

PRESS RELEASE**新闻稿****BARCOLANA, TEXTBOOK CASE FOR A REGATTA IN CHINA: THE TRIESTE
REGATTA AND ITS SPECIFICITIES ARE PRESENTED TO THE 80 TOP
CHINESE YACHT CLUBS****巴科拉纳，中国帆船赛的教科案例：向中国80多家顶尖帆船俱乐部展
示在迪里雅斯特的帆船赛及其特点****THE EVENT KNOWN FOR THE CONCEPT THAT BRINGS TOGETHER SPORT,
SEA TRADITION AND CULTURE, AND THE CAPACITY TO CREATE VALUE
FOR THE LOCAL ECONOMY****一个以聚集体育、海洋传统和文化，拥有为当地创造经济价值能力而
著名的活动**

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 is 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.

2019年11月16日，迪里雅斯特-海口。巴科拉纳是帆船运动的一种发展模式，能够为整个当地区域创造价值以及积极正面的形象。基于这些特点，每年十月第二个星期日在迪里雅斯特举行的世界上最大的帆船赛（第52届将在2020年10月11日举行）被中国帆船帆艇协会（中帆协）选中，成为学习的国际案例。昨天于中国的南方城市海口，向80多位中帆协会员俱乐部代表和30多位城市代表进行了展示，这些嘉宾所代表的城市都各自拥有数以百万的居民，并且都在对海洋经济进行投资。

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”.

米迪亚·捷阿鲁兹是巴科拉/格里吉那诺帆船协会主席（巴科拉纳赛事主席），一同与国际事务主管迪恩·巴塞，通过一系列推广赛事内容、赛事精神和地区的视频资料，讲述了巴科拉纳赛事、迪里雅斯特城市和弗雷利威尼斯朱利亚区（省）的故事。捷阿鲁兹主席解释道：“我们所定义的‘巴科拉纳模式’，受到了目前正在探索以发展帆船运动来带动旅游业模式的中国城市的极大关注。我们的活动被特别选作一项成功的案例、独特的模式，能够为地方产生长久的价值”。

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.

对于巴科拉纳，在中国开展活动是一个机会，能够将其展现给新群体，创造协同效应，会见新的潜在赞助商，去了解一个成长的市场，也在迪里雅斯特经济受益于一带一路的政策及其他对本地港口可预见的投资而得到快速增长之时，推进迪里雅斯特和弗雷利威尼斯朱利亚区（省）在这样一个战略时期与中国的经济关系。

“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”.

“得益于道其国际咨询公司的支持，巴科拉纳与中国的联系在今年7月得以建立，巴科拉纳的领导展开了首次对中国部分沿海城市的访问。”主席米迪亚·捷阿鲁兹的表示，“后续我们接待了一系列的中国代表来访，见证了首个中国帆船选手参加巴科拉纳，并且优先与北亚得里亚海港港务局、迪里雅斯特机场以及弗雷利威尼斯朱利亚区（省）组成团队共同加强活动的收益与本地经济发展的联系。”

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.**

在海口的活动包含了多项会议、与中国媒体的采访、一系列的单独会见、与许多造船企业以及众多不同城市代表的相见。重要的是，捷阿鲁兹主席和巴塞主管还会见了2008中国奥林匹克帆船项目的承接者、青岛市原副市长臧爱民。

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