The Superyacht Forum

“An important one-on-one with the movers and shakers of our industry.”

Captain Ed Geary

13-16

NOV 2017

LESS IS MORE

This November, The Superyacht Group will deliver a powerful meeting of the industry that combines our current events portfolio.

“The event is a must if you want to stay updated on the market.”

Henk Dreijer, MB92

THE BUYING AUDIENCE FROM OUR 2016 EVENTS

231 - Design
139 - Shipyards
86 - Law
76 - Yacht Management
50 - Captains and Crew
29 - Brokerage
26 - Project Management / Owners’ Reps

The Superyacht Forum

AN EVENT WORTH ATTENDING
Owning a future collector’s item

Amels
INTRODUCTION

For more than 30 years I have attended, chaired, spoken at and sponsored myriad events across the market, from Newcastle to Newport, from Abu Dhabi to Auckland, from Singapore to Seattle, and anywhere in between. Since we created our first ever conference back in 1993, called Project 93, we have seen a plethora of companies enter the market and create similar models, with a much duplicated list of topics and speakers.

I have decided to step to one side like the nimble rugby player I once was, swiftly run ahead of the other players and create a brand new platform that will provide the most valuable network of industry influencers, advisers and decision makers with the perfect meeting place.

Imagine if we create a platform where every significant new build and refit yard, every leading designer, naval architect, broker, manager and lawyer is present. Consider the opportunities if we deliver a gathering of captains, engineers, owners’ representatives, family offices and a few of the hands-on owners all in one place, with the mission of discussing new projects and ideas for the future. Then add into the mix the subcontractors, the technical brains, the engineering innovators, the energy experts, the leading class and flag surveyors and, of course, the consultants and future thinkers from other industries. In my opinion, this would provide the market with the most powerful and unique place to do real business, without the distraction of yachts, crowds and exhibition stands.

The vision for The Superyacht Forum is to create a central platform for all key sectors of the industry to come together and build a stronger market, deliver smarter products and present a better proposition for the future.

I am excited and confident that with the investment and strategy behind this new meeting place, we will create an event that will be “Worth Attending” by everyone that matters.

I look forward to welcoming you in November, to The Superyacht Forum in Amsterdam.
CONTENTS

Less is More 3
The Superyacht Group 5
The Superyacht Market 6
The Research and Insight 8
The Amalgamation and Evolution 9
The New Concept 10
The Mission & The Objectives 12
An Event Worth Attending 14
The Programme 16
Past Speakers 18
The VIP Delegates 20
The S3 Delegates 21
The Testimonials 22
The Partners 24
The Social Activity, VIP Hospitality and Networking 27
The METSTRADE, Shipyard & Factory Tours 28
Useful Information 30
Contact Us 32
It is clear from our research and analysis of the market that we are faced with a congested calendar. Nowadays, there are too many media channels, information sources, boat shows, events and parties; if someone wanted to, they could read a different superyacht-related magazine, book, blog or website, while attending a different boat show, forum, summit, symposium or conference every day of the year.

This has driven our Group to operate with the strategic mantra of “Less is More” and we are confident that our industry will appreciate and respect this decision. The amalgamation of our print and digital channels into a core focused group of brands, The Superyacht Report and The Crew Report, supported by SuperyachtNews.com, will ensure that our audience is reading the most valuable journalism and reporting in the sector.

The same strategy is being applied to our events portfolio in order to create a more valuable platform for all sectors of the industry to meet, engage, learn, exchange ideas and create valuable business opportunities. Therefore, this November, we will deliver a powerful meeting of the industry that combines our current events portfolio: SuperyachtDESIGN Week, Superyacht Management Meetings, The Superyacht Owner’s Summit, Make Your Mark and, of course, the Global Superyacht Forum. This event will follow the same brand strategy as our new portfolio and will be labelled The Superyacht Forum.

We are confident that by bringing together the design community, the strategic thinkers, the financial, tax and business community, and the owners’ advisory network and family offices, and introducing this unique mix of experts to the existing community of the Global Superyacht Forum, we will create the most valuable and powerful meeting place for the industry.

Many future thinking or mature industries have annual meetings of key players, who all come together for policy discussions, ideas exchanges, innovation think-tanks and, essentially, to explore the future of the market. It is our mission to grow on the success of our events portfolio and create a central annual meeting place for everyone involved in the design, build, operation, innovation, purchase, management and ownership of superyachts. This annual meeting place will be our new and enhanced event: The Superyacht Forum.
Would you invest €1 a day for unlimited access to real superyacht business insight and strategic intelligence?

