



Press release – 9<sup>th</sup> of August 2024

## GRAND PAVOIS LA ROCHELLE 2024

The greatest international boat shows in south-west of EUROPE  
is back from the 1<sup>st</sup> to the 6<sup>th</sup> of October !

*Ranked in the top five of the most important international events of the nautical industry, Le Grand Pavois La Rochelle will take place first week of October. 800 brands, 700 boats on display including 300 afloat, 100 previews and new boats are expected, as well as 1,500 baptisms, trials and sea outings. Being the major autumn nautical event in Europe and the last French international boat show afloat on the calendar, Le Grand Pavois La Rochelle brings together more than 80,000 visitors, professionals and enthusiasts each year.*

### A MUST-ATTEND BUSINESS EVENT AND A BENCHMARK TRADE FAIR FOR ALL ENTHUSIASTS

Created in 1973, Le Grand Pavois La Rochelle has become one of the leading afloat shows in the international boat show calendar. It welcomes nearly 800 brands, 700 boats, including 300 afloat, and 80,000 expected visitors over six days. Above all, it gives the French and European boating industry a chance to take the pulse of the year 2025 by discovering what is new for the year ahead, range renewals and additions, new trends, technological innovations, new water sports, not forgetting a strong eco-responsible positioning with all the new trends and new products and boats of today and tomorrow... **The Atlantic show is the lungs of the year to come for many French and European yachting professionals.**

For several years now, France has been proud to be the leader in the marine industry in Europe, and second in the world. In France, the marine industry is worth **€5.4 billion, with 42,898 jobs (100,000 indirectly), 5,788 companies and total production of 70,534 units** (Source: Fédération des Industries Nautiques [www.fin.fr](http://www.fin.fr)).

### THE DNA OF THE SHOW: BOATS AFLOAT AND SEA TRIALS!

One of the special features of the show, and a real asset, is that it is possible **to try out the boats at sea from 10am to 7pm every day**. The boats can be found either in the Test Boats area or in the heart of the Grand Pavois Fishing Marina. From 6pm onwards, the transverse pontoons open, allowing exhibitors who so wish to go out to sea for sea trials.

The trials also include almost **1,500 baptisms and introductory courses offered** each year on Grand Pavois Beach with sports catamarans, paddles, dinghies, etc. for visitors of all ages and physical conditions. The **Espace Handi Cap'Access** also enables people with reduced mobility to discover and take part in water sports activities.

### THE ECO-NAVIGATION AND SUSTAINABLE INNOVATIONS AREA WITH EDF EXPANDS

**Le Grand Pavois La Rochelle is continuing to develop its Eco-responsibility & Sustainable Innovations theme with EDF.** Initiated in 2019, the aim of this partnership is to present, at the show, the solutions

aimed at decarbonising the maritime sector, which are and will be on the market tomorrow. As a major player in the energy transition, EDF is supporting the development of sustainable solutions to accelerate the energy transition of the marine sector and ports thanks to low-carbon electricity. Visitors will be able to discover around fifty companies and start-ups in this dedicated area. The area will be divided into 2 sections and will feature products either afloat or on land. Electrically-powered boats, photovoltaic panels, dismantling of pleasure boats, super chargers for port equipment, electric motors, traction wings for ships, silent electricity production, maritime transport under sail, eco-designed marine batteries, reconditioning shipyards, extending the lifespan and recycling materials, architects and design offices, eco-designed marine batteries, etc. A conference organised by EDF and Le Grand Pavois La Rochelle on "Decarbonising the maritime sector" will be held on Thursday 3 September.

### **TOURISM AND ESCAPE: A GUEST OF HONOUR WITH THE BASQUE COUNTRY**

**Land and ocean, beaches and mountains, powerful and grandiose landscapes, internationally renowned wave spots, a culture that is omnipresent in everyday life... the Basque country** will be in the limelight at Le Grand Pavois La Rochelle 2024. A recreation of a Basque village with its local colours and evocative street names. The 85,000 visitors expected at the 2024 edition of the international afloat boat show will be immersed in the atmosphere of the traditional Basque country and its provinces of Labourd, Basse-Navarre, Soule, Vizcaya, Guipuzcoa, Alava and Navarre. In the 750 square metre hall reserved for the occasion, you will find a market of local producers of gastronomic products, as well as demonstrations of traditional dances, songs, bands, exhibitions (history of pelota, costumes...), handicrafts, not forgetting the traditional restaurant dedicated to the Guest of Honour. Tourism and water sports will not be forgotten, however, as the aim is also to showcase nautical activities, as well as boats that bear witness to the Basque country's great maritime history.

