

The Superyacht Forum

**18 - 20
NOV 2019**

“The only event in the superyacht world worth participating in.”

Dario Savino, M/Y Dolce Gabbana

“Three days where the industry gets brutally honest with each other for the benefit of the customer.”

Mark de Jong, The Superyacht Life Foundation

“Still the best event on the superyacht agenda.”

Marco Struik, Struik & Hamerslag



“A well-constructed event that is both serious and informal, which lends itself well to networking and discussions that go beyond the superficial.”

Kiran Haslam, Princess Yachts

In association with:

**METS 20
TRADE 19**



18TH-20TH NOVEMBER 2019
AMSTERDAM RAI

Building for the Next Generation

BY MARTIN H. REDMAYNE

The Superyacht Forum, the superyacht market's most valuable and powerful conference, returns to Amsterdam for its 26th year and promises to shake a few trees and deliver a wake-up call for the future. Hosted in partnership with METSTRADE, this year's event will focus exclusively on what the next generation wants, thinks and needs.



OVER
850
DELEGATES



Every year, we try to create a theme that fits the current market performance or focuses on what the industry should do to grow and develop. Last year, we discussed ‘the perfect customer journey’, which led to some very candid exchanges between investors, owners and industry leaders. This year’s theme will be focusing on the ‘next generation’: how we need to develop the industry to attract the next generation of owners and adapt to next-generation technologies.

The Superyacht Forum, in association with METSTRADE, the longest-running and most respected conference in the industry’s calendar, has two core objectives. One is to bring together the most

powerful gathering of industry leaders and decision-makers for three days of networking, private meetings, social interaction and candid exchanges of future-thinking ideas. The second is to provide a platform for some of the most respected business leaders, investors, external experts and innovators to present, discuss, debate and explore how we can future-proof our industry and improve it for our clients. Our team is focused on bringing a brilliant programme to the Forum that will inspire and entertain; this is not a boring conference full of power points or predictable pitches. Each day will deliver something exciting, unique and topical, all following the next-generation theme.

“The only event in the superyachting world worth participating in.”

CAPTAIN DARIO SAVINO

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DYNAMIC WORKSHOPS

DAY ONE

THE BUSINESS DAY

Monday (the 18th) will deliver a programme of future-thinking keynotes and workshops devoted to the business of superyachts, with a fresh approach to what the industry's next generation of business leaders think. We will have current industry CEOs on stage alongside those who will form the backbone of our industry in the future – the next generation, the management who are part of succession plans or have been brought into the industry with the future in mind.

It's fair to say that the past 25 years have been

an interesting ride and many of our industry leaders who have enjoyed their highs and lows are entering the final phases of their careers. So what happens next and who will be running our industry will be a core focus of day one. As we approach 2020 and see that most other industries are focused on efficiency, sustainability and giving back, it will be an interesting debate on how we can adapt with these future goals in mind, and perhaps change the way we approach our business models and how the next generation of clients will perceive our industry.

Over 500 decision-makers from around the globe – representing the major shipyards, yacht managers, brokers, consultancies and owners.

DAY TWO

THE OWNER DAY

Tuesday will focus on the next generation of customers. Following our conversations at The Superyacht Design Forum in June, it's clear we need to explore what customers really want and what we could do differently to change people's perception of yachting. Every year, we discuss the fact that only about 2,000 clients actually invest in ownership when the potential figure is in the tens, or even hundreds, of thousands. The programme will explore – through the wisdom of experts in the world of wealth and exchanges with UHNWIs, charter clients and owners – what we need to do to engage with the next generation.

The performance of our industry has been relatively stable for the past few years, but it has never accelerated to any exciting numbers; we have

witnessed real consolidation, strategic investment and the unwanted collapse of various players in the market. This can be seen as a maturing phase, allowing the industry to reflect on what has happened and what we need to do next – a key part of the debate.

We are also entering a phase when celebrated owners, who have consistently built, bought or owned multiple yachts or invested in our industry, are approaching the end of their lives. We have to prepare for their succession plans, not only in terms of wealth distribution, but also their family's attitudes to yachting. The transfer of wealth and the expectations of future generations will dramatically affect the future of our market. So the big question for day two is "Are we ready for this?"

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INSPIRING KEYNOTES

DAY THREE THE TECHNOLOGY DAY

More directly linked to METSTRADE, Wednesday will focus on the world of innovation, technology and sustainability, with the 'next-generation' theme at the heart of conversations. We often hear about shipyards and key suppliers not wanting to push the boundaries too far because of financial constraints and a fear of failure. However, in the worlds of aviation, shipping and automotive we are seeing next-generation technologies drive investment to new levels.

Our plan is to bring together experts and innovators to share their ideas on what technology can do to add to the superyacht projects of the future. Over the years, we have seen a handful of owners invest in research and development, challenging the industry to explore innovations and next-gen technology. These particular owners are a

rare breed but when they do work on a new project, they demonstrate passion for creating something unique that delivers their personal legacy. We will encourage all delegates – especially those from the tech sector – to debate what the future could be if we explore what can be applied and how to inspire the next generation of clients to invest in doing something different.

