the marina world**
- 15:00 Best examples of profitable approaches to long-term businesses and concessions
 - 15:15 Superyacht sector
 - 15:30 mooring possibilities - smart lifestyles
- 15:45 - 16:00 *Coffee break and Exhibition*
- 16:00 **Sustainable innovations R&D**
- 16:00 Plymouth University studies
 - 16:15 Sustainable and Ecological anchorage - Algarve University
 - 16:30 Solar Concepts
 - 16:45 Successful development process of an award-winning product
- 17:30 **Conference Day closing**
- 18:30 **Welcome cocktail at Puro Beach club** – network event

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DAY 2 MARINA TOUR PROGRAMME

- 8:30 **Visit to Marina:** Vilamoura, Marina de Albufeira and Marina de Lagos
- 20:00 **Gala dinner and World Marina Awards - Golden Cleat Awards**

DAY 3 TECHNOLOGY INTO THE SMART FUTURE

- 09:00 **Keynote on technology**
- 10:30 - 10:45 *Coffee break and Exhibition*
- 10:45 **Tech Start up needs**
- 10:45 Algarve tech Hub
 - 11:00 Blue fund
- 11:15 **Examples outside the marina world**
- 11:15 Amorim Cork Composites
 - 11:30 RoundTable - AI, Electrification, sustainable materials and funding
- 12:00 **Advanced communication, marketing for marinas, changing customer trends**
- 12:00 Brand of destination
 - 12:20 Marketing and communication through nautical events
 - 12:30 Portuguese Tourism Board - best tourism marketing
 - 12:45 Social media pros and cons
- 13:00 - 14:00 *LUNCH and Exhibition*
- 14:00 **Big Marina Chains Vs Boutique Marinas - Roundtable**
- 15:00 **Alternative ways of financing marinas**
- 16:00 - 16:30 *Coffee break and Exhibition*
- 16:00 **Concession regulations and tax regimes - the role of national marina associations**
- 16:30 **Large scale innovations - NEOM**
- 17:00 **Final remarks**
- 19:00 **Farewell drinks & networking**

NOTE: The agenda can still be adapted according to speakers & content confirmations.