### **NEW FOR 2024 - THE GRAND PAVOIS BEACH**

The area devoted to board sports and light sailing will be undergoing a real evolution-revolution in 2024, to highlight the incredible opportunity to have direct access to the sea with your feet in the sand.

**Open to all from 10.00am on Thursday October 3 until Sunday**, the 4 days will be punctuated by equipment exhibitions, new products, trials, sea or pool baptisms and demonstrations for all, punctuated by conferences, meetings and DJ Sets in the beach bar specially designed for the occasion. In response to requests from the board sports and light sailing brands, the Grand Pavois Beach has deliberately reduced the period open to all in order to minimise investment and exhibition costs, even though Le Grand Pavois La Rochelle is, in the opinion of many professionals, one of the best shows in the world in terms of quality/price and cost/contact.

### **THE NEW GRAND PAVOIS EVENTS...**

While the DNA of this space is and will remain **trials and baptisms open to all, the latter will be strengthened and will gain in power**, while guaranteeing their safety and supervision. Facilitating access to sailing and to the sea remains one of the leitmotifs of Grand Pavois Organisation. **The association also wishes to develop relations with the clubs to promote their activities and offers.** Working together and showing in concrete terms the work of these enthusiasts is a priority for Le Grand Pavois La Rochelle. Many other activities will also be on offer, **including demonstrations and introductions to skateboarding, mountain biking and BMX, light sailing, board sports and kayaking...** There will also be **a space for meetings and debates, with presentations of equipment and new products from the exhibiting brands, screenings of promotional board sports and adventure films.** **In addition, visitors will be able to enjoy conferences on a variety of themes open to all, not forgetting eco-responsibility and the preservation of the oceans**, which remains one of the priorities of this space.

Practice for all, the very foundation of the Grand Pavois Organisation, will also be promoted by the presence of the **Handi Cap'Access area**, supported by the Charente-Maritime Department. Once again present on the Minimes beach, this area promotes access to sailing for the disabled, with the support

of the two departmental federations, Handisport and Sport Adapté. Every year, 500 people discover and take part in water sports activities here. It is an area of Le Grand Pavois that has become a must.

**CLOSES AT 6PM ON SUNDAY 6 OCTOBER.**

There will be a big change in 2024, as the Grand Pavois La Rochelle boat show will close its doors on Sunday 6 October at 6pm.

**KEY FACTS :**

Grand Pavois La Rochelle, the reference for all boat and fishing enthusiasts

**The venue:** Port des Minimes in La Rochelle, south-west of France

**Dates:** Tuesday 1 to Sunday 6 October 2024

**Opening hours:** 10am to 7pm Tuesday to Saturday, except on Sunday closing at 6pm

**Visitors:** 85,000 visitors expected over 6 days

**Guest of honour:** The Basque Country

**Themed areas for every passion:** Boats afloat and ashore, Multihulls, Equipment, Services and Tourism, Charter & Cruising (new), Heritage & Know-How (formerly Heritage & Tradition); Fishing & Grand Pavois Fishing; Grand Pavois Beach (new); Event Boats; Trial Boats; Guest of Honour; Eco-navigation & Sustainable Innovations with EDF...

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**GRAND PAVOIS ORGANISATION, CREATOR AND ORGANISER OF NAUTICAL EVENTS!**

GPO offers customised expertise, advice, know-how and unique experience in France and abroad. GPO's associative status gives it close links with the professional world of international yachting, and it has recognised know-how in the world of yachting events (offshore races, corporate events, trade show organisation, etc.).

References : Organiser of "Le Grand Pavois La Rochelle" international afloat boat show since 1973 (top 5 international afloat boat shows), Salao Nautico de Salvador com Grand Pavois (Brazil, 2023 and 2024), "Les Nauticales" boat show in La Ciotat (France, from 2013 to 2021), Shenzhen China International Boat Show (China, from 2009 to 2011), Rallye des Iles du Soleil (since 2017), Défi Atlantique Guadeloupe / Horta / La Rochelle (2019 and 2023), Class40 World Championship (2010 and 2022), Transat 6.50 Charente-Maritime/Bahia - Mini Transat (France/Brazil, from 2001 to 2011), Yannick Bestaven's Imoca 60 Maître CoQ V christenings (2022), François Gabart's Macif (2011)...

More info: [www.gpoevents.com](http://www.gpoevents.com)

**CONTACT PRESS OFFICE GRAND PAVOIS ORGANISATION**

**Tel. : +33 (0)5 46 44 46 39**

Pierrick Garenne - [pgarenne@grand-pavois.com](mailto:pgarenne@grand-pavois.com) /

Marie Lahetjuzan – [presse@grand-pavois.com](mailto:presse@grand-pavois.com) / +33 6.08.00.46.97

EVENT BY **GP**  
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ORGANISATION  
www.grand-pavois.com

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