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Taiwan Int'l Boat Show

2018
3.15–18



2018

The most professional boat procurement platform in Asia

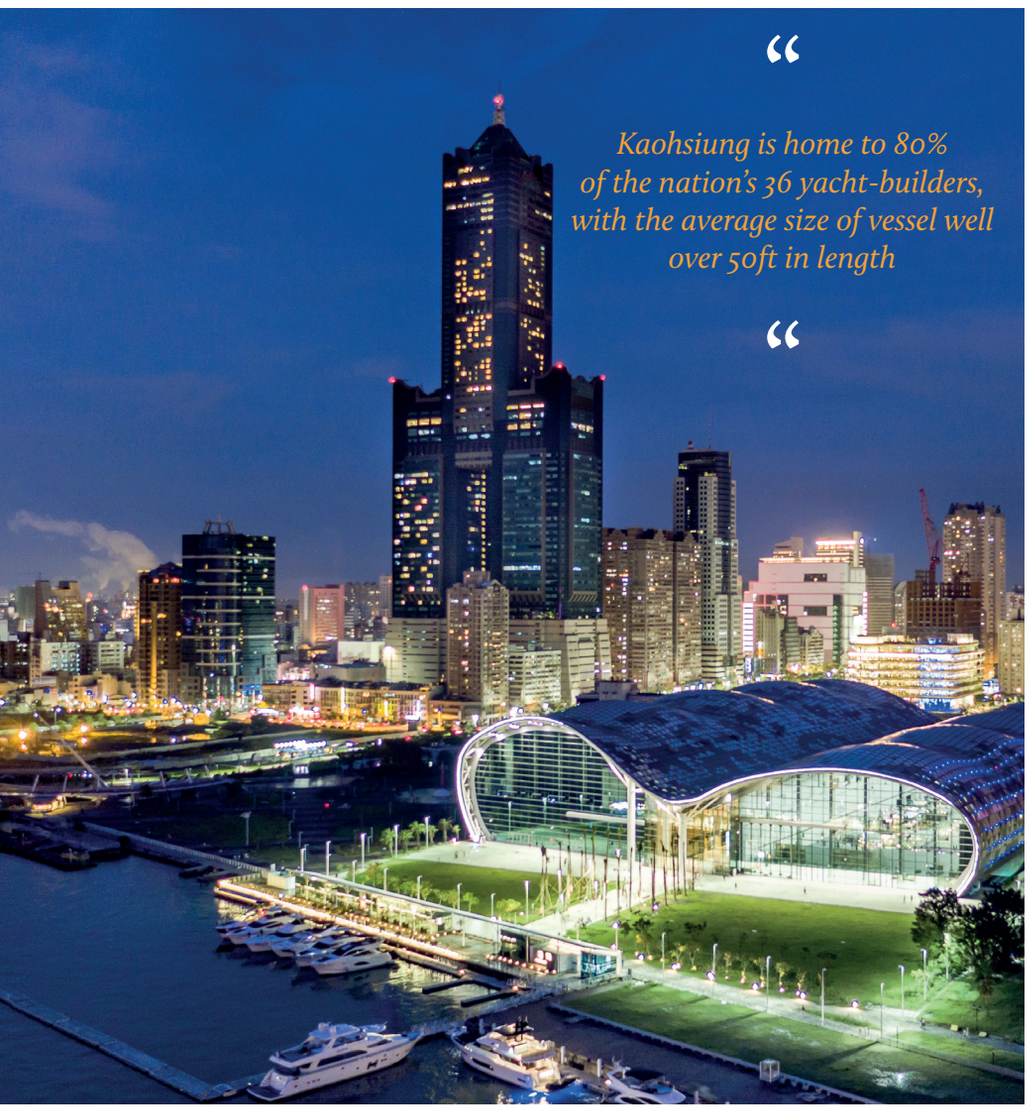
Organized by:
Bureau of Foreign Trade, Ministry of Economic Affairs
Kaohsiung City Government

Implemented by:
Taiwan External Trade Development Council (TAITRA)

