

Expectations

When the going gets tough, the tough get going. When the situation gets critical, those who aren't weak-willed work harder and never give up. The proverb is attributed to Joseph P. Kennedy, the father of U.S. President John F. Kennedy and was popularized in the mid-eighties by Billy Ocean's song 'When the going gets tough, the tough get going'. The saying is found in varying forms and the general message is: when the times are tough, the tough see opportunities. The recent global financial market crisis has not yet reached the top end of the luxury market. On the contrary, luxury brands continue to benefit from a sustained rise in the number of deep-pocketed consumers around the world, particularly in countries like Brazil, Russia, India and China. Nevertheless, tough times surely lie ahead.

Tough times may lie ahead but real entrepreneurs see new business opportunities in economic downturn. Fierce competition forces you to be fast and flexible as well as innovative and reliable in your dealings with your customers. You also expect these qualities from your yacht building partners, equipment suppliers and, last but not least, information providers. At our publishing house we not only take these expectations very seriously, we have also adjusted our thinking and our editorial formula to take them into account. As proven by the steadily increasing number of yacht owners, yacht builders and manufacturers of marine equipment, who are reading this trade journal and believe in us.

Our articles about innovative solutions affect your business. With these contributions we aim at showing the way to gain higher efficiency, greater safety and still reduce operating costs. In this issue, we are pleased to continue presenting solutions in the fields of manufacturing, materials engineering, refit, building kits, hydraulics, coatings and paintings. We hope that you will benefit from this trade journal as a source of information transfer both when building new yachts and when repairing or refitting existing ones. I wish you joyful reading!



Dennis Vinkeert
Publisher

Super Yacht

i n d u s t r y

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Front Cover: The 45m twin screw ocean-going superyacht My Trust is the very epitome of Dutch pedigree. The yacht was toured by SuperYacht Industry during the Monaco Yacht Show (see page 12). Photo courtesy of Hakvoort Shipyards.

Left Page: View of Port Hercule, Monaco, during the Monaco Yacht Show 2008.