



The international summit
for wind-powered maritime transport
19 & 20 June 2025 3RD ÉDITION



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#WindforGoods

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EDITORIAL

WIND FOR GOODS HEADING FOR A SUSTAINABLE FUTURE

Since 2021, Wind for Goods has brought together operators who have a common goal of decarbonizing the shipping industry! The leading international event dedicated to wind-powered carriage of goods and passengers by sea, at each edition Wind for Goods connects all the sector's representatives to shine the spotlight on solutions and practices that reduce the carbon footprint of the shipping industry.

In a context of ever more pressing environmental challenges, our coming together is essential to find a concrete solution to global climate and energy challenges.

For two days on 19 and 20 June 2025, nearly 1000 participants from France but also the international market (including the United States, Brazil, Norway, Sweden, Netherlands, United Kingdom, Korea and Japan) are expected to attend the event. Engineering companies, shipowners, equipment manufacturers, industrialists, shippers and freight forwarders, economic networks, competitive clusters, research and training institutions, investors and policy makers rally around to exchange views on the major advances of the sector, create synergies and support the ramp-up in the industry.

By participating in Wind for Goods, you will be part of a decisive initiative for the future of our planet.

Let's take the leap and accelerate the sustainable transformation of maritime transport!

See you in Saint-Nazaire on 19 and 20 June 2025.



Nicolas Debon
*Chief Executive of Nantes Saint-Nazaire Développement
Organizer of Wind for Goods*

Wind for Goods 2025

The unmissable event for wind-powered maritime transport

Shipping is a pillar of the global economy..

Faced with new international regulations imposing a drastic reduction in the emissions of ships by 2050, sail propulsion is emerging as a promising alternative for shipowners. Initiatives are on the increase and France stands out as one of the most dynamic countries in the world with regard to innovation and structuring in the industry.

The key figures of wind-powered maritime transport



90 %

of goods worldwide are carried by nearly 60,000 ships



a 100 %

reduction in total emissions by 2050 for the EU - Net zero (CO₂ emissions) for the International Maritime Organization



36

sail propulsion companies worldwide, including 11 French ones, 5 of which are based in and around Nantes and Saint-Nazaire



France and its strengths

France, the second largest maritime domain in the world after the United States, has 20,000 km of coastline and an EEZ (exclusive economic zone) covering 10.9 million km². With a rich ecosystem of skills and innovative companies ranging from SMEs to start-ups, France also has long-standing know-how in aeronautics, shipbuilding, water sports and digital technology. Decarbonization is a priority for the development of shipping in France. The Nantes and Saint-Nazaire region is not to be outdone, standing as a strong bastion for the sail propulsion sector, bringing together numerous stakeholders (including companies, regional education authorities, research institutes and infrastructure operators). So it is only natural that the event has been held at Saint-Nazaire since 2021.

Wind for Goods 2023 in a few figures



Nearly **50**
national and international
exhibitors



93 %
of the visitors were satisfied
with the event



95 %
of the exhibitors wish to take
part in the 2025 edition



16 conferences, round
tables, pitches and workshops:
a rich programme of quality



35
speakers over the 2 days



900
visitors over the 2 days
(22 countries represented)



Boats in dock and
demonstrations
at sea

Were you unable to attend Wind for Goods?
Here is a SUMMARY of the two-day event.





This 3rd edition envisages a high-profile international positioning with:



more than **1000** visitors expected over the 2 days



70 exhibitors: prototypes, solutions, scale models, etc.



Nearly **20** workshops, round tables and conferences



Demonstrations of boats in the dock

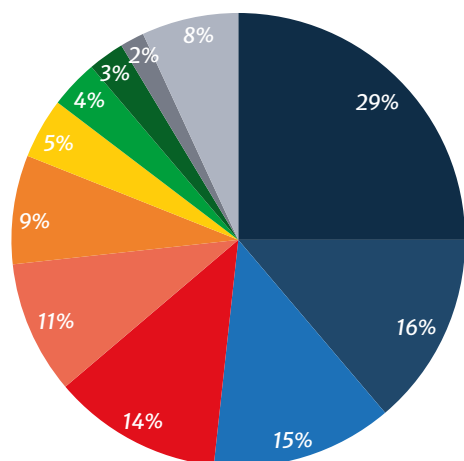


Business meetings



2 days to present your solutions to a qualified and captive target audience

Profiles of the 2023 visitors



Business segment

- Developers of technologies
- Manufacturers
- Support services
- Local councils
- Shipowners
- Associations / Clusters
- Supply chain
- Investors
- Shippers
- Media
- Other sectors