Supported by:
Taiwan Yacht Industry Association (TYIA)
Taiwan International Ports Corp., Ltd (TIPC)

The countdown begins: TIBS 2018 to kick off in style

WORDS: BELINDA SNELL



> *Kaohsiung is home to 80% of the nation's 36 yacht-builders, with the average size of vessel well over 50ft in length*

More than 27,000 visitors are expected to flock to the Kaohsiung Exhibition Centre in March

With just a few weeks to go before the 2018 Taiwan International Boat Show (TIBS) opens its doors to the public, excited locals are already counting down the days. All eyes are firmly on Kaohsiung as it prepares to welcome more than 27,000 visitors for the much-anticipated third edition of TIBS. From March 15-18, the latest innovations in sail and power boats – including superyachts and related equipment – will be displayed inside the Kaohsiung Exhibition Center and outside on the water at Horizon City Marina and the newly built Kha Shing Pier 22.

A busy itinerary of events has been scheduled for yachting professionals at the show, including seminars, yacht design workshops, and one-on-one procurement meetings to help boost sales. With just two editions under its belt, TIBS has already earned its reputation as a leading show in which to do business.

KAOHSIUNG: CITY OF YACHTS

Taiwan also has a solid international reputation for producing high-quality custom yachts at a competitive price, and its world status continues to grow. According to *Showboat International*'s 2017 Global Order Book, Taiwan is now the fifth-largest producer of yachts over 24m (79ft) and the biggest in all of Asia. Kaohsiung itself is home to 80% of the nation's 36 yacht-builders, with the average size of vessel well over 50ft in length. All of Taiwan's main boatbuilders will be at TIBS 2018 to display their latest models. Participating shipyards include Kha Shing, Johnson Yachts, Ocean Alexander, Horizon, Nova Marine, Dyna Yachts, Cadcam Marine and many more.

According to Howard Gung, chairman of the Taiwan Yacht Industry Association (TYIA), annual output for the sector is estimated at around US$180m, with yachts ranging from 50ft-120ft supporting a workforce of 2,500.

Kaohsiung is also home to a substantial cluster of marine equipment and accessories firms that feed the supply chain of the yacht industry both within Taiwan and overseas. Participating in TIBS 2018 are domestic equipment firms like Atech Composites, ANewPow, Marineer, Capital Machinery, Himan Tech Diesel and others.

BRINGING BOATING TO THE MASSES

Taiwan still has some way to go before leisure boating is accepted as a valid recreational pastime. The organisers are therefore placing greater emphasis this year on small, entry level boats from 20ft-25ft in an effort to educate locals about the pleasures of boating and highlighting its affordability. A series of marine education initiatives will also be held.

Jointly organised by Taiwan's Ministry of Economic of Affairs (MOEA), Bureau of Foreign Trade (BOFT) and Kaohsiung City Government, and implemented by the Taiwan External Trade Development Council (TAITRA) with the support of the Taiwan Yacht Industry Association (TYIA) and Taiwan International Ports Corp., Ltd (TIPC), TIBS 2018 promises to be an event like none other.

Leisure boating has only been allowed in Taiwan since 2012, when the government opened its territorial waters for recreational use. Prior to that, boating was confined to harbours, estuaries and inland waters. Having abolished a luxury tax on leisure boats in 2014, the Taiwan government is now taking steps to further encourage growth of the domestic yachting market through its strong support of TIBS.