☐ Yes

☐ No

If you ticked Yes, then please visit shop.thesuperyachtgroup.com/businesspackage

If you ticked No … good luck.
As we enter our 25th year in the industry, we feel it is important to highlight that we are one of the few remaining privately owned media, information and event businesses in the market. We are exclusively focused on everything to do with large luxury yachts over 30m (100ft) in length, or superyachts as they have become known, ranging from technical information, market analysis and intelligence, recruitment and reporting, business strategy and forecasting, and of course, bringing our powerful network of contacts together through events.

Our portfolio comprises The Superyacht Report, the most respected magazine in the sector; SuperyachtNews.com, a dynamic portal for real news and opinion; SuperyachtIntelligence.com, an unrivalled information, data and analysis portal and strategic consultancy; The Crew Report, the most professional media channel for the most professional crew; and Superyacht Events, a unique department that brings together all sectors of the industry for meetings, brainstorming and networking. This dynamic mix delivers the information, intelligence, insight and interaction that drives the market forward and provides business and decision-critical support.

The symbiotic relationship of The Superyacht Report, SuperyachtIntelligence.com and Superyacht Events results in a collaborative approach to superyacht reporting. From hosting powerful debates at our events each year, to producing valuable analytical data reports, the Group has its finger firmly on the pulse of the market.

The cohesive nature of The Superyacht Group means that no knowledge is wasted; a divisive opinion piece on SuperyachtNews.com will drive the next workshop session at an event; an exciting data trend will influence an editorial feature within the next magazine issue. The superyacht-focused team behind the entire portfolio is permanently sharing knowledge to contribute to the collective conscious of the industry. This multi-channel approach encompasses hard-hitting facts, instant news reporting, curated opinion pieces, in-depth analysis and a dedicated platform to share expertise from all sectors of the superyacht industry.

At the heart of what drives our company’s value is the desire for the superyacht market to continue to grow, but also a strong commitment to being receptive to ideas and insights from those within the industry.

With a team of 40, including dedicated journalists, editors, account managers, analysts, marketers, support staff, researchers and passionate minds who all “love superyachts” we are focused on delivering the most respected, most valuable and most trusted products in the business. We may not be the biggest in the market, but we are focused on being the best.
The future of the superyacht industry relies on growth and innovation to ensure that we are constantly producing the best possible product. Through analysis, we can identify current trends and forecast future ones in order to indicate the healthy development of the market.
Our team at SuperyachtIntelligence.com and the team of journalists and editors within The Superyacht Group have a very clear perspective on what is happening in the market today, making them capable of forecasting and predicting change based on analytical models, trends and research based insight.

When we look closely at the past 25 years, it is easy to demonstrate how the market has grown and developed in terms of numbers of vessels, technical complexity, volume and value.

The following charts are designed to show where we have come from, the dynamic shifts in the business, the evolution of the portfolio and the demands of the current customers. The market has expanded dramatically over the past decade and we are confident it will continue to grow, with a very manageable fleet delivery schedule, but it is also key to understand the market drivers, the future demands, the potential barriers and the real opportunities.

More than 5,000 superyachts and a delivery programme of 140+ yachts per annum will create a market that requires all of the sectors and players to be strategic, collaborative and innovative in order to grow and build a stronger future.

With a market made up of 5,000+ yachts, 250 shipyards, 120 design studios, 1,000 individual brokers, 5,000 companies in the supply chain, another 1,500 service providers and 60,000+ operational crew all relying on the whims and fantasies of a couple of thousand multi-millionaires, we have to remain focused on stability and longevity.

While the geopolitical landscape is changing, the rich are getting richer but this does not equate to them all buying yachts in the future. By coming together in a network of strategic meetings at The Superyacht Forum, we can map out the most effective strategies, the smartest solutions and the best products that will guarantee our industry's long-term health.
THE RESEARCH AND INSIGHT

THE RESEARCH AND INSIGHT

Following the Global Superyacht Forum 2016, we carried out extensive market research to identify the demand for events and understand the requirements of our delegates. Speaking with up to 200 past delegates, the response was overwhelming: fewer events, increased networking and a more varied event programme would increase the efficiency and productivity of our industry.

