

TAIWAN INT'L BOAT SHOW

It's **BOAT** time

202003 | **12-15**
March

SAVE THE DATE



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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)

“Of course we would like to expand sales further, but more importantly we want to continue to promote the recreational yachting lifestyle in Taiwan”



As the biggest indoor boat show in all of Asia, TIBS 2020 will have something for everyone when it returns to Kaohsiung in March

“Taiwan yacht-builders are famous throughout the world, but the Taiwan people have almost zero knowledge of boating. Charter is a great way to fix that”



Kha Shing Pier 22 is located directly outside the Kaohsiung Exhibition Centre

PRACTICAL INFORMATION

EXHIBITION AREAS

1. Yachts and Boats
2. Boat Accessories and Services
- NEW** 3. Diving and Fishing Equipment
4. Yacht Clubs and Rental Services

HIGHLIGHTS FROM TIBS 2018

- 170 exhibitors from 32 countries
- 1,000 booths
- 65 boats on display
- Over 25,000 local and international visitors and professional buyers
- 15 yachts sold directly at the show

2020 EVENTS

1. Pre-Show Press Conference
2. Opening Ceremony
3. Industry Seminars
4. 1-on-1 Procurement Meetings

For more information visit
www.boatshow.tw or email:
boatshow@taitra.org.tw

THE KINGDOM OF YACHTS

Taiwan prepares for four-day boating bonanza

Excitement is building in the run-up to the 2020 Taiwan International Boat Show (TIBS) in Kaohsiung. Billed as the “biggest indoor boat show in all of Asia”, TIBS 2020 will have something for everyone when it returns to the Kaohsiung Exhibition Centre from March 12-15 for its fourth bi-annual edition – from small inflatable RIBs, dinghies and speedboats designed to attract newcomers to the market, to some of the finest examples of Taiwan-built luxury yachts. Marine equipment, accessories and services will also feature heavily, turning the column-free halls of the Kaohsiung venue into a veritable one-stop shop for all things boat-related. Outside at Horizon City Marina and Kha Shing’s Pier 22, a selection of yachts

will be moored in Kaohsiung Harbour – the largest and busiest port in Taiwan and home to the country’s burgeoning yacht-building scene.

TAITRA, the Taiwan External Trade Development Council, is keen to maintain the show’s reputation as an effective platform in which to do business, arranging industry forums, seminars and one-on-one procurement meetings to help facilitate foreign trade. However, capturing the imagination of locals and getting them attuned to the possibilities of boating is a growing priority – one that is necessary to safeguard the industry’s future.

One of the country’s biggest yacht exporters, Kha Shing Enterprises, is looking to grow the local market by taking a 19.8m

Monte Fino 66 Voyager to TIBS next year. Designed in collaboration with UK naval architect Tony Castro for Kha Shing’s growing charter fleet, the yacht is ideal for local diving. Ocean Alexander, another leading yacht-builder and one of the top-selling large yacht brands in the US, will display a 24m OA 84R – the second model in its new Revolution series. “Even though we’re one of the richest countries in Asia, Taiwan is still under represented in the retail yacht market. We see great opportunities in the years ahead,” says Daphne Wen, Ocean Alexander’s coordinator of general affairs. “Infrastructure is one of the greatest challenges for yachting in Taiwan, but it is coming and it’s being built. OA stands ready to assist the

broader industry to develop this local market via service, attendance at boat shows, and, when the market is ready, retail operations.”

According to *Showboats International*, Taiwan is the world’s fourth-largest producer of yachts over 24m (79ft) in length and the largest in all of Asia. The latest figures from the Taiwan Yacht Industry Association (TYIA) show that 86 medium and large-sized vessels with an export value of US\$162m were sold in 2018 – 8% more than the year before. The average unit price also grew, jumping by 20% to around US\$1.88m per unit. Clear evidence, it seems, that the Taiwanese market is thriving.