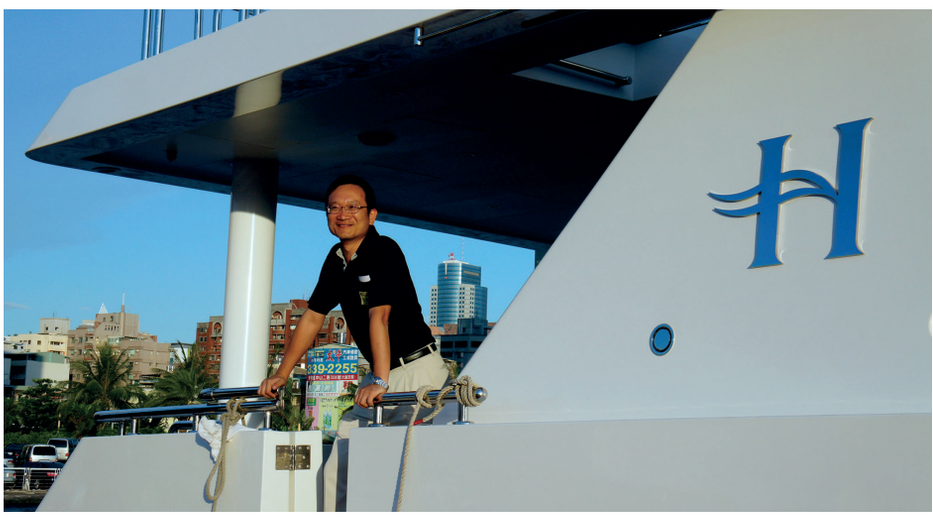
TYIA CHAIRMAN HOWARD GUNG LOOKS TO THE FUTURE:

"The next three years will see a big increase in industry growth"

WORDS: BELINDA SNELL



The 23m Monte Fino 76 Fly will take centre stage in the Kaohsiung Exhibiton Centre at TIBS



As head of the Taiwan Yacht Industry Association (TYIA), Kha Shing's Howard Gung is a strong advocate of getting locals out onto the water

One of the highlights of TIBS this year will be the unveiling of a 23m (76ft) Rob Humphreys-designed motoryacht, the Monte Fino 76 Fly, by one of Taiwan's longest established custom yacht-builders – Kha Shing Enterprises. Founded in 1977, Kha Shing has grown steadily in stature over the years, as well as in capacity. Today the company builds around 20 yachts per year at its Kaohsiung yard, split between the Monte Fino brand and those built under contract for firms such as Belize in Australia and US-based Offshore and Hargrave Custom Yachts.

"So far 2018 has been a very busy year," says managing director Howard Gung, who also serves as chairman of the Taiwan Yacht Industry Association (TYIA). "Last year we obtained five new orders for yachts over 80ft LOA in the US. Of the five orders, two were for a 118ft Hargrave. We're also working on new moulds for a 66ft Riviera Belize, which will be launched at the 2018 Fort Lauderdale Boat Show. On top of all these projects, we're working on two orders for the newly developed Outback 50ft. Currently, there are 12 yachts being built within our facility and all of these yachts will be completed and delivered in 2018."

Kha Shing is also building a new marina in the city that, when completed, will offer 30 berths for yachts of up to 50m (164ft). Kha Shing Pier 22 is expected to open in March, just prior to TIBS 2018.

"As well as offering safe berthing for yachts, we also want to provide one-stop marina services for boat owners, increase sales of our own yachts in the domestic market and, most importantly, provide an opportunity for all people to be closer to the water," Gung explains.

At Kha Shing, he says, domestic sales account for less than 2% of annual group turnover. Local demand is mostly for yachts under 60ft in length, whereas domestic builders tend to focus on much larger models. "Even though there are many potential buyers in Taiwan, it takes time to develop this kind of need amongst domestic clientele," says Gung. "What we require at the moment are better marinas for luxury yachts and more yacht management professionals, so that future boat owners are confident that their yacht will be in good hands once they've made a purchase. I believe that the Taiwan yacht industry will see a big increase in growth over the next three years."

While America continues to be Kha Shing's biggest export market, the company set up a branch office in China last year to grow sales closer to home and is also talking to dealers in the UK, Australia and New Zealand about setting up new sales offices in those countries.

Europe, however, is of growing interest, thanks to a recovering economy and historical love of yachts. "Our goal for the next few years is to develop further into Europe while keeping America as one of our most important export markets," says Gung, adding that it is vital to keep on top of the latest trends in yacht design whilst also looking at efficiencies in product development and mouldings. "The change in production materials and methods has become extremely crucial to us," says Gung. "Over the last three years, Kha Shing has worked hard to transfer our traditional craftsmanship to digitalisation, both in design and the manufacturing process.