⚠ As participants can fall into more than one category, the total is greater than 100%

Among the 2023 participants

FINANCIERS



MANUFACTURERS



SHIPOWNERS





2023 exhibitors

Solutions



Technologies



Assistance



Financing



Insurance



An ambitious far-reaching communication plan for the event

- **Dedicated website** for Wind for Goods (6300 visits in 2023)
- **Dedicated LinkedIn page** for Wind for Goods : 3000 subscribers, a 20% engagement rate
- **B2B and mainstream media partnerships:** press relations and purchases of advertising space
- **Commercial launch at the SMM in Hamburg,** the largest maritime trade show in the world
- **Emailing campaign:** 1300 targeted contacts
- **Customized advertising kit** for exhibitors and exhibitor promotion
- **Dedicated newsletter** with a special report on wind-powered transport sent to nearly **10,000 B2B contacts**
- Relayed by corporate, national and international B2B partners
- **50 journalists** (France/International) and 20 influencers expected to attend
- **Press conference, press pack, press trip**
- **Targeted webmarketing action plan**
- **Creation of a series of podcasts**

2 days to exchange views, share and address economic and environmental issues!

Wind for Goods 2025 will offer a programme of conferences, round tables and workshops on the headline issues driving the sector:

- **Decarbonizing the maritime sector**
- **Intermodal transport**
- **Innovation**
- **HR and training**
- **Regulations**
- **Etc.**

Why exhibit at Wind for Goods?

- **Meet the decision-makers and prime contractors** who shape the maritime transport sector in France and abroad
- **Present your concrete solutions, products and innovations** to raise your profile
- **Consolidate your network** of partners and get more business opportunities
- **Reflect as a group** on topical subjects and the future of the sector



Wind for Goods, a quality–certified environmentally responsible event!

Mindful of the environmental and societal impacts of events, Nantes Saint–Nazaire Development undertakes to design Wind for Goods from a **sustainable perspective** in order to limit as much as possible its negative impacts on the environment and society. With this in mind, the event is again engaged in an **<<environmentally committed event>>** certification process in partnership with REEVE.

Designing sober and reusable scenography

- **Zero carpets.**
- **The stands' signs and backdrops are reusable and printed on environmentally responsible PEFC poplar plywood**, which will be sanded down for a second use. Decorative features are printed on 100% recycled and 100% recyclable cardboard and cut out diagonally from rectangular sheets in order to avoid cardboard waste.
- We favour well–spaced white backgrounds in order to **limit the use of unnecessary ink..**
- **Use of furniture available in situ or hired** from local providers.
- **The decorative features used** for the scenography are not dated and will be reusable for the next edition.

Banking on sustainable communication

- **Zero printing on paper:** the programme is only available in digital format and in situ in a large format. The signage in situ is reduced to what is strictly necessary for informing the public. The entrance tickets are also ID badges, to reduce the number of printed documents.
- **Zero goodies :** as the organizer, we do not offer any goodies at the event. Exhibitors and participants are encouraged to adopt a zero goodies policy and undertake to limit brochures and goodies.

Adopting local and seasonal catering and limiting food waste

- The set menus proposed at Wind for Goods are **70% vegetarian**.
- Most of the **food** consumed by the public is sourced **locally, through short distribution channels, seasonal or from farms**.
- To limit food waste, participants are requested to **pre–order their meals** when registering for the event.
- **Zero plastic bottles :** water fountains with cardboard cups, glass bottles on deposit on the stage.
- **Zero disposable dishes** for meals, only reusable dishes.



Practical information

Venue of the event

How to get here?

Submarine base

9 Boulevard de la Légion d'Honneur

44600 Saint-Nazaire

Access

- From the station in Paris: 3 hours by train
- From Nantes station: 40 minutes by train
- From Nantes airport: 50 minutes by car
- Bus shuttle service (contact the organizers)

For your trip, we recommend the use of soft mobility.



Contact us

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The international
summit for
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