

More than Happy



The twentieth edition of the Monaco Yacht Show was without a doubt a successful one. Not only in sheer size, with over one hundred superyachts lining the docks of Port Hercules, another hundred anchored in the bay and some 500 exhibitors staging their best. Also in spirit, it ranks among the best editions of this major superyacht show, I have experienced. Many yards and suppliers who I talked to, expressed a shared feeling of optimism.

As is the Monaco Yacht Show, the METS is a 'must attend' event, where I hope this feeling of optimism will be confirmed. From 16 to 18 November, METS will celebrate its twenty-third edition in the RAI in Amsterdam. To me, the METS trade show is the best and biggest trade show for superyacht equipment and accessories worldwide. In this issue, more on this trade show, that is definitely worth a visit.

But despite the heartfelt optimism, the challenges remain. In our Distinctive Yacht Builders series, William S. (Billy) Smith III, Vice President of top US superyacht builder Trinity Yachts, expresses his optimism with regard to a market that is now really becoming more international on the one hand, but still does not get "the recognition or attention that it should from policy and law makers".

However, going forward remains the overall message, as expressed by World Superyacht Young Designer Award winner Adam Voorhees, interior designer Christina Norris explaining how Oversee Yachts acts upon globalisation and other trends, and not forgetting the seventh 150', Vantage, built by Palmer Johnson. Other highlights in this issue include a great interior rebirth project by Arredamenti Porto and a hands-on article involving a Volvo Ocean Race winner in our coverage on masts and rigging.

Our coverage is firmly rooted in our commitment to the industry. For us, events such as METS and MYS enable us to meet with the 'captains of industry' and the elite of the yachting world, and are an important pointer where we will focus our upcoming editorial coverage on. To give you more than just a pointer, we have included a hard copy of SuperYacht Industry's Media Kit 2011 including our editorial programme. If you need any assistance with your media planning, we will be more than happy to assist you with your marketing needs. I hope to meet you at METS.

*Marco Geels
Publisher*

Super Yacht

industry

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Cover photo: *Mi Sueño* is another impressive 2010 delivery of Trinity Yachts. Her interior was designed by Patrick Knowles. Trinity Yachts' order book has changed over the past few years, from being primarily American to being much more international. SuperYacht Industry spoke with William S. (Billy) Smith III, Vice President of Sales and Marketing for Trinity Yachts, who was keen to discuss the US industry's condition and Trinity's position on the global superyacht market. More on page 44. Photo courtesy of Mr. Jim Raycroft / Trinity Yachts.

Background photo contents page: She won the Volvo Ocean Race 2005/06 as ABN AMRO One and finished seventh as Delta Lloyd in 2008/09. SuperYacht Industry was invited for a hands-on experience in the North Sea. More on page 60.

Be on our front cover

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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