

Rebranding PSA Voltri-Pra' to PSA Genova Pra'

24 May 2019



PSA's Genoa-based terminal operations announced its new name and brand: "PSA GENOVA PRA".

Genoa, 24 May 2019 - The new name was officially unveiled at an inauguration ceremony held at the City Hall. The Mayor of Genoa Mr. Marco Bucci, The President of the local Municipality Mr. Claudio Chiarotti, the President of the Port Authority Mr. Paolo Emilio Signorini and representatives of the local community graced the ceremony.

"PSA Genova Prà" will replace gradually the previous brand and legal names of "PSA Voltri-Prà" and "Voltri Terminal Europa" from 24 May 2019.

The rebranding highlights the location of the terminal within the Port of Genoa, and reflects PSA Genova Prà's firm commitment to its local community and synergies with its local Municipality over the years and into the future.

In recent years, PSA International has implemented an investment plan worth 250 million Euros to upgrade and future-proof PSA Genova Prà's facilities and equipment. The terminal also continues to uphold its corporate social responsibility commitments and contribute to the vibrant economic fabric of Genoa.