

# TAIWAN INT'L BOAT SHOW



# 2018 Show Review

ORGANIZED BY:

BUREAU OF FOREIGN TRADE,  
MINISTRY OF ECONOMIC AFFAIRS



KAOHSIUNG CITY  
GOVERNMENT

IMPLEMENTED BY:

TAIWAN EXTERNAL TRADE  
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SUPPORTED BY:

TAIWAN YACHT INDUSTRY  
ASSOCIATION (TYIA)



TAIWAN INTERNATIONAL  
PORTS CORP., LTD (TIPC)

# Back by popular demand: TIBS 2018 generates strong sales

WORDS: BELINDA SNELL



More than 20,000 visitors and 726 foreign buyers from 31 countries attended TIBS this year

**C**rowds descended on the Kaohsiung Exhibition Centre in March for the much-anticipated return of the 2018 Taiwan International Boat Show (TIBS). Now in its third edition, the bi-annual event attracted 20,095 visitors and 726 foreign buyers from 31 countries, including China, the US, Japan, Korea and Singapore. TAITRA, the Taiwan External Trade Development Council, confirmed the sale of 13 vessels directly at the show, including a BZ 54 from Monte Fino Yachts, two 70ft models from Johnson Yachts, a Dyna 32, two small yachts from Morningstar Boats, and three 58ft vessels from Novatec Yachts. In total some 65

yachts were displayed at TIBS, including 37 vessels moored on the water at Horizon City Marina and at Kha Shing's new Pier 22 Marina, which opened just days before the show began.

Equipment firms were also jubilant, having generated in excess of US\$10m from a series of pre-arranged one-on-one procurement meetings arranged by TAITRA. Many are now working their way through a list of potential leads in a glow of post-show optimism.

While Taiwan has a solid international reputation for producing high-quality yachts – mainly for the US market – there were clear signs at TIBS that the domestic boating market is also growing. New marina

projects are opening at record speed. The Taiwan government, it seems, is making good on its promise to convert old fishing harbours into marinas suitable for pleasure yachts and the lifestyle that surrounds it.

Likewise, TAITRA placed greater emphasis at the show this year on small, entry-level boats from 20ft-25ft. The aim was to educate locals about the pleasures of boating and to highlight the sport's affordability. "By the end of Saturday, 12,566 domestic visitors attended the show. That's 12% growth compared to the last edition," says TAITRA project manager Sunny Chang. "And there were more domestic buyers compared to the previous edition. Nine yachts were sold by the end of Day 3 and most of the buyers were from Taiwan."

According to Chang, the introduction of sea trials in Kaohsiung Harbour were immensely popular. Around 1,300 people pre-registered to take part. "Local visitors are becoming more and more important to this show," she said. "Maybe it's because we have a greater focus on small- to medium-sized yachts this year, as most of the local visitors would be first-time buyers."

TIBS 2018 was organised by Taiwan's Bureau of Foreign Trade, Ministry of Economic Affairs and Kaohsiung City Government, implemented by TAITRA, and supported by the Taiwan Yacht Industry Association (TYIA), and Taiwan International Ports Corp (TIPC). The next event will be held in 2020. ●

## Strong growth on the Horizon ▶

Horizon Yachts gave a group of visiting journalists a private glimpse of the Horizon E56 and E56 XO motoryachts at TIBS this year, both of which were moored outside the Kaohsiung venue at Horizon City Marina. Designed with the Taiwan market in mind, the Horizon E56 is one of the company's best-selling introductory models. "In Taiwan, we've sold five or six already," says Keith Chen, administration manager of Horizon. The new E56 XO is a more functional, entry-level sportsyacht with three-cabin layout. It boasts a number of practical features such as an aft deck transom cabinet that transforms into a serving area with BBQ, sink and bait well.



The Horizon E56 XO sportsyacht is expected to do well on the Taiwan market, thanks to its many practical features

## Knowledge-sharing with Atech ▶

Atech Composites, the first SCRIMP licensee holder in Asia, held a series of demonstrations at TIBS this year to showcase its unique vacuum infusion technology to the public. As one of Horizon Group's many subsidiaries, Atech offered a first-hand glimpse of how to produce a single-piece yacht component that is not only lightweight, but extremely durable. "On the first day, buyers from the Middle East directly placed orders to purchase raw materials for yacht-building," says vice general manager Chris Chen. "Now that TIBS is over, we're receiving continuous requests for quotes from international visitors and we're interacting closely with them."

