

Restructuration at the Barcelona Clúster Nàutic to face new challenges

Pepe García-Aubert as the new non-executive president and Andor Serra as the new general manager replace Toni Tió at the head of the association

The Barcelona Clúster Nàutic begins the year 2021 with some structural changes, designed to be able to successfully face the new challenges that arise in the post-Covid-19 era and to take profit of the new opportunities in blue economy, circular economy and industry 4.0.

Toni Tió, executive president of the Barcelona Clúster Nàutic since its foundation, proposed changes in the management structure to reinforce the Cluster and promote new projects. "After almost eight years at the head of the Cluster, it is time to give way to a new team, which responds to the new challenges that arise. I want to thank all the companies and institutions for their support. They have made it all very easy for me", he explained.

The board of directors of the Barcelona Clúster Nàutic thanks Toni Tió for the incredible work that he has carried out at the head of the association, placing it as a model of reference at an international level. In this first stage, the Cluster has managed to position the yachting industry as an economic engine force for the city and the metropolitan area of Barcelona, giving value to the industry and promoting sustainability policies. Toni Tió will continue as a member of the board of directors.

Pepe García-Aubert, president and CEO of MB92, assumes the functions of the non-executive presidency. As the promoter of the Cluster at the time of its foundation and in charge of the world leader refit company, the board of directors has considered this nomination natural, from the position of vice-president that he held until now.

For executive duties, Andor Serra is appointed new general manager. He also promoted the Cluster in its beginnings and has an extensive knowledge in leadership and project management.

"The revolution that is taking place in the yachting industry is palpable day by day," declared Pepe García-Aubert, "and with these changes we are reinforcing the project to consolidate our leadership at the international level and to help companies cope with the crisis through innovation, new technologies, industry 4.0 and sustainability, based on the pillars of the blue economy and the circular economy".

The new general manager announced that "the Cluster will work with an open, international vision, to add companies to projects in a transversal way, guiding the sector through the

challenges that arise, turning them into growth opportunities". In addition, "we will focus on achieving results and will put emphasis on research, collaborating with research centers and universities," added Andor Serra.

In the coming weeks, the new team of the Barcelona Clúster Nàutic will specify its development plan to face the post-Covid-19 situation and will prepare an action plan to support companies in the sector. The Cluster faces the new stage with almost 80 associated companies, an asset that demonstrates the importance of this industry in Barcelona and the metropolitan area.

The Barcelona Clúster Nàutic was founded in 2013 to boost the competitiveness of the yachting industry of the city and the metropolitan area, with the collaboration of the Barcelona City Council, the Port of Barcelona and the Chamber of Commerce of Barcelona.

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