"I hope to develop new products in a shorter period of time and build more yachts within the same capacity and time frame," Gung adds. "At the same time, our customers will be able make their decisions during the design phase by looking at 3D images. By doing so, we will be able to shorten the waiting period of any customised product. For all current and future orders, our customers could see the images of the yacht of their dreams in advance, which will certainly help us to obtain more orders."

In the spotlight: Johnson Yachts

WITH MORE THAN 30 YEARS' EXPERIENCE BUILDING LUXURY CUSTOM YACHTS, JOHN HUANG OF KAOHSIUNG-BASED JOHNSON YACHTS LOOKS BACK ON THE RISE OF THE COMPANY HE FOUNDED BACK IN 1987 AND SHARES HIS VIEWS ON THE TAIWAN MARKET IN THE RUN-UP TO TIBS

WORDS: BELINDA SNELL



L-R: Johnson CEO Andy Huang and Peter Cheng, general manager. Top right: Andy Huang with his father, John, founder of the company, at TIBS 2014

Q: How did you come to establish Johnson Yachts and why? What is your background? Did you grow up with a love of boating?

A: In 1978 my brother and I founded a sailing company called Queen Long Marine. We worked together for several years and then, in 1985, we established our own sailing brand, Hylas. Although the company was growing steadily, I began to investigate whether there were any other markets or products in which to invest. We realised very quickly that there were limitations in terms of creating space and comfort on sailboats, which is how the idea of building more luxurious, high-quality motoryachts came about. Together we created a team of professionals and started what's known today as Johnson Yachts.

Before entering the yacht business I worked in the construction industry, where I was able to hone my professional skills and eye for interior design. I've always had a passion for the sea, so decided to transfer these construction techniques to yacht-building. In order to flourish, I recruited talent from the shipbuilding industry, including our general manager Peter, who has worked with me since our time at Queen Long Marine.

Q: How has Johnson Yachts evolved over the years? What changes have you seen in the industry, both globally and in Taiwan itself?

A: In the 1980s, most yacht companies were OEMs that used a low-pricing strategy to attract clients. In the beginning we were all using the same strategy to obtain market share. Eventually we created our own brand, Johnson Yachts, and started cooperating with British designer Bill Dixon, who worked with us to design a classic boat model.

Before 2008, most of our clients were American investors. They ordered yachts from us and then sold them directly to locals. Today there are no more American investors; we sell directly to the end-user ourselves. Faced with a competitive market and shorter product lifecycle, we are constantly investing large amounts of our budget in marketing to promote our

yachts and increase visibility. We're also developing new models consistently. For example, this year we will roll out the new Johnson 70 and Johnson 115. Compared to European mass production, our advantage is our custom craftsmanship techniques. We design yachts based on client requests.

Q. What are your most important export markets? Which geographical areas are you targeting and why?
A: Apart from Europe, the US has proved to be the most important market for almost everyone. Statistics show that over 70% of sales in the US are generated in the southeast region – Florida in particular. We're not sure how much of this is true, but it's definitely an area that we need to focus on.

Q: What are your plans to grow the business? Do you have a particular strategy?
A: We're targeting the east coast of the United States because it's the world's main yacht market. We roll out one model per year and ship it to Fort Lauderdale for the boat show, which allows customers to experience the yachts directly. Each year we participate in the three main boat shows – Fort Lauderdale, Miami and Palm Beach. Our Johnson 93, for example, was displayed at FLIBS 2017 and it will also appear at the Miami and Palm Beach shows later this year. There are two essential selling approaches – direct selling at shows and obtaining custom orders. We currently have eight dealers around the world to assist us with local sales, so we have a great business network.

> *"The Taiwan government takes the yacht industry seriously now that it understands just how unique the sector is"*

Q: In what way is the Taiwan boating market different to the rest of Asia? What makes it unique?
A: The Taiwan boating market is relatively slower than the rest of Asia due to political and cultural issues. Nevertheless, the relaxation of sea prohibition, the construction of new piers and the hosting of a boat show in Kaohsiung is expanding people's acceptance of boats. Taiwan is a developing market, so there is plenty of potential business which we are looking forward to.