A crucial factor in the decision to combine our conference portfolio is to de-clutter the existing events calendar. Not only does this reduce the time that delegates spend away from the office, but it is a cost effective way to bring together the key players in the industry. Fewer events means fewer travel costs and less spent on delegate passes.

A high majority of those surveyed agreed on the benefits of this, including attendees of multiple events, and individuals wishing to extend their scope and get involved with all aspects of the industry, from design and marketing to business and finance.

As we have always maintained, networking is at the heart of any event, and we were reassured by the feedback of our delegates. Over 75 per cent of those surveyed asserted that they engaged with their target market; however, with the range of people that The Superyacht Forum will appeal to, we expect this figure to rise. One event, held in one place, at one time that caters to the entirety of the market, will result in a greater quality, volume and variety of the network.

Through speaking with our loyal delegates and listening to their advice and feedback, we are certain that The Superyacht Forum will be ‘An Event Worth Attending’ for everyone in the industry.

THE BUYING AUDIENCE FROM OUR 2016 EVENTS

231 - Design
139 - Shipyards
86 - Law
76 - Yacht Management
50 - Captains and Crew
29 - Brokerage
26 - Project Management / Owners’ Reps

SURVEY QUESTION: Do you feel that you engaged with your target market at GSF 2016?

78.3% - Yes
17.3% - Yes, but less than I expected
4.4% - No

EVENT ATTENDANCE SHOWING NUMBER OF DELEGATES THAT ALSO ATTENDED GSF 2016

Non-GSF guests
GSF guests

Graphic showing event attendance.
In 2016, we hosted 650 delegates at the Global Superyacht Forum. If we amalgamate the audiences from the other events in 2016, there are another 500 delegates that attended these annual meetings and conferences, but did not attend the Global Superyacht Forum.

These events were hosted over 12 days in five different locations in five different months, yet by analysing the various audiences we believe it makes sense for these market sectors to meet under one roof, in the same week.

By merging the energy, the programme and the audience of the Global Superyacht Forum with SuperyachtDESIGN Week, the Superyacht Management Meetings, Make Your Mark and The Superyacht Owner’s Summit, we will bring together the right people at the right time, to provide better access to information exchanges and higher quality networking opportunities for all industry sectors.

Delegates will be exposed to new contacts and create dynamic connections with decision-makers across the complete spectrum of the market: business, tax, technology, insurance, design, manufacturing, construction, management, law and repair. All these elements affect and influence the ultimate customer: the superyacht owner. If each of the market’s disciplines have better access to information and individual experts, then we all become smarter and more joined up.
The New Concept

The new event structure is designed to cater for everyone in the industry by expanding the scope of subjects covered and allowing for a more customised event experience. In doing so, The Superyacht Forum will provide four days of concentrated learning, networking and dynamic discussions to suit all interests.

By condensing our diverse print and digital portfolio into two central channels, The Superyacht Report and SuperyachtNews.com, and now creating the third channel in The Superyacht Forum, our aim is to operate under one structured information architecture across print, digital and events.

There are essentially seven information channels for the three core products, focusing on Business, Fleet, Technology, Operations, Owner, Buyer and Design. This means that, when anyone is navigating our portfolio, they can engage with the information they require. Clear labelling of content allows our physical and virtual audiences to know exactly what is relevant to them when they need it.

Therefore, a reader of The Superyacht Report, a visitor to SuperyachtNews.com and a delegate at The Superyacht Forum will be able to attend, read or connect with those topics that fit their profile. Engineers can read about technology, but at the same time if they would like to explore the topics of design or business, there is a section or session that will provide insight and interaction with that part of the market.

The new concept for The Superyacht Forum will allow anyone in the industry, be they captain, engineer, designer, broker, manager or supplier, to attend the event and customise their schedule depending on their interests, needs, budget and time.
Intelligence At Sea™

Palladium Technologies, Inc.

PalladiumTechs.com
Info@PalladiumTechs.com
+1 954 653 0630

AV Entertainment
IT / Networking
Cabin Automation
Cyber Security
SiMON Monitoring
Glass Bridge
Ultimately, we want to create a platform for all key sectors of the industry to come together for a series of meetings, networking opportunities, education and inspiration, in one place, every year; a form of industry Annual General Meeting, with strategic energy and smart ideas.

