

Reinforcing Business



The forthcoming major boat and yacht shows in September and October offer a lot of business opportunities for the superyacht society. One of the upcoming major yacht shows is of course the Monaco Yacht Show. From 22 to 25 September, Port Hercules will be transformed to even more of a yachting centre than during the rest of the year. The 2010 show will once again accommodate the latest and most high-tech yachts, as around 54 of the yachts displayed have been launched in 2009 and 2010. One that will certainly turn heads is Perini's first yacht in their new Vitruvius series, the 50m Exuma. Another major debut is Solemates, built by Germany based Lürssen Yachts. The brand new Lucia M, Jongert's first large motoryacht, is present too. Other impressive new builds being showcased are Feadship's 68m Lady Christine and Amels' 67m Bel Abri. Sailing yachts are well represented too. Vitters for instance, displays the 55m classic ketch Marie and Southern Wind brings their very first SW 110 model, Thalima. In short, the Monaco Yacht Show is a 'must attend' event! As part of our successful article series of Distinctive Yacht Builders, we focus on yacht builders based in the Asia/Pacific region in this edition. Gareth Twist of Thailand based superyacht builder Ruea Yachts sheds some light on the initial steps of a new entry, in a new market and Jean-Jacques Lavigne shares his views with regard to the Asian yachting industry. The latter is active in a range of positions, both in luxury and yachting businesses and new superyacht networks such as the Superyacht Singapore Association. The two yacht reports in this issue show that yachting technology is still on the move. GRP composite motoryacht Mystic, built by CMB Yachts, is an example of the sophisticated yachts on display the forthcoming months. Kokomo built by Alloy Yachts is an ultimate expression of the skill, technology and sophistication of modern super sailing yachts, and a remarkable example of the great capabilities of New Zealand's yacht building industry. I wish you happy reading and hope you will find this issue both exciting and interesting. More importantly, I sincerely hope that this SuperYacht Industry helps you to reinforce your business...

Marco Geels

Publisher

Super Yacht

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Cover photo: Built by Royal Huisman Shipyard, Ethereal is a beautiful 58m ketch that sets the standard - possibly for decades to come - in "greener" yacht design, construction and operation. Hamel metaal's Alustar alloy was used for this magnificent ketch. The company has developed a new product range and aims to draw international attention to its increasing role in the marine industry, and the customer-specific solutions they have developed specifically for the superyacht market. Photo courtesy of Franco Pace.

Background photo contents page: Absolute S.p.A. is one of Italy's successful yacht builders that participated in the UCINA/ICE Sea Test Days showing their magnificent Absolute 56, proving that high-performance does not only come with huge horsepower. More on page 62. Photo courtesy of Absolute S.p.A.

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Have you always wanted to be on the front cover of SuperYacht Industry? If so, send us an (action) photo of you or your product/service in the superyacht field. The best photos will be used.

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