In addition to yacht manufacturing, Taiwan has a substantial marine equipment and spare

parts industry that feeds the supply chain both within Taiwan and overseas. Solas Science and Engineering, God Power International, Haoma and Li Chun Industrial are just some of the exhibitors that have confirmed their presence at next year’s show. Atech Composites, a subsidiary of the Kaohsiung-based Horizon Group and the first SCRIMP licensee holder in all of Asia, will be the biggest exhibitor at TIBS with a 360m² booth on which it will showcase its unique vacuum infusion technology to the visiting public. “TIBS will help raise Taiwan’s international profile, attract more global attention and ultimately create new business opportunities,” says Chris Chen, vice general manager of Atech Composites.

Organised by Taiwan’s Bureau of Foreign Trade (BOFT), Ministry of Economic Affairs and Kaohsiung City Government, implemented by TAITRA and supported by the TYIA and Taiwan International Ports Corp Ltd (TIPC), TIBS is not only an effective trade platform for international buyers to purchase yachts and related spare parts in Asia, it’s also a vehicle to get more locals into boating. TAITRA is hoping to repeat the success of last year’s show, which attracted over 25,000 visitors and professional buyers from 32 countries. It is also hoped that Taiwan will soon have a yachting culture of its own, enabling it to rise above its reputation as a manufacturing powerhouse to become a much-valued boating destination in itself. ●

“TIBS presents great opportunities for potential buyers and yacht-related businesses to take a deeper look at what is available here in Taiwan and make the best decision”



The 24m Ocean Alexander 84R



Nearly 80% of Taiwan's yacht manufacturing industry is located in or around Kaohsiung



Ft Lauderdale Mayor Dean Trantalis (third from left) greets (L-R) Paul Cheng, Manager, TAITRA Taiwan Trade Center New York; David Chien, Director General, Taipei Economic and Cultural Office in Miami; Yu-Jung Chang, Deputy Secretary General, Kaohsiung City Government; and Howard Gung, Chairman of the Taiwan Yacht Industry Association (TYIA) and General Manager of Kha Shing Enterprise Co Ltd

“Taiwan has gained a reputation as the ‘Kingdom of Yachts’ and our mature supply chain and manufacturing strengths continue to gain international attention”

Taiwan delegation at FLIBS to educate and learn

A delegation from the Taiwan External Trade Development Council (TAITRA) visited this year's Fort Lauderdale International Boat Show (FLIBS) in October to both educate the world on the country's growing yacht industry and related manufacturing sectors and to learn from a city that has developed into what it claims is the 'Yachting Capital of the World', as well as learning from the producers of the world's largest in-water yacht show.

“Taiwan has gained a reputation as the ‘Kingdom of Yachts’ and our mature supply chain and manufacturing strengths continue to gain international attention,” said David Kuan-Chou Chien, Director General of the Taipei Economic and Cultural office in Miami, Florida. “We want to make you aware of the trends in Taiwan's yacht manufacturing industry and the opportunities for cooperation with the US,” Chien said.

“As Asia's ‘Yachting Kingdom’, Taiwan needs a top-tier yachting event,” he added, referencing the Taiwan International Boat Show (TIBS), which runs from March 12-15 at the Kaohsiung Exhibition Center.

Nearly 80% of the island nation's yacht manufacturing is located in and around Kaohsiung, which shares so-called ‘Sister City’ status with Fort Lauderdale, Florida. Sister cities are a form of legal or social agreement between towns that share similar

characteristics to promote cultural and commercial ties.

With 86 yacht builders in total – including Monte Fino, Dyna Craft and Ocean Alexander part of the delegation exhibiting at this year's FLIBS – Taiwan is the largest yacht manufacturer in Asia and the world's fourth largest yacht exporter in 2018, representing approximately US\$162m in trade. The US is its second biggest export market.

While Taiwan's locally flagged yachts now total approximately 600, that represents only .08 yachts for every 1,000 residents, which local officials would like to see grow.

The barriers to growth of boating in Taiwan, according to John Kung, Deputy General Manager of Kha Shing Enterprises – maker of Monte Fino Yachts and a recent entrant into the marina owner/management business through Pier 22 marina in Kaohsiung – are a general lack of boating culture in Taiwan, fuelled in part by decades-old restrictions on waterway access due to national security, clearances needed to take a boat to or from a harbour, and a shortage of marina slips. There are only 680 marina slips currently, for example, but Kung said that's changing.

“The government over recent years has begun converting fishing harbours to accommodate many yachts,” he said, adding

there are 27 ports that can accommodate larger vessels. “We are expanding marina slips and public spaces that include restaurants and shopping.”

Kung said the associated tourism development is not only making Kaohsiung more of a tourist destination, but the hope is that locals visiting the shops and eateries will be exposed to the boating lifestyle and aspire to join it.

Andrea Lou, the TAITRA project manager responsible for producing TIBS, said for US boatbuilders of any size, there are excellent opportunities for expanding into the Asia-Pacific market using TIBS as a stepping stone by either exporting boats to the market or establishing manufacturing in Taiwan.

“We want buyers to notice how great the boatbuilding craft is in Taiwan,” Lou said. “We also welcome other brands to come and build in Taiwan; smaller boats to come to our market and create a positive boating experience.”

Lou said as TIBS continues to grow, she will be able to employ practices she learned from being on the ground in Fort Lauderdale.

“This show is amazing,” she exclaimed. “The way it is organised and the number of brands – many we've never heard of, the layout; there are so many things we have learned from them.”



"The feedback we received from visitors to the show in 2018 was very encouraging and greatly beneficial to our brand-building exercise"

As the 2020 Taiwan International Boat Show (TIBS) approaches, five Taiwanese companies discuss their plans and preparations in the run-up to next year's event in Kaohsiung



OCEAN ALEXANDER

Building brand awareness



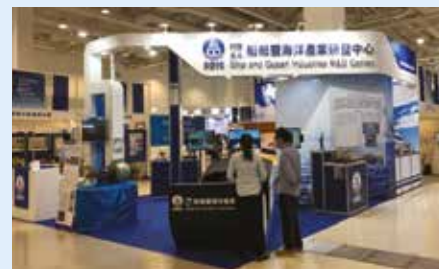
The OA 84R had its world debut at FLIBS

Building brand awareness will be top of the agenda for Ocean Alexander at TIBS next year. The Kaohsiung-based builder of semi-custom motoryachts from 70ft-120ft may be one of the top-selling brands of large yachts in the US, but its presence on the Taiwan market is scarcely known. It's a situation that Johnny Chueh, the president of Ocean Alexander, is hoping to change. "Taiwan is a young market, so we'll be showing our newest and freshest model at TIBS," says Chueh. That model is the 24m Ocean Alexander 84R motoryacht, which has just returned from a successful debut appearance at the Ft Lauderdale International Boat Show (FLIBS) in Florida. "Our main market is the USA, where we continue to have dominant market share," Chueh explains, adding that business is currently up by double-digits on account of a strong US economy.

Designed by Evan K Marshall in partnership with Arrabito Naval Architects, the OA 84R is the second model in Ocean Alexander's Revolution series and is available in both skylounge or flybridge versions. It has a relaxed, family-oriented layout with spacious living areas spread across the entire main deck – a feature that should prove popular with Asian clients. Floor to ceiling windows offer plenty of natural light, with panoramic views throughout. "At this stage, our attendance at TIBS is more about building the Ocean Alexander brand," says Chueh. "The feedback we received from visitors to the show in 2018 was very encouraging and greatly beneficial to our brand-building exercise." ●

SOIC

Supporting the industry



Ship and Ocean Industries R&D Center

The Taiwanese government-owned naval architecture and maritime research institute, Ship and Ocean Industries R&D Center (SOIC), will be taking a booth at TIBS 2020 to promote AQUAOBJECT – a new platform for shipyards and suppliers that allows them to create 'project profiles' for yachts and their related equipment. It aims to address complex procurement issues by listing thousands of yacht-related items and allowing boatbuilders to create a list of projects and form their own database, saving significant time and enhancing the quality of their yachts. "The new platform helps designers and engineers to quickly source materials as well as drawings and installation guidelines," says Iven Lo, head of the Yacht and Marine Department at SOIC.

As part of its role to promote the industry, SOIC will have two booths at TIBS next year – an AQUAOBJECT stand with 10 brands on display from both Taiwanese and foreign suppliers, and another stand to demonstrate SOIC's 'Integrated Structural System' for producing yacht interiors. There will also be a ship manoeuvring simulator system on site and a hybrid system for yachts.