Q: Do you think the Taiwan government is doing enough to promote and nurture a healthy leisure marine industry in Taiwan?
A: Taiwan is among the world's top 10 yacht-building nations, climbing to fifth place in 2016. The Taiwan government takes the yacht industry seriously now that it understands just how unique the sector is. The government has been supporting the boat show, upgrading some of our fishing ports to yacht wharfs, and also authorising licenses for yachting. For example, in the near future Asia's New Bay Area in Kaohsiung City, which is under construction by the government, will be the largest yacht wharf in Taiwan, mooring around 160 yachts.

Q: Why is TIBS important? Is it about raising the country's international profile or are you more concerned with bringing the marine lifestyle to a local audience?
A: The main purpose of TIBS is to expand the local Taiwan market and grow our reputation in Asia. At present, most Taiwanese companies, including Johnson Yachts, only target Western countries. We only have one Asian dealer and that's in Japan, so at TIBS we'll be hoping to attract more buyers from nearby countries.

The show is important because it increases Taiwan's visibility on the world stage and proves that we have the capability to build luxury yachts. TIBS not only promotes yachts; it also demonstrates to the Taiwanese that we have this incredible industry that intrigues more and more people. TIBS brings the leisure marine lifestyle to Taiwan. It also attracts more talent and investors, which cultivates the industry for yachts.

Q: What are your hopes and aspirations for recreational boating in Taiwan?
A: Most yachts in Taiwan are registered under corporations for business use. At Johnson Yachts, we want the Taiwanese to own yachts for their own leisure purposes and embrace the boating lifestyle. Like other Western countries, there are particular trade platforms for buying or renting boats. We'd like leisure yachts to become part of our normal lifestyle.

Attracting Asian buyers: Johnson Yachts presents smallest model at TIBS



This 20m Bill Dixon-designed Johnson 65 was sold last year to the company's first-ever Taiwanese client

Johnson Yachts is hoping to attract more Asian buyers at TIBS this year when it displays the smallest yacht in its portfolio, a 20m Johnson 65, on Stand D2219. Designed by Bill Dixon, the model chosen for display was sold in 2017 to the company's first-ever Taiwanese client in what was Johnson's 30th anniversary year.
It has a 20ft beam for maximum onboard space and is said to be the first motoryacht in the Southern Hemisphere with ZF 400 Pod Drives and over 1000hp engines.

Johnson launched its largest model to date – the 34.1m raised pilothouse Johnson 112 – in December 2017 for a US client. The company is now hard at work on an even larger model, the Johnson 115 tri-deck. A Johnson 80 is also under construction at its Kaohsiung yard and a new Johnson 93 is currently in discussion.

Marineer gears up for TIBS 2018



Volvo Penta, Garmin and Humphree wil be well represented

Taipei-based marine equipment distributor Marineer is making a welcome return to TIBS this year with a range of Volvo Penta engines, Garmin navigational equipment, Humphree stabilization systems and EchoPilot forward-looking sonars on Stand A2430. One of the highlights will be Humphree's 24V DC-powered Electric Stabilising Fin – the only integrated system, Marineer claims, to combine both pitch and roll damping. Compact and lightweight, the system is installed onboard *Victoria 76*, a 23m Monte Fino 76 motoryacht from local builder Kha Shing Enterprises that will appear on Stand C2237. On its own stand, Marineer will also be demonstrating the benefits of EchoPilot's latest forward-looking sonar, the EchoPilot FLS 3D.

"As a local representative for the aforementioned brands, we're poised to support TIBS 2018 and provide consultancy services to interested parties," says Marineer's Mathieu Lee. "It's a great opportunity for visitors to find the right product, service or boat that they're looking for."

Marineer is also hoping to display Volvo Penta's IPS1350 – the latest, most powerful and most advanced integrated propulsion system from the Swedish marine engine specialist. "There's an increasing demand for efficiency, safety, communication and system integration," Lee explains. "That's the reason Volvo Penta is integrating not only helm controls, gearbox, exhaust, propellers, joystick and dynamic positioning systems, but also navigation and stabilisation systems."