Conferences are designed to benefit the market, and should be positive experiences from which everyone can improve their understanding of business. However, nowadays the industry is saturated with events. In condensing our events portfolio, we intend to provide a ‘must attend’ opportunity, based on the network, the speakers, the dynamics, the programme and the benefits.

The Superyacht Forum will become the superyacht industry’s most powerful meeting in the calendar, with the most valuable network of expertise and contacts. As we have always maintained, you will meet people you know, people you don’t know but, most importantly, the people you need to know.

“The Superyacht Forum will become the superyacht industry’s most powerful meeting in the calendar, with the most valuable network of expertise and contacts.”

Philippe Starck, the Global Superyacht Forum
EXPLORE THE OCEAN.
EXPERIENCE TRITON.
State-of-the-art submersibles for superyacht owners, researchers and explorers.

Triton 3300/3
The Triton 3300/3’s versatility has made it the most popular submersible in Triton’s range. Equally suited for scientific expeditions and pleasure use, the Triton 3300/3 offers reliability and superlative performance in a high-quality, luxurious underwater vessel.

Observation is fundamental to scientific enquiry. The submersible’s industry-leading 360° visibility through optically-superior acrylic provides an unmatched filming and observational experience. And with DNV-GL or ABS classification as standard, your safety is assured.
Combining extensive networking opportunities, inspiring keynote sessions, interactive and engaging focus groups, and exposure to decision makers and innovative thinkers, The Superyacht Forum will provide the market with a platform to become stronger, smarter and more successful. With our unrivalled network of VIPs, varied array of speakers and improved social calendar, we look forward to seeing you at The Superyacht Forum this November.
In order to keep our delegates interested, educated and invigorated, we have a variety of formats that ensure each session remains intellectually stimulating for everyone in attendance.

The programme is a balance of hard-hitting, industry-focused topics for the superyacht market, combined with out-of-industry thinking and innovative presentations designed to push our industry forward. Each session is different, formatted to drive engagement, inspire conversation and educate attendees on the most relevant discussions for the world of superyachts.

Visit [www.superyachtnews.com/thesuperyachtforum](http://www.superyachtnews.com/thesuperyachtforum) for the most up-to-date programme.

This programme is subject to change.

---

### Session 1

| Business | Operations |

### Session 2

| Owner | Fleet | Buyer | Design |

### Session 3

| Technology |

### Session 4

| Design | Business | Owner |
Focusing on commercial, legislative and fiscal transit, our business aim is to be the industry’s leading source of market content, analysis and candid discussions.

Sessions with data and analysis on the growth of the fleet and factors that affect the market.

Delving into the world of superyacht design and naval architecture, this stream will look at forward-thinking concepts, provide insights into studios, discuss issues and inspire attendees.

Focusing on the technical aspects of superyachts, from regulations to systems design and engineering. Relevant for owners, captains, engineers, designers, yards and key decision makers across all disciplines.

An insight into all facets of operating a superyacht, from shoreside yacht management to on-board procedures undertaken by captains, first officers and chief engineers.

A podium for industry spearheads to share their views and dissect the pertinent trends of the ever-transitional brokerage market.

Keynote sessions are thought-provoking TED-style talks that take place in the main auditorium. These sessions are designed to be relevant and interesting to all attendees. From famed designers such as Philippe Starck to superyacht owners to avant-garde innovators, these presentations form the backbone of the programme.

Workshops provide an opportunity to engage with key industry players. These intimate sessions are focused on a broad range of subjects, with experts providing their insights into relevant and pertinent subjects.

The roundtable debates encourage free-flowing conversation and dynamic interaction between all attendees, offering the opportunity for everyone to get involved and shape the debates.
PAST SPEAK

