

 TAIWAN INT'L BOAT SHOW

# news LETTER

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## 2016 Taiwan International Boat Show: THE COUNTDOWN BEGINS

After an impressive debut in 2014, TIBS is returning to the Kaohsiung Exhibition Center and Horizon City Marina next year for its second edition

[www.boatshow.tw](http://www.boatshow.tw)

Kaohsiung Exhibition Center  
Horizon City Marina



ORGANIZED BY



BUREAU OF FOREIGN TRADE, MOEA



KAOHSIUNG CITY GOVERNMENT

IMPLEMENTED BY



TAIWAN EXTERNAL TRADE  
DEVELOPMENT COUNCIL (TAITRA)

SUPPORTED BY



TAIWAN YACHT INDUSTRY  
ASSOCIATION (TYIA)



**TYIA chairman  
Charles Chang**

# Building on success

**Horizon City Marina, home to the on-water portion of TIBS, is Taiwan's first private luxury marina**

**HAVING GENERATED US\$169.82M WORTH OF TRADE DURING ITS INAUGURAL EDITION, THE 2ND TAIWAN INTERNATIONAL BOAT SHOW PROMISES TO BE EVEN MORE REWARDING WHEN IT RETURNS IN 2016**

The Taiwan International Boat Show (TIBS) is returning to the Kaohsiung Exhibition Center and Horizon City Marina next year for its second edition, bringing a touch of glamour to the country's southern port city and providing plenty of business opportunities for global marine firms wanting to break into the lucrative Asian market. Organised by Taiwan's Bureau of Foreign Trade and Kaohsiung City Government, and implemented by the Taiwan External Trade Development Council (TAITRA) with the support of the Taiwan Yacht Industry Association (TYIA), TIBS generated around US\$169.82m worth of trade during its inaugural run in 2014 – including US\$32.66m on the sale of 32 yachts directly at the show. Next year's TIBS (March 10-13, 2016) is set to be even more rewarding, with more than 160 confirmed exhibitors spread over an extended 26,874m<sup>2</sup> of space. All of Taiwan's key players will be in attendance – among them, 29 boatbuilders and dealers displaying 60 yachts and 110 marine equipment and accessories firms.

"Our first edition was the biggest indoor boat show in all of Asia," says TAITRA show manager Lisa Hsieh. "We had 168 exhibitors and over 2,000 overseas buyers. Exhibitors next year will be showing even bigger yachts, so we've extended the scale of the

***We've extended the scale of the show and the first day will be open to professional buyers only***


show and the first day will be open to professional buyers only."

Taiwan has a long history of excellence in the manufacture of custom yachts. According to *Showboats International's* 2015 Global Order Book, this small island nation is the world's sixth largest builder of yachts over 80ft in length and number one in all of Asia. Two of its

manufacturers – Horizon and Ocean Alexander – are among the top 30 builders in the world.

TYIA chairman Charles Chang says the trend towards larger, more expensive, custom-built models caused Taiwanese yacht exports to rise by 13.2% in 2014 to US\$172m – the highest level in five years. It was the first double-digit increase since 2010, he says, when sales declined to about half the pre-recession numbers.

Taiwan's biggest yacht-exporter, Horizon Group, will be bringing three large boats to TIBS next year, including an RP120 raised pilothouse superyacht. At 120ft, it will be the largest yacht at the show. Ocean Alexander, a first-time exhibitor, and New Ocean Yachts will also be displaying models in excess of 80ft. Other confirmed yacht-builders at TIBS 2016 include Global Yacht Builders, Grand Harbour, Kha Shing, Ta Yang Yacht Co and more.