# TIBS industry summit well-attended



One of the highlights of TIBS this year was a 'Global Market, Trend & Design' summit forum that attracted well over 100 delegates – mostly from the local boating community. The forum comprised five presentations from specialists within their field, followed by a panel discussion moderated by John Kung of Taiwan-based Monte Fino Yachts.

Keynote speaker Andrea Razeto, vice president of the International Council of Marine Industry Associations (ICOMIA) and VP of UCINA, the Italian trade association, kicked off the summit with an overview of global industry statistics, focusing on the strong recovery seen in the US since 2011 and positive growth in Europe since 2015. Naval architect Anders Berg from Dixon Yacht Design in the UK then focused on the latest trends in design and the need to work with clients to ensure that designing for efficient production is achieved.

Advanced manufacturing processes in the marine industry were covered by

Stephen Leonard-Williams from Composite Integration, who discussed the latest developments in Resin Transfer Moulding (RTM) and Resin Infusion (RI).

The developing boat market in South Korea was described by Dr Kim Choong-Hwan, consultant of the Metropolitan Marine Leisure Industry Centre in Seoul. Dr Kim showed how the Korean leisure boating market has grown rapidly over the last 10 years, rising from 5,227 registered leisure boats to 30,956 today.

Last but not least, *IBI* Asia and Middle East correspondent Mike Derrett gave a presentation showing how changes in consumer behaviour, which started in the early part of the millennium and was accelerated by the 2008 global financial crisis, have been reflected in the global boating markets. He highlighted the trends for foiling power and sail boats, hybrid propulsion and autonomous boats.

The summit was organised by the Taiwan External Trade Development Council (TAITRA), co-organiser of TIBS. ●

## Green light for Taiwan's largest-ever marina development project



Plans for a new 160-berth marina in the heart of Kaohsiung were met with much excitement at TIBS this year, with the news being unveiled just days before the show opened. Taiwan International Ports Corp says it plans to invest NT\$500m to create Love River Bay Pleasure Yacht Marina, which will encompass Wharves 13-15 in the Port of Kaohsiung. When completed later this year, the marina will be able to accommodate 160 boats with an average length of 15m and a width of 5m, making it the country's largest marina for leisure yachts and a model for future marina development. The marina will cover 10 hectares of near-shore water with a depth of 6m-8m, and 460m-long piers. Piers will also be open to smaller pleasure craft and commercial pleasure boats, creating opportunities for the public to get out onto the water. It is hoped that this will encourage locals to take greater advantage of the leisure marine opportunities available in the city, of which there are many. ●



Atech Composites demonstrates its unique vacuum infusion methods at TIBS, drawing widespread attention to its booth

### Luxury mobile living

One of Taiwan's biggest importers of used cars caused a big stir when it brought an Airstream travel trailer into the halls of the Kaohsiung Exhibition Centre. "Most people have never seen this type of mobile home in Taiwan before, so they're very interested," says Ms Olivia, manager of Taichung-based car dealership OMA. "Hopefully we'll gain some business, but really it's more about raising our profile and letting people know about our products." Airstream's best-selling Bambi model is said to be easy to tow and incredibly versatile, proving that good things really do come in small packages. It was an instant hit with locals, pulling in large crowds.



OMA's Airstream travel trailer was an instant hit with locals. Crowds of visitors, including children, lined up patiently to clamber onboard

# Taiwan's first live-aboard diving yacht



The MF 76 Open has a range of 500Nm

**K**ha Shing's Monte Fino 76 Open flybridge was the largest yacht in the Kaohsiung Exhibition Centre this year. At 23m, the Rob Humphreys-designed vessel offers large exterior spaces on the flybridge and aft deck, and is described by deputy general manager John Kung as the first 'live-aboard' diving yacht in Taiwan.

Diving is a popular pastime in Taiwan, says Kung, with growing numbers of divers drawn to nearby destinations such as Green Island, Orchid Island and the ever-popular Penghu Islands in the Taiwan Strait. With a range of 500Nm,

the Monte Fino 76 can take visitors as far as the South China Sea and is equipped with all of the necessary gear, including compressors, watermaker, advanced navigation system and more.

Kha Shing also displayed a Monte Fino C45 Open Fly at TIBS alongside a Belize 54 Daybridge. The latter is a popular high-end model jointly developed and built under contract for Riviera Yachts in Australia. Monte Fino sold the BZ 54 at the show, along with bookings for several yacht charter journeys including a two-day trip to the Penghu Fireworks Festival and diving at Xiaoluiqiu. ●

## Johnson Yachts 'bullish' on future of local market

**A** Johnson 65 motoryacht from Kaohsiung-based Johnson Yachts made its Taiwan debut at TIBS this year, marking an important milestone for the company. The Bill Dixon-designed yacht is the first Johnson model to be sold in Taiwan and, more significantly, its owner purchased it after just one hour on-board.

