

# "Big Blu" dive and boat show

Rome 8-12th March 2007

## 1. Round table on Basking Shark Operation and the situation of sharks in the Mediterranean



CTS and MedSharks organized a round table on Operation Basking Shark (OSE) and the status of sharks in the Mediterranean sea during Big Blu- Rome Sea Expo, the dive and yachting show which attracted a crowd of over 100.000 people. The 90-min. conference was well-attended by an audience of journalists, divers, yachtsmen, anglers and shark lovers.

During this event:

*Simona Clò* (CTS) spoke about basking sharks;

*Eleonora de Sabata* (MedSharks) about the results of OSE 2006;

*Fabrizio Serena* (scientist) about basking sharks sightings in the Mediterranean and

the importance of OSE;

*Eleonora de Sabata* (MedSharks) anticipated the IUCN Red List 2007 status of Mediterranean sharks

*Domitilla Senni* (Shark Alliance) introduced the Shark Alliance and its work and the need to improve the legislation both in Italy and in Europe in order to promote conservation of sharks.

*Donatella Bianchi* (TV presenter) in light of these info promised to support the Shark Alliance in the battle to push for a conservation plan for sharks in Italy

*Stefano Navarrini* (director of Pesca in Mare fishing magazine), offered the cooperation of the sport fishing world.

Members of the press invited were: newspapers: il Corriere della Sera, Repubblica; TV: Linea Blu (Rai1), Pianeta Mare (Rete4), Geo&Geo (Rai3); yachting magazines: Nautica, FareVela; diving magazines: Mondo Sommerso, il Subacqueo, Sub, Sott'acqua, Apnea World.

Presentation material was produced before the event and sent over to the journalists, posted on MedSharks website and sent to a mailing list of 2000 addresses.

After the conference all journalists were contacted and a summary of the event was sent out.

## 2. Introduction of the Shark Alliance to Assosub, the diving industry manufacturers association



Domitilla and I had a meeting with Mr. Garofalo, president of Assosub, an association of 45 dive industry companies (manufacturers, training agencies, dive travel operators etc.) which is the institutional representative of the Italian diving world. Mr Garofalo was very sympathetic of the Shark Alliance aims. As exiting president of Assosub (they had elections at the end of the Dive Show), he promised to suggest the new president to get involved in the shark conservation battle. He also expressed his support as vice-president of Mares, one of the leading manufacturers of dive equipment in the world.

In my opinion, the support of Assosub to the cause of shark conservation can be important both in terms of lobbying (as A. is institutionally in contact with State ministries etc.) but also as representative of the diving world in Italy. Assosub elections took place last Monday. A new president was appointed. I will contact Mr Garofalo in the coming days and ask him to introduce Domitilla and I to the new president of Assosub.

## 3. Media partnership: Mondo Sommerso



Mondo Sommerso is one of the main diving magazines in Italy and the most environmentally oriented. They have agreed on a media partnership on the Shark Alliance actions within the diving world. Details have still to be discussed but we can get great coverage in that magazine for many articles.

<http://www.mondosommerso-online.it/>