

# Super Yacht

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SuperYacht Industry is Netherlands' leading business magazine for the international superyacht industry.

The magazine is published six times a year and endeavours itself to stimulate profitable export trading for all sectors of the yachting industry by bringing its readers accurate, comprehensive and in-depth coverage of the international yacht building industry.

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## Ripples

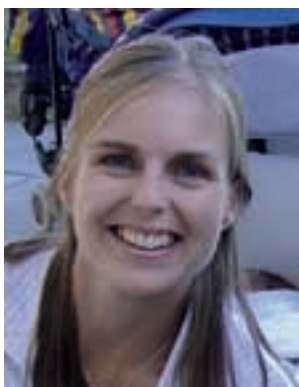
It is a sign of our globalisation times that the Dutch-based, SuperYacht Industry magazine's correspondent for the Mediterranean is an Irish woman and sailor living on the French Riviera, within a nautical knot of Italian waters, home to the world's second largest pleasure boat building industry (after the USA). It is an honour and an exciting challenge to join the experienced team of this prestigious new magazine. It is an honour because the quality and informational value of the magazine's content is superb and I would sit my articles beside no less, thus it is a privilege for me to join such high and expanding ranks and reach a discerning readership, who expect the best in-depth information and advice. It is a challenge because the Mediterranean is a vast Sea where Europe's top shipyards are located and where the world's super and mega yachts cruise in its azure blue waters. I feel like a drop in the sea but one who aims, like the magazine, to make ripples in the superyacht industry by being your one-stop resource, one step ahead of the news on the latest yacht business being done, events, products and launches and much more. I will bring the Mediterranean news to you and as a team we will bring you news from all over the globe.

When I met SYI editor-in-chief Dennis Vinkoert, while we were both independently visiting the Monaco Yacht Show (MYS), I realised that as a journalist I am the personification of the ideal to which he adheres for the magazine – professional, in the right place, at the right time with access to the top players in the big boat business. At the risk of sounding arrogant but merely wanting to assure readers of my credentials for the job, I am ideally located in Nice in the hub of the superyachts' summer playground, at the heart of Europe's yacht building industry (Benetti, Ferretti, Moravia) and at the doorstep of Europe's most important yacht shows (Cannes, Monaco and Genoa) to research quality, informational articles to the high standard demanded by our readers. Our 'zero defects approach' to quality improvement in the superyacht industry means that we scrutinise each topic for focus within our pages to ensure you find the best in the business.

The best in the big boat business turned up at the 2006 edition of the Monaco Yacht Show, which is the only nautical trade show in the world to showcases boats of 20 metres plus – up to 90 metres this year, with 55% over 40 metres. The key advantage of Port Hercule is that these giant symbols of elegance and sailing perfection are displayed in their natural habitat and taken out for a test sail. The success of this year's 16<sup>th</sup> MYS and Cannes in September and Genoa in October are testimony of this region's importance for the industry. All shows enjoyed increases in turnout; Cannes

was up 25% compared to 2005 and Genoa topped all three with 1,500 exhibitors.

We look forward to seeing you at next year's shows. In the meantime we wish you festive season's greetings and a Happy New Year!



*Paula Farquharson*

Paula Farquharson

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*Cover photo: View from main aft deck of JeMaSa,  
the largest yacht built to date by Hakvoort Shipyard  
Photo courtesy of Stef Bravin/Hakvoort Shipyard*