According to group president Andy Huang, the owner of the Johnson 65 fell in love with the yacht at first sight, later stating that it complied with all of his requirements. Some of the highlights include a one-level main deck floor that allows for a good use of space for the salon and kitchen. The yacht has four cabins and one crew room, and boasts an electronic monitoring system to control all onboard equipment. A fin stabiliser and Humphree Interceptor trim tab enhances acceleration and cruising stability, ensuring a top speed of 25kt.

While the US has always been Johnson Yachts' main market, Huang says he expects local enquiries to grow by around 20% this year on the back of a successful TIBS. It also helps that the government has made strong efforts in recent years to promote leisure marine activities in Taiwan, actively expanding the number of berths by helping to convert old fishing harbours into marinas and encouraging locals to gain their yacht licenses. In the past, says Huang, there was nowhere to keep a boat. Now there are four marinas in Kaohsiung alone.

Johnson specialises in semi-custom motoryachts from 70ft-115ft and currently has an 80ft flybridge under construction at its Kaohsiung yard. It will be ready for delivery at the end of this year and is bound for the US east coast.

The next project is a Johnson 110, which is currently undergoing lamination. "We have some very interested buyers from



This 65-footer from Johnson Yachts was sold locally

the US west coast and we're very close to signing," said Huang at the show, adding that a new project, the Johnson 115 flagship, is currently in development and due for release in 2020.

Both the Johnson 80 and the Johnson 110 are destined for the US market, whereas the Johnson 115 is being built on spec. Huang says there is an interested buyer for that particular model from the US and Russia, and that a prospective Mexican buyer is also looking.

Meanwhile, Johnson ended TIBS on a high note, having confirmed the sale of two new 70-footers during the show. ●

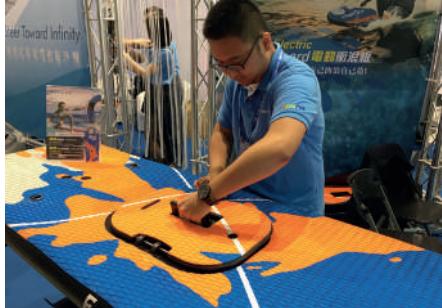
**Seajet, a division of Chugoku Marine Paints from Japan, took its two-coat epoxy primer with silicone topcoat to TIBS as part of a concerted effort to grow its presence in Asia. "We see Taiwan as a growing market," says Seajet's Emily Schruers. "There are many boatbuilders here that export to the US, where we are currently registering our products. We think it's a strong market for trawlers, fishing boats and small yachts."**



# *Anewpow goes green with electric propulsion*

Taiwan's sole importer and distributor of the ePropulsion brand of electric outboards from Hong Kong welcomed the international media to its stand at TIBS this year, where it displayed its popular Spirit 1.0, Navy 3.0 and Navy 6.0 outboard motors alongside the eSurf electric surfboard, Lagoon electric propeller for SUPs and kayaks, and the new Hoverstar AquaJet Dive H2 from the US.

The eSurf S1 electric surfboard is an entry-level product designed to help beginners experience the thrill of surfing in a controlled environment. The inflatable, battery-powered surfboard is equipped with a hydrofoil that counters body weight to improve balance and comes with a wrist-worn remote control to adjust surfing speed. It is also ideal for rescue operations. When surfing, the efficient



Surf's up: Henry Chang demonstrates eSurf

jet system powered by lithium battery is totally emission-free.

ANewPow is one of Taiwan's leading proponents of clean, green energy, and is working hard to grow the local watersports industry through its presence at the show. All products within its portfolio are designed to adhere to their vision of providing eco-friendly power solutions. ●

## *Strength in unity: God Power International*

The staff at God Power International were out in force at TIBS this year, meeting with clients old and new to support the strength of the industry. "We've met customers from the Middle East, South East Asia and Northeast Asia, including places like Singapore, Malaysia, Kuwait, Japan and Korea," says managing director Rock Cheng. "They were looking for marine materials to be exported from Taiwan because they know that 'Made in Taiwan' products are good quality and that we have lots of experience in this field."

