

 TAIWAN INT'L BOAT SHOW

# news LETTER

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## 2016 Taiwan International Boat Show: YACHT MANUFACTURERS

More than 60 vessels of all types and sizes  
will be on display in Kaohsiung next month,  
courtesy of Taiwan's yacht-building cluster

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

Kaohsiung Exhibition Center  
Horizon City Marina



ORGANIZED BY



BUREAU OF FOREIGN TRADE, MOEA



KAOHSIUNG CITY GOVERNMENT

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TAIWAN EXTERNAL TRADE  
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SUPPORTED BY



TAIWAN YACHT INDUSTRY  
ASSOCIATION (TYIA)



# Taiwan boatbuilders prepare for the limelight

LOCAL YACHT MANUFACTURERS WILL HAVE A STRONG PRESENCE AT TIBS 2016, WITH AN IMPRESSIVE LINE-UP OF NEW MODELS ON DISPLAY



Good workmanship is a hallmark of Taiwanese yards



Preparations are in full swing for the 2016 Taiwan International Boat Show (TIBS), which runