GIOYA
HIGHER EDUCATION INSTITUTION

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WHERE KNOWLEDGE MEETS INFLUENCE

Insights

GIOYA LEARNING CLUB

FEATURED STORY

Tankoa Yachts opens the yachting sector to a select number of executives

GIOYA HEI, in partnership with Tankoa Yachts, offers an exclusive opportunity for a very limited number of executives interested in getting closer to the yachting sector. Through GIOYA HEI's Doctorate in Business Administration, three selected executives may access up to 50% scholarship, including tuition fee and Senator Membership, within a high-level academic pathway connected to one of the world's most sophisticated industries.

Collection of thesis findings: The Yacthing Clients

Author : Katia balducci , CEO Overmarine, GIOYA alumni and member

Katia Balducci

CEO & ENTREPRENEUR | OVERMARINE GROUP
FORMER STUDENT AND MEMBER OF GIOYA HEI

From professional experience to academic knowledge in the yachting sector.

As part of GIOYA HEI's Collection of Outcomes Thesis, this section presents academic work developed by its students and members, showing how professional expertise can be transformed into structured research and strategic knowledge.

In this edition, GIOYA highlights Katia Balducci, former student and member of the institution and one of the leading figures in the Italian yachting industry. Her thesis examines the large-scale yachting client in one of the world's leading nautical districts, connecting behavioural economics with shipyard choices, customer management, design decisions and supplier relationships.

THESIS EXECUTIVE SUMMARY

Developed within GIOYA HEI's Bachelor in International Business Administration and Entrepreneurship, the thesis analyses the yachting client in the world's leading nautical district. It explores how behavioural economics can help understand purchasing decisions, customer management, personalisation, innovation, sustainability and the changing expectations of a new generation of yacht clients.

THESIS EXECUTIVE SUMMARY →

NEWS

Julio Andrade

ACADEMIC SENATE MEMBER OF GIOYA HEI

GIOYA HEI represented at the Global Family Office Investment Summit in Miami

Julio Andrade Ruiz, Member of the Academic Senate of GIOYA Higher Education Institution, represented GIOYA HEI at the 31st Edition of the Global Family Office Investment Summit, held in Miami, Sunny Isles, from 5 to 7 May 2026. The summit brought together 300+ investors and industry professionals from around the world, including family offices, private investors, entrepreneurs, sovereign wealth funds, and other influential global leaders.

READ THE PROGRAM →

OPPORTUNITIES

Diamond Learning Experience — A High-Level Journey for Executives and Investors

Launched to support executives and investors seeking to navigate a new geopolitical era, the Diamond Learning Experience combines tailor-made learning, privileged access, high-level encounters, and curated international experiences designed to expand strategic perspective.

LEARN MORE →

GIOYA, UNITAR & Yachting District - Executive Program in Blue and Green Economy Leadership: Yachting & Maritime

In partnership with TYT/Navigo, designed for professionals at different stages of engagement with the yachting sector, offering strategic insights, direct industry access, and a global perspective with a strong focus on sustainability and leadership.

LEARN MORE →

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