Part of the Kaohsiung marine cluster,



The staff at God Power were out in force at TIBS

God Power offers a wide range of products for the benefit of the industry. The group counts Horizon, Kha Shing and Johnson amongst its many trusted clients. ●

While the bulk of Alexander Marine's output is predominantly sold in the US, the builder of the Ocean Alexander range of motoryachts attended TIBS this year in a strong show of support for the local industry. The company took a group of international journalists on a cruise through Kaohsiung Port on its new OA 85 Skylounge, which is destined for Australia. A new OA 90 will debut at the Ft Lauderdale show later this year.

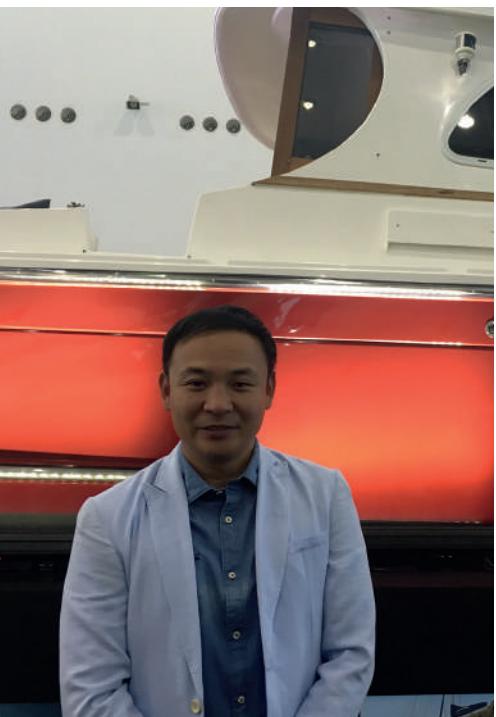


Cheng I Cheng, Hung Shen's MD and chairman

## *Pushing the boundaries of prop design*

At Hung Shen Propeller, TIBS provided a good opportunity to catch up with clients and show them the company's latest prop designs. "Overall we had a pretty good impression of the show," says Hung Shen chairman and managing director Cheng I Cheng. "We had many clients visiting our stall and inquiring about our new propeller design. For us, the challenge now is how to turn that interest into actual orders." Hung Shen sells around 1,000-1,500 propellers per year – mostly for commercial workboats, the military and coast guard services – and claims to be one of the top three builders of small- to medium-sized props in the world. Its products are sold in 27 countries, with the US accounting for 25% of total sales. "TIBS is important for the industry as it raises Taiwan's international profile and at the same time promotes the leisure marine lifestyle to the general public," says Cheng, whose fixed-pitch and controlled-pitch propellers are renowned for their efficiency, reliability and minimum noise and vibration levels. ●





Amal MD hopes to close several deals soon

## *AMAL YACHTING'S PHILOSOPHY: Selling the right boat to the right client*

**S**elling the right boat to the right client is what it's all about at Amal Yachting, a Taipei-based dealership that started life in 2014, just as the Taiwan government began to restrictions on private yacht ownership. For those wanting an entry-level boat, Amal offers ZAR tenders from France. Those looking for a bit more luxury can choose an Absolute motoryacht from Italy. Other brands on offer include Delta Powerboats from Sweden, Leopard from South Africa and Columna from Brazil.

Making its TIBS debut, however, was an Axopar 24 HT from Finland. "It's an excellent performance boat and the price is very competitive," says Amal Yachting

MD, Tee Tzer Yu. "Including shipping and tax, it's around NT\$3m. That's the same price as a car."

Indoors, Amal also displayed a classic UK-built Jersey 30 suitable for fishing, with another two boats moored outside in the marina – a Leopard 43 catamaran and an Absolute Navetta 52.

"Most people were impressed with our booth design and the boats that we had on show," said Tee. "The size is suitable for the local market and the price range is too."

Tee said the company met with several serious buyers during the show, and expects to close a few sales within the coming months. ●

## *Dyna targets local market with smallest model in fleet*

**F**irst-time exhibitor Dyna Yachts chose to display a 10.7m Dyna 32 for its TIBS debut – the smallest yacht in the group's portfolio and the perfect-sized vessel for Taiwan's developing yacht market. Launched in 2017, the Dyna 32 is aimed at boaters with limited on-water experience or those who don't have the budget for a larger yacht. "It's the perfect size for an entry-level user or small family, especially for the emerging yacht market like Taiwan and the South East Asian countries," says sales and marketing manager Emily Yen.

A unique feature of the Dyna 32 is the deck top that extends to the stern and shades the entire aft deck. The standard

layout comes with a twin bed stateroom, bathroom and wet bar, although an optional second stateroom layout is also available.