Sustainability is the current focal point of our market and this really is the time to look at how we can reduce our impact and create yachts that will be an attractive proposition for eco-conscious clients. This will not be limited to yachts themselves, but will also include the businesses, marinas and shipyards to understand how they operate. Future generations will expect us to be cleaner and efficient, and we will make sure this forms a key focus for day three.



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DAYS OF
SOCIAL INTERACTION

SOCIAL NETWORKING

While boat shows are full of networking events, The Superyacht Forum is an entirely different experience. There is an overwhelming response from all our delegate sectors that the most valuable aspect of our events is the way we create powerful, dynamic and interactive networking opportunities and connect our vast list of buyers and decision-makers with the supply chain. It is done subtly and professionally; this is not a forced environment to meet someone you don't want to.

This year, we have updated our social calendar to ensure that a varied and exciting array of entertainment is on offer throughout the day –

from private 'by-invitation' breakfast meetings, relaxed coffee discussions, beers and banter (a next-generation word!), private exclusive dinners, the myriad of interactive workshops, entertaining interactive experiences that challenge the mind and build real relationships, all the way through to The Superyacht Forum party on the Tuesday night. The Superyacht Forum is built around a core theme, a powerful audience, a highly relevant programme and some serious fun. This is what makes it probably the best networking event in the superyacht calendar – quality time with quality people.

MAKING THE MOST OF METSTRADE

The fundamental reason that The Superyacht Forum takes place in Amsterdam in November is our partnership with METSTRADE, which attracts more than 26,000 buyers of technology and equipment. The City of Amsterdam is key to our planning because it is one of the central hubs for the new-build sector, with many of the most powerful shipyards within driving distance and a major airport nearby. Due to the intensity of The Superyacht Forum's programme, we want to make sure all our delegates make the most of METSTRADE.

The obvious place to start is the Superyacht Pavilion (SYP), a focused show within the show filled with more than 330 exhibitors highly targeted to the sector. You can explore the complete list at metstrade.com/all-exhibitors/exhibitors-syp/. SYP is easily accessible during any of the breaks in the programme on Tuesday or Wednesday and accessible all day on Thursday, the day after The Superyacht Forum closes.

Thanks to the way METSTRADE is mapped out, you can plan similarly specific forays into other areas of interest. Here are some of our tips ...

Materials play such an important role in superyacht structures and interiors which is why we have clusters of companies within this sector located close to SYP. There is the Material District, a tactile exhibition of ecologically friendly new materials to inspire visitors with their various innovative uses. Then there is the Construction Material Pavilion (CMP) in the Elicium, a platform demonstrating next-generation applications and concepts. This, combined with the I-nnovationLAB, focused, unsurprisingly, on innovation and the E-nnovationLAB with dedicated links to electric and hybrid power, provides a diverse and relevant journey through an inspiring exhibition.

With our focus on the 'next generation', we are working closely with the Young Professionals Club, meaning anyone under the age of 35 will be eligible for special delegate rates for The Superyacht Forum, while METSTRADE has added its own lounge, networking opportunities and events to encourage the management and experts of the future to make the most of these two major opportunities. See metstrade.com/networking/young-professionals-club



THE VIRTUAL SUPERYACHT FORUM

One of the future-thinking innovations we will be introducing in 2019 and refining in 2020 are the on-line debates, discussions and knowledge transfer beyond the physical forum in Amsterdam. We attract more than 850 industry leaders to the Forum, but we now want to extend our reach to the several thousand who can't attend because they are stuck in shipyards, offices and on yachts around the world. So watch this space as we unveil innovations of our own to deliver some virtual, digital and next-generation elements of The Superyacht Forum.

In addition to the cool virtual innovations we have been working on for 2019, we have been constantly upgrading our SuperyachtNews App, which not only gives all our delegates access to our news, intelligence and index services, but also creates a perfect tool to share your ideas, contacts and opinions with everyone else attending The Superyacht Forum. This next-generation technology is designed to build a virtual community before you even arrive in Amsterdam and, more importantly, after you have left the Forum on the last day.

“A Forum where real topics are debated and one that dares to discuss the ‘sensitive’ topics.”

FAROUK NEFZI, FEADSHIP

SUMMARY

We would say this wouldn't we, but having consistently delivered The Superyacht Forum for the past 26 years, with a programme that shapes and inspires industry leaders, and one that brings together over 850 decision-makers and influencers alongside the industry's most valuable equipment exhibition in METSTRADe, in Amsterdam, one of the most exciting European cities, I can't think

of a reason why anyone in the superyacht industry shouldn't be marking 18th-20th November in their calendar now and planning their trip to The Superyacht Forum. It's the best investment you can make in terms of time and money, so what are you waiting for? Visit www.superyachtnews.com/thesuperyacht-forum and we'll see you in Amsterdam in November.