According to Lee, Taiwan's propensity for extreme weather and often treacherous and unpredictable waters means that yacht maintenance in Taiwan can be demanding. New boat owners must pay full attention to vessel upkeep and there's a strong demand in the country for aftersales support, he says.

Nevertheless, while the majority of Marineer's business comes from exports, domestic enquiries are said to be increasing as locals wake up to the joys of nature and begin to embrace the outdoors – a welcome development, says Lee, that will eventually lead to new boat owners.

"A lack of berths and demand for aftersales support are common concerns for the boat owners and captains in Taiwan," he says. "Fortunately, several new marinas are being planned and some Taiwanese shipyards are expanding their services into this sector."

A welcome return for Amal Yachting

Amal Yachting is one of several companies keen to support the Taiwan yacht industry by exhibiting at TIBS. The Taipei-based dealer, which was founded in 2014, already has a significant number of overseas brands in its portfolio, including Delta Powerboats from Sweden, Axopar of Finland, Italian brands Absolute and Zar, Leopard from South Africa, Catana and Bali from France, Colunna Jet Boats from Brazil, and Jersey from the UK. Its main office is located in downtown Taipei, home to the country's first-ever yacht showroom, with a branch office in Kaohsiung and another office in Long Dong Marina in the north of the country.

"We're targeting local prospects who like to participate in boating activities while also spreading our philosophy of 'selling the right boat to the right buyer'," says company spokesman Mr Lin.

Amal is bringing five boats to TIBS this year – two Absolute 45 STYs and a Navetta 52, an Axopar 24HT, a Leopard 43 Powercat and a Jersey 30. They can be seen on Stand D2415. Of particular interest is the Leopard 43 PC, a mid-sized catamaran that was nominated for a Powerboat of the Year Award at the 2017 Düsseldorf Boat Show. Built by Robertson & Caine with a Simonis Voogd Design exterior, the Leopard 43 PC's stepped hull adds interior volume above the waterline, allowing for roomier accommodation in the hulls without sacrificing performance. With narrower hulls and less wetted surface below the waterline, it can reach top speeds of 24kt and maintains exceptional fuel efficiency. "We're looking forward to introducing the Leopard 43PC, which offers enormous space and good value for money," says Lin.

Visitors to TIBS 2018 are encouraged to climb aboard the new flybridge model. Inside, the galley is located forward and the forward-facing settee and table are now located aft. This layout, with sliding glass doors between the settee and aft cockpit seating area, plus a large window forward and access door to the bow, allow for nearly 360° panoramic views and create a feeling of continuous indoor-outdoor living space.

"Customers are looking for things like more Pod engines and big saloon windows in boats from 40ft-60ft," says Lin. "We're trying to organise more sea trials in order for prospective clients to get to know our boats well."



The Leopard 43 PC offers vast space and good value for money

Going 'green' with ePropulsion



ePropulsion's Spirit 1.0 electric outboard

One of Taiwan's leading proponents of clean, green energy is ANewPow, sole importer and distributor of the ePropulsion brand of electric outboard motors from Hong Kong. ANewPow will be promoting several new eco-friendly products on Stand A2136 at TIBS. These include the popular Spirit 1.0, Navy 3.0 and Navy 6.0 series of electric outboards that meet the growing need for efficient power production with zero emissions; a Lagoon electric propeller that is designed to be mounted or installed beneath a StandUp Paddleboard (SUP), canoe or kayak; and the eSurf range of electric surfboards suitable for all levels.

"At TIBS 2018, we're hoping to promote ePropulsion's core spirit and trend of providing eco-friendly products to the pioneers of the watersports and recreational marine industry through our presence at the show," says Yulin Chen, international sales manager at ANewPow. "We're also looking forward to the chance to meet other Asian distributors who share the same passion towards our eco-friendly products."

ePropulsion's latest offering, the eSurf S1 electric surfboard, has an inflatable body that can be easily carried or stowed away. Fully embedded into the tail part of the eSurf S1, the jet system is wirelessly paired to a handheld remote control to adjust surfing speed. While surfing, the efficient jet system powered by lithium battery is totally emission-free, so even on protected waters you can surf with eSurf S1 without fear of pollution.

ePropulsion was founded in Hong Kong in 2012 by three young engineers passionate about watersports. All products within the group's portfolio were designed to adhere to their vision of providing eco-friendly power solutions.

