

PRESS RELEASE

BARCOLANA, TEXTBOOK CASE FOR A REGATTA IN CHINA: THE TRIESTE REGATTA AND ITS SPECIFICITIES ARE PRESENTED TO THE 80 TOP CHINESE YACHT CLUBS

THE EVENT KNOWN FOR THE CONCEPT THAT BRINGS TOGETHER SPORT, SEA TRADITION AND CULTURE, AND THE CAPACITY TO CREATE VALUE FOR THE LOCAL ECONOMY

Trieste-Haikou, November 16, 2019 - **Barcolana is a development model for sailing, benefitting the local area and creating a positive image for the whole region.** For these characteristics, the largest sailing race in the world, which takes place every year in Trieste on the second Sunday of October (the 52nd edition will be on October 11, 2020) **was chosen by the Chinese Yachting Association, the CYA, to become an international case study.** It was presented last night in Haikou, in Southern China, in front of the presidents of 80 Chinese sailing societies and the representatives of another 30 metropolises which each have millions of inhabitants and which are investing in the sea economy.

Mitja Gialuz, Chairman of the Società Velica di Barcola e Grignano (Barcola and Grignano Sailing Club), **together with Dean Bassi**, CEO of international relations, told the story of Barcolana, Trieste and Friuli Venezia Giulia, supported by a series of videos, with the goal of promoting the event, its spirit, and the region. *“What we have defined as the ‘Barcolana model’”* explained Gialuz, *“was received with extreme interest for the Chinese cities that are currently searching for a format to develop sailing as a sport and a way of promoting tourism. Our event was chosen in particular as a great example and practical model that is capable of generating long lasting value in the territory”*.

For Barcolana, the event in China has been an occasion to introduce itself to a new group of people, create synergies, meet new potential sponsors, get to know a growing market and above all, push Trieste and the region Friuli Venezia Giulia (FVG) during a strategic time in the economic relationships between China and our local economy which is rapidly developing thanks to the the international Belt and Road Initiative and other investments foreseen for the Port of Trieste.

“The relations of Barcolana in China were born last July when, with the support of the Doge International consultancy firm, the Barcolana leadership undertook its first visit to a few maritime Chinese cities. Following this - explained Mitja Gialuz - we hosted a series of



delegations, we witnessed the presence of the first Chinese sailor at the Barcolana and we worked together first and foremost with the Autorità di Sistema Portuale Alto Adriatico (Northern Adriatic Port Authority), Trieste Airport and the FVG Region to work as a team and develop relationships to the benefit of the event and our local economy”.

The event in Haikou has included plenary sessions, a meeting with the Chinese press, a series of one-to-one meetings, and encounters with players of the shipbuilding sector and with the representatives from many different cities. Importantly, Gialuz and Bassi also met **Zhang Xiaodong, who was responsible for the organization of sailing at the 2008 Olympics in China and who is the ex-vice mayor of Qingdao.**

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