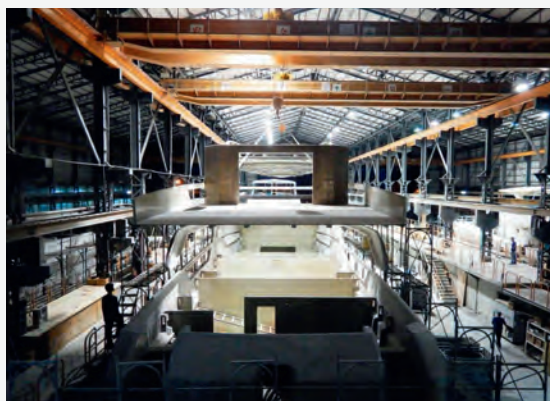
At the time of going to press, TAITRA confirmed that all indoor space for yachts at the 27m-high, column-free Kaohsiung Exhibition Center had sold out. 

## Horizon Yachts CEO: “The first TIBS opened a domestic market for us”

Taiwan's biggest yacht-builder, Horizon, is hoping to replicate the success it had at TIBS last year when it returns to the Kaohsiung Exhibition Centre in 2016 with three large models – a Horizon E56 motoryacht, a Horizon FD85 fast-displacement yacht and a 120ft raised pilothouse superyacht, the Horizon RP120.

Horizon CEO John Lu says the company sold more than 10 yachts to Taiwanese clients after TIBS 2014 – including two E56s, a V72, an E88 and an RP110 – and that many locals interested in the yachting lifestyle descended on its booth. “The first TIBS opened a domestic market for us,” says Lu. “We also confirmed some orders from foreign customers for yachts from 52ft-88ft. These sales were beyond our expectations, and Horizon sincerely believes that the potential of both the Taiwan and Asia markets is too large to be ignored.”

Lu says the Taiwan government's recent decision to remove a 10% luxury tax on yachts under 100ft has




**Horizon's FD85 fast-displacement yacht will make its debut at TIBS 2016**

also helped lift sales both at home and abroad. America and Australia are still Horizon's two largest export markets, accounting for 77% of total sales, but Asia is also a significant destination at 20%. “More importantly, Taiwan accounted for half of that 20% after TIBS 2014 and it's growing,” says Lu.

The new Horizon FD85 will therefore make its world debut on home soil at TIBS 2016. Designed by Cor D Rover in conjunction with Horizon's in-house

naval architects, the FD85 has a vertical bow design that offers fast displacement performance and 25% more hull volume. It has five en-suite guest staterooms and can reach cruising speeds of 16kt-20kt with twin CAT C18 1136hp engines.

Horizon is the fifth largest builder of custom yachts over 80ft worldwide and the biggest in Asia, according to *Showboats International's* 2015 Global Order Book. 

## Tayana delivers first yacht to local owner

The response to TIBS 2014 from international and local visitors was nothing short of astonishing, not least for Ta Yang Yacht Co. Like many exhibitors at the first-time event, the Kaohsiung builder of ocean-going sailing yachts from 37ft-72ft had to introduce an ‘appointments only’ policy after its stand was flooded with curious onlookers. Visitors queued for up to three hours to climb onboard the Tayana 54 blue-water cruiser displayed at the show.

Joy Huang, Ta Yang's general manager, says the company will be returning next year with its best-selling model, the Tayana 37.

“We want to formally introduce the Tayana brand and the underlying true nature of genuine blue-water cruisers




**The Bob-Perry designed Tayana 37**

to an emerging local market in our founding country,” he says. Introduced in 1975, the Bob Perry-designed Tayana 37 is still in production today with almost 600 models sailing the world.

“We've just delivered a Tayana yacht to a local owner, the very first time ever in Ta Yang's near 40-year history,” Huang adds. “According to feedback from our local sales agent, the market is finally beginning to appreciate and recognise the premium value of properly designed and built blue-water cruisers such as Tayana sailing yachts.”

With the recent removal of the 10% luxury tax on all boats built and sold in Taiwan, Huang says that more people who are fond of sailing will now be able to afford, or at least be encouraged, to own a yacht.

“We delivered two Tayana 48s and one Saturn 48 in 2014 and expect to deliver another three vessels in 2015,” he says. 