"Lagoon was really popular in Taiwan last year," Yulin confides. "There are lots of watersports lovers that tire easily or are held back or constrained by strong winds, underwater currents, or just through physical weakness. Lagoon provides them with extra power to assist them along the way, ensuring that their experience on the water is as fun and relaxing as possible. Lagoon is very lightweight at just 4kg and can reach a maximum 8.5km per hour at full speed. It only takes three hours to fully charge the battery. With all of these traits, it's no wonder that Lagoon has become the top choice for local watersports coaches who train their customers in these activities.

Simpson Marine targets newcomers

Simpson Marine Taiwan will have a strong presence at TIBS this year with a Monte Carlo 6 powerboat on Stand D2205, as well as an example of an ergonomic, comfortable cruiser – Beneteau's Oceanis 41.1. "Having two yachts on display is one thing, but we will also promote our full range of brands and services and we are sure that visitors will be able to find something suitable," says Tony Chen, country sales manager for Taiwan. "We have many good stock boats secured for this year with quick deliveries, and great charter offers for the coming season. There are many things to promote."

Simpson Marine is one of Taiwan's biggest yacht dealerships and brokerage firms with offices in Taipei, Kaohsiung and Penghu. Services include new and pre-owned yacht sales, superyacht sales, yacht charter, yacht management and service.

According to Chen, business is good overall with seasonal ups and downs closely related to the country's economic situation and attitude towards luxury goods. "We are lucky to be one of the best yacht dealers in Taiwan with annual sales increasing in terms of boats sold and the size of yachts sold," Chen explains. "Last year we were very lucky to sell the biggest superyacht to Taiwan, a 46m Sanlorenzo from Italy. We sold the largest Sanlorenzo yacht in Taiwan and the biggest foreign yacht in Taiwan at the same time, and that brought us a lot of attention and cemented our reputation as the superyacht expert to go to for a bespoke, tailor-made yacht. Representing six brands, we have over 100 models to sell, so there is definitely something for everyone.

"Boating is a great industry that contributes to our national economy and grants jobs to thousands of people working in related fields such as hospitality, servicing, repairs or logistics," Chen adds. "A boat show is a great place for boating enthusiasts to gather and explore the possibilities, meet people and catch up on news. We will be happy to meet anyone with passion for boating, to help get them on the water."

Chen notes that more people in Taiwan have access to boats these days, either through ownership or charter. The is particularly important in Asia, he says. "In Taiwan we're seeing more boats in marinas and owners are starting to do more cruising and racing, visiting neighbouring places like Japan's Okinawa, Hong Kong or the Philippines. That's a very positive trend and one that we are actively participating in."



Simpson Marine is bringing a Monte Carlo 6 powerboat to TIBS

TAIWAN INT'L BOAT SHOW

2018
3.15–18



Kaohsiung Exhibition Center
Horizon City Marina
Kha Shing Pier 22

How to get to Kaohsiung Exhibition Center

No.39, Chenggong 2nd Rd., Cianjhen Dist., Kaohsiung City



By Car:
From Kaohsiung International Airport: 20 mins
From Taiwan High Speed Rail, Zuoying Station: 25mins

By MRT:
Sanduo Shopping District Station is the closest to KEC.
It's a 10-minute walk from Exit 2.

By Light Rail Transit:
Kaohsiung Light Rail/C8 Station: Kaohsiung Exhibition Center
Every 10 minutes during peak hours. Every 15 minutes during off-peak hours
Test-ride station: C1 Lizihnei-C8 Kaohsiung Exhibition Center.
Passengers must press the 'open' button while getting on/off trains.

By Taxi:
Taxi fare is estimated to be US$9-10 per trip from Taiwan High Speed Rail, Zuoying Station and US8-9 per trip from Kaohsiung International Airport.

By Uber:
Enter promo code "2018TIBS" and get the special offer from Taiwan international boat show.

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