

Lugano Nautica 2010: To see the crisis sail

The third edition of Lugano Nautica, inaugurated at the Lugano Exhibition Center last 25 March, closed confirming interest from a lot of visitors, positive comments from operators and satisfaction of the organizers, who find the quality targets for this showcase.

LuganoNautica is confirmed at the top for everything concerns lake and recreation boating.

Companies attending the four days of LuganoNautica, were able to match supply and demand efficiently. Not only by exposing products and services, but by animating their exhibition space giving visitors the opportunity to meet a beautiful world of passion for lake and boating.

So expectations have been satisfied: the winner was the boating lake and its followers in general. Considering the presence of associations that have made the lake their reason for living, to win was - also - the strong and attractive image that all activities taking place in our beautiful lakes.

The boat proves to be an area of interest, such as engine marketing and image of tourism and leisure attraction.

The Lugano Nautica Prix, added this year by the organizers, was won by “Associazione Amici del Lago”, an Association which promotes the lake of Lugano image and issues.

Lugano, March 29, 2010