

## **New stage for Barcelona Clúster Nàutic**

### *Neus Jordi assumes the position of project manager of the association*

The Barcelona Clúster Nàutic faces a new stage four years after its birth. The association, which brings together 90 companies from the nautical sector of Barcelona and the metropolitan region and which aims to consolidate this sector as an economic engine force for the city and for Catalonia, has appointed Neus Jordi as the new project manager of the association, replacing the former manager Alejo Trullás. The change in management is accompanied by a new economic approach, aimed at ensuring the viability and proper functioning of the Cluster with a lower contribution from public institutions, as planned since its founding.

Previous responsible for the communication of the Cluster and with great knowledge of its operation, Neus Jordi has been involved in the nautical world for almost 20 years and has participated, among other events, in the Olympic Games in Beijing, London and Rio de Janeiro with different responsibilities of communication in the discipline of sailing. With a very versatile profile, her experience as a communicator is completed by several jobs in the field of organization and coordination of events and activities for organizations and associations.

Toni Tió continues as executive president and alma mater of Barcelona Clúster Nàutic, which has in its letter of introduction great achievements that contribute to the growth of the sector, such as the award to Barcelona of the MYBA Charter Show. The event, organized in the new marina OneOcean Port Vell, celebrated its first edition in Barcelona in the spring of 2017 and has already ensured its continuity for two more years.

The main objective of this association is to attract superyachts to Barcelona, since each of these yachts represents one million euros for the city where it is moored and nine new jobs. For this reason, the promotion of the city as an international destination is one of its most important lines of action, along with the promotion of business opportunities, training and the improvement of the legal framework.

The City Council of Barcelona, the Port of Barcelona and the Diputació de Barcelona are the sponsoring institutions of this association, which is also financed by the contribution of its eight sponsors (Barcelona Chamber of Commerce, Marina Barcelona 92, OneOcean Port Vell, Marina Vela, Vilanova Grand Marina, Varador 2000 - Mataró Marina Barcelona, Jotun and DB Schenker) and the membership fees, 90 currently.

In the last meeting of the general assembly, held at the end of November, the members approved the management of the association and the projects for next year. Following the

mandate of the assembly, the Barcelona Clúster Nàutic also launches a campaign to attract new members.

More information:

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