"We want to show the world what the Taiwan yacht industry is capable of," says Lo. "We have a great location in Asia. Taiwan is an important stopover for international, long-range cruisers, so from my point of view we should be showing not only our new-build yacht capabilities at TIBS, but also our yacht equipment supply chain and our refit capabilities too." ●



"TIBS is a channel that allows us to introduce Taiwan's yacht-building industry to the world; not just the yacht manufacturers, but also the many related materials suppliers"

AMAL YACHTING

Reaching new milestones



Amal's portfolio now includes Ferretti

Multi-brand dealership Amal Yachting will have a strong presence at TIBS next year, having just signed an exclusive agreement with Italy's Ferretti Group to distribute the Ferretti, Pershing and Riva brands in Taiwan. It's a milestone that Tee Zheng, Amal's executive director, hopes will propel the company forward to greater heights. "We will present boats from Pershing, Absolute, Leopard and Axopar at TIBS 2020," says Zheng. "Those are the four brands that are most suited for the Taiwan market."

Amal Yachting has come a long way since its inception in 2014, when the Taiwan government first started to ease restrictions on private yacht ownership. With showrooms in Taipei, Kaohsiung and New Taipei City, the company now has something for everyone, catering to all tastes and budgets. Other brands in its portfolio include Absolute motoryachts from Italy, Delta Powerboats from Sweden, Axopar speedboats from Finland, Leopard catamarans from South Africa, and ZAR tenders from France.

Zheng says the company is hoping to repeat the success of TIBS 2018. At the previous edition, Amal displayed an Axopar 24HT speedboat which was a huge hit amongst locals. Small, entry-level speedboats are said to be particularly well-suited to the Taiwan market, being relatively easy to manoeuvre and maintain. The idea is that buyers will eventually move up to a larger-sized model such as a Leopard catamaran, ideal for young families. ●

ATECH COMPOSITES

Stealing the spotlight



'Incredible Composites Applications'

The biggest exhibitor at TIBS next year will be Atech Composites, a subsidiary of the Kaohsiung-based Horizon Group and the first SCRIMP licensee holder in all of Asia. The company will be showcasing its unique vacuum infusion technology on a 360m² exhibitor booth, giving visitors a first-hand glimpse of how to produce a single-piece yacht component that is both lightweight and durable too. "This year we made a new world record by infusing a 140ft hull with its longitudinal girder and transverse frame in a single shot," says Atech's Chris Chen, whose company builds hulls and components for Horizon Yachts, one of the world's largest luxury yacht-builders and the number one builder in the Asia-Pacific region. In the past three decades, Horizon has delivered over 820 yachts, with more than 205 of these over 80ft in length.

"The topic for TIBS 2020 at our booth will be Incredible Composites Applications," Chen adds. "We will take this opportunity to promote Atech's technical capabilities in the yacht industry, share innovation and technology through on-site demonstrations, educate newcomers to the industry by hosting seminars on our stand, and have fun with visitors through on-site DIY composite handicrafts and games."

Chen describes TIBS 2018 as a great success. "Our customers came over from the UK, Finland, the USA, China, Korea and Malaysia to visit our stand and have fun." Atech is one exhibitor not to be missed. ●

GOD POWER INTERNATIONAL

Making contacts



The God Power team will be out in force

After last year's successful appearance at TIBS, God Power International is returning in 2020 with a new selection of high-quality marine hardware suitable for both OEMs and the aftermarket. "TIBS is a channel that allows us to introduce Taiwan's yacht-building industry to the world; not just the yacht manufacturers, but also the many related materials suppliers that will also attend," says Rock Cheng, managing director at the Kaohsiung-based firm. "We met many customers at TIBS 2018 from the Middle East as well as Southeast and Northeast Asia, including Singapore, Malaysia, Kuwait, Japan and Korea. They were looking for marine materials to be exported from Taiwan because they know that 'Made in Taiwan' products are of good quality and that we have lots of experience in this particular industry."

As for growing the local market, Cheng says that TIBS has proved an effective platform to educate the Taiwan people about the leisure marine lifestyle since the very first edition in 2014. "In the past, most of the Taiwan-made yachts were exported to the US, Australia and Europe, but now more and more local customers are aware of the marine lifestyle and they are willing to experience sailing and marine activities," he says. "They know more about yachts through TIBS." ●



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