Kaohsiung-based Tyrone Marine works with top international yards such as Selene Trawlers

### TYRONE MARINE TO DISPLAY A WIDE RANGE OF DECK HARDWARE AT TIBS 2016

Working in tandem with Taiwan's globally renowned shipyards is a mature and technologically advanced cluster of marine equipment and accessories suppliers. Tyrone Marine Hardware, for instance, provides high-quality stainless steel hardware to Horizon, Monte Fino Yachts, Fleming Yachts and many more. International yards such as Marlow Yachts and Selene Trawlers are also loyal clients.


Leo Chien, Tyrone's chief operating officer, says the company will be displaying a wide range of deck hardware at TIBS 2016, including some new pedestal designs. "Our main reason for exhibiting is to seek new clients," says Chien. "Based on

the previous success at TIBS 2014, we are certain that this year will be better than the last."

Tyrone recently developed a new set of sliding dinghy chocks. "The original design of the yacht allowed a storage compartment for the dinghy but the davit installed had a limited range. Therefore, a sliding chock was required for the dinghy to be accessible by the davit," Chien explains. "This product was unique because the chock had to be sturdy enough to support the dinghy while being able to slide effortlessly."

Exhibiting at TIBS 2014, says Chien, brought many new opportunities for Tyrone. "Initially I did not expect the result to be this

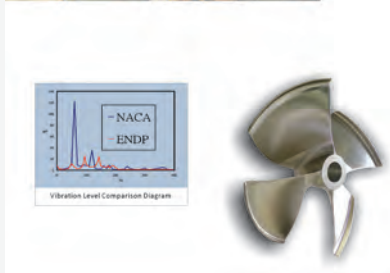
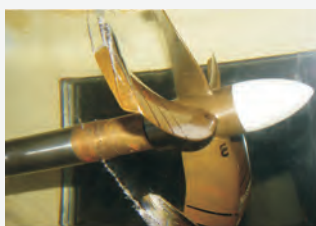
great, but after attending the show I can definitely say it blew my mind," he says. "The amount of dedication and work put together by every participant was extraordinary. The yacht builders showcased various models of their best yachts while the suppliers presented a large selection of their finest products.

"I can recall the sight of the yacht builders transporting the yachts towards the Kaohsiung Exhibition Center. It was definitely an amazing experience for everyone. There were many shipbuilders from all parts of the world who came to inquire about new potential suppliers. Overall, I definitely think it was an unforgettable experience." 

### HUNG SHEN PROPELLER: RAISING TAIWAN'S EQUIPMENT PROFILE WORLDWIDE

Hung Shen Propeller is returning to TIBS next year with its New End Plate Propeller (ENDP) series of fixed-pitch propellers. Launched in 2011, the ENDP series is designed to significantly reduce ship vibration levels by up to 50% while also bringing cabin noise levels on luxury yachts down to just 3dB. The end plate design is similar to a winglet on an airplane reducing the cross flow.

Peter Cheng, Hung Shen's marketing manager, says that TIBS 2016 will help the company to raise its international profile and expose Taiwan's manufacturing prowess to the world. "We are the main propeller supplier for 30 of the 35 shipyards in Taiwan, and the business relationship we have with these companies is very stable



#### ENDP series of fixed-pitch props

due to our technology, quality and services," says Cheng, who will be using TIBS 2016 as a platform to target more overseas buyers.

All Hung Shen propellers are manufactured with high-precision CNC machines at the company's Ping Tung Hsien factory south of Kaohsiung. "Over 70% of Taiwan's marine industry is located in the south," Cheng explains, adding that most of the companies that attended TIBS last year did so because of the convenience of the location. "Everyone expects TIBS 2016 to help them find good business opportunities."

Hung Shen Propeller has 40 years' experience designing and manufacturing propellers for FPP, CPP and shafting systems for luxury yachts as well as warships, Navy and Coast Guard vessels, commercial ships and workboats. The company exports around 80% of production to clients worldwide. 