VICTOR MULLER
M/Y THE HIGHLANDER
GLOBAL SUPERYACHT FORUM 2013

IAN BRIGGS
BAC MONO
SUPERYACHTDESIGN WEEK 2016

PETER EIDSGAARD
EIDSGAARD DESIGN
GLOBAL SUPERYACHT FORUM 2014

LAURENCE KEMBALL-COOK
PAVEGEN SYSTEMS
SUPERYACHTDESIGN WEEK 2015

EVAN K MARSHALL
EVAN K MARSHALL
SUPERYACHTDESIGN WEEK 2016

TRACEY CANAVAGGIO
VAN GEEST DESIGN
SUPERYACHTDESIGN WEEK 2016

TONY CASTRO
CASTRO DESIGN
SUPERYACHTDESIGN WEEK 2016

ROB DOYLE
ROB DOYLE DESIGN
SUPERYACHTDESIGN WEEK 2015

FRANK SALZGEBER
EUROPEAN SPACE AGENCY
GLOBAL SUPERYACHT FORUM 2016

HENK DE VRIES
FEADSHIP
GLOBAL SUPERYACHT FORUM 2016

JAMIE EDMISTON
EDMISTON & CO
THE SUPERYACHT OWNER’S SUMMIT 2016

MARNIX HOEKSTRA
VRIPACK
SUPERYACHTDESIGN WEEK 2016
Over the past 20 years, designers, owners, shipyard CEOs, innovators, explorers and business leaders have taken to the stages of our events. For The Superyacht Forum’s inaugural edition, we will be hosting some of the most powerful and inspirational keynote speakers from around the world, to ensure that you hear something very different, but relevant and topical.
The VIP Delegates

This year we have changed our delegate model to create a better categorisation of VIPs and the suppliers, service companies and subcontractors that need to engage with them. So, for The Superyacht Forum, anyone with direct involvement in or influence over buying, contracting, ordering or advising an owner will fit into the VIP category.

This will comprise the following:

Captains, Owners’ Representatives, Chief Engineers, First Officers, Independent Project Managers, Family Offices, Brokers, Designers, Yacht Managers, Naval Architects, Shipyard Senior Management (New Build & Refit) & Lawyers. (Yacht Owners who wish to attend the event will be complimentary.)

The special VIP delegate rate will be:

€425 for the whole event
€175 for a single day

To register for The Superyacht Forum and secure your place, please visit www.superyachtnews.com/thesuperyachtforum/register
The S3 Delegates

Our objective for 2017 is to attract over 450 VIPs from the market, across all of the disciplines listed on the previous page. Increasing the audience of buyers means that we will limit the number of industry suppliers, service providers and subcontractors (S3) in attendance, to 350, allowing for a more balanced and beneficial ratio.

The S3 delegates will include:


The S3 Delegate rate will be:

€1,275 for the whole event
€525 for a single day

To register for The Superyacht Forum and secure your place, please visit www.superyachtnews.com/thesuperyachtforum/register
Where the superyacht industry meets
“INFORMATIVE, EDUCATIONAL AND INSPIRATIONAL.”  
Kevin T Laverty, Hill Robinson International

“THEREVENT OF THE YEAR FOR THE MOST INFLUENTIAL CHARACTERS IN THE SUPERYACHT INDUSTRY.”  
Justin Olesinski, Olesinski Design

“ONE OF THE STRONGEST NETWORKING OPPORTUNITIES FOR THE INDUSTRY.”  
Marco Struijk, Struijk & Hamerslag

“A CHANCE FOR ME TO INTERACT WITH THE BIG GUYS.”  
Patrick Lahey, Triton

“HIGH QUALITY ATTENDANCE, EXCELLENT NETWORKING EVENT WITH INTERESTING PRESENTATIONS AND DISCUSSIONS.”  
Martin Selles, Oceanco

“The one place where business-to-business professionals can discuss topics to improve the performance of our industry.”  
Theo Nooning, Sybass
The Global Superyacht Forum, along with SuperyachtDESIGN Week, Superyacht Management Meetings and The Superyacht Owner’s Summit, has always attracted the leading brands in the market as partners. The visibility, the brand association, the audience quality, the business opportunity and the marketing value means that a partnership with The Superyacht Forum is incredibly powerful and affordable.

We welcome back brands that have been associated with our events for many years, making the opportunity to partner a rare commodity. It is only when we change the event or improve the structure, that new companies can become part of it.

To find out more about partnership opportunities please contact andy@thesuperyachtgroup.com.
CREATING CERTAINTY

Our clients value a team of insurance professionals with a global outlook and worldwide resources. They value the reassurance of round-the-clock support and expert advice. And they value long-standing, trusted relationships.

Yachtsure24. Insurance services for the superyacht market.

www.hiscoxmg.com
MEET THE WORLD IN AMSTERDAM

The SuperYacht Pavilion (SYP) is the only dedicated B2B event for the global superyacht industry. With excellent networking opportunities, a broad range of showcased innovations, the hosting of the Global Superyacht Forum and its location in one of the world’s most beautiful cities, the SYP is an unmissable event for every professional in the large yacht industry.