The Dyna 32 on display was the second hull in the series and belongs to a local Taiwanese owner. The first model was sold last year to the Philippines. "We've recently built a few boats for the domestic market, but they tend to be more functional compared to those built for export, as they're mostly used for fishing, whale-watching and the like," says Yen. "Overall it's been a successful show. Most visitors think that in terms of the quality, features and size of boat, the Dyna 32 is a very good buy." ●

The Dyna 32 is an ideal entry-level yacht for newcomers to boating

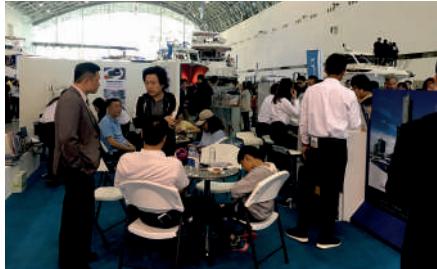


**A Beneteau Oceanis 38 was the only sailing yacht at TIBS this year, courtesy of Hong Kong-based dealership Simpson Marine. Simpson also displayed a Monte Carlo 6 motoryacht. Both models are owned by locals. "The Taiwan market is growing steadily, but it's slow growth," says marketing manager Ewa Stachurska. "But we're here to stay. We know it takes time, as it did in Hong Kong many years ago."**



# *Argo takes on Azimut brand, expands with new marina*

With its base located outside the Kaohsiung Exhibition Centre at Horizon City Marina, Argo Yacht Club has grown to become the largest yacht club in the country – no small feat, considering the company was only established in 2014. Argo has since opened another base in the popular Penghu Islands and has just won the tender to build a new 150-berth marina in Tainan, around one hour's drive from Kaohsiung. A new marine school will also be established to promote education. Argo, which also serves as the sole Taiwan dealership for Bavaria Yachts, is hoping to become Taiwan's leading one-stop shop for leisure boaters. At TIBS the



Argo now offers a full spectrum of services

company announced that it had recently taken on the Azimut brand – a move that should grow the club's name even further. "The plan is for Argo to have many marinas in order to provide everything a client might need," says Argo's Lawrence Lim. ●

# *Heavy capital investment at Morningstar pays off*

adcam Marine's Morningstar Boats is celebrating the sale of two small fishing boats at TIBS this year, along with plenty of follow-up leads. Using a 1,000-tonne hydraulic press and toolings typically only seen in the automotive industry, Morningstar boats are said to be revolutionary because of their unique aluminium plate formed hulls. It's a mode of mass production that involved heavy capital investment – and one that paid off.

"The stamping method of boat hull production allows us to achieve complexity in shape not achievable via traditional methods," says Morningstar's Grady Fan. "For instance, we can integrate the gunwale



Morningstar's 520 Bay Rover at TIBS

into the side plate; and features like strakes/reverse chines/variable deadrise into the bottom hull.

"The end effect is that we can build hydrodynamic fibreglass curves out of strong and light 5083 aluminium alloy." ●



The Novatec 58 Euro was a hit with Asian visitors

# *Novatec Yachts lures locals*

The sleek, modern profile of the Novatec 58 Euro turned heads at TIBS this year, with its generous interior and exterior living space wowing the crowds. According to Novatec CEO Eddy Tao, the new 17.7m motoryacht was specifically designed for Asian boaters in terms of layout, materials, styling and design. "We build products that are suitable for the Asian market," says Tao. "We don't just build boats for the US or Europe. This is why we always sell so well in Taiwan," he says, adding that 70% of all yachts moored in local marinas were built at Nova's Taoyuan-based yard. "Another big factor is the service we provide. Most buyers in Taiwan are first-time boaters." The Novatec 58 is expected to do well on the Taiwan market, and will be joined in the middle of 2018 by the Novatec 65 SuperNova. This latest model will have a supercar-like profile from Bugatti and design cues taken from the high-end automotive industry. For Tao, it's not about selling more yachts or signing more orders, it's about building a strong foundation for the future. "We invested over US\$1.2m on a new hull and deck for the Novatec 58. It's important to consider future opportunities." ●



US-based textile manufacturer Glen Raven displayed its Sunbrella marine fabrics and upholstery at TIBS this year for the first time. "We're two days in and it's really buzzing," said regional sales manager Caojiong Zhang. "We've already made a lot of contacts and have had some quality conversations." Sunbrella marine fabrics are water-repellent, UV-resistant and easy to clean. The group launched a new upholstery collection last year.



# TAIWAN INT'L BOAT SHOW



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