› SuperYacht Pavilion 2016 exhibitors: 265
› METSTRADE Show 2016 Number of visits: 23,700

The SuperYacht Pavilion is an event of METSTRADE, the world’s leading platform for professionals in the marine equipment industry.
The Superyacht Forum team is renowned for delivering social events that are fresh, informal, dynamic and fun, and our plans for The Superyacht Forum will not disappoint. Private dinners, breakfasts, lunches and VIP parties will form the social backbone of the programme, but we would like to reassure you that there will be no black ties and no awards ceremonies, just good wine, good food and good contacts. As you register for The Superyacht Forum, you will be notified of invitations and opportunities to sign up for additional extra-curricular social activities, something that Amsterdam is renowned for too.

The Superyacht Forum is structured around networking and maximising the opportunity to meet the people that you need to meet in order to develop your ideas and your business.

The overwhelming response from our delegate sectors that the most valuable aspect of our events is the way we create powerful networking opportunities and connect our VIPs with the supply chain. This is through structured meetings, face to face networking, social interaction, private focus groups and venue mapping.
By creating a major meeting place under the new brand, The Superyacht Forum, and locating all the events under one roof in Amsterdam, we are able to create enhanced experiences both on and off site.

Hosting the event in the RAI at the same time as the Marine Equipment Trade Show (METSTRADE), the largest marine technology and equipment event, allows all delegates full access to their network of products and exhibitors.

In addition to this, we are exploring a further dimension to the new event. It is widely recognised that The Netherlands is the home of superyacht excellence, and many of the major yards, subcontractors, technology partners and equipment manufacturers are all within an hour of the city. As a result, we are looking to introduce a more formal, but optional, programme allowing VIPs and S3 delegates to participate in structured shipyard visits and specialist technology tours.

If you would like your shipyard or factory to be considered for this programme, please contact events@thesuperyachtgroup.com
MTU Series 4000

Legendary. Since 1996.

Since 1996, more than 37,000 MTU Series 4000 engines set the standard for efficiency and reliability again and again. With technologies like common rail fuel injection, turbocharging, exhaust gas aftertreatment and advanced electronics, highest quality standards and legal requirements are met alike. Learn more about the legend and the latest MTU Series 4000 marine diesel engines at legendary.mtu-online.com
THE SUPERYACHT FORUM

13-16 November 2017
An international hub, Amsterdam provides the perfect setting for this event which attracts delegates from over 32 different countries. The city is steeped in culture and history, as well as being an important centre for business, particularly within the superyacht industry.

The Superyacht Forum is held at the Amsterdam RAI during the world’s largest Marine Equipment Trade Show (METSTRADE). Using this venue allows our delegates to maximise the use of their time in the city. The SuperYacht Pavilion and METSTRADE are always accessible for anyone with a Superyacht Forum delegate badge.

The Amsterdam RAI is located to the south of the city, within easy reach of Schiphol Airport and Amsterdam centre. Easily accessible by car and train, the venue is perfectly situated for both international and local visitors.

The nearest train station is RAI Amsterdam, a seven-minute walk from the venue. Parking is available on site.

Amsterdam RAI, Entrance E, Europaplein 22, NI 1078 GZ
NOW YOU’VE GOT THE DATA, IT’S TIME TO USE IT.

A clear understanding of your marketplace is the starting point for an effective marketing strategy.

The Superyacht Agency works with brands who want to benefit from using creative, strategic and dynamic marketing as effective business tools.

Get in touch to arrange your free marketing clinic.

+44 (0)20 7801 1021
hello@thesuperyachtagency.com
NOW YOU’VE GOT THE DATA, IT’S TIME TO USE IT.

A clear understanding of your marketplace is the starting point for an effective marketing strategy. The Superyacht Agency works with brands who want to benefit from using creative, strategic and dynamic marketing as effective business tools.

Get in touch to arrange your free marketing clinic.

+44 (0)20 7801 1021
hello@thesuperyachtagency.com

THE SUPERYACHT AGENCY
The METSTRADE show is the world’s largest marine equipment trade show and the only truly international B2B exhibition. With excellent networking opportunities, a broad range of showcased innovations and located in one of the most beautiful cities in the world, the METSTRADE show is an unmissable event for every professional in the marine industry.

1,470 exhibitors  
23,700 visitors  
107 nationalities

The METSTRADE show is the flagship event of METSTRADE, the world’s leading platform for professionals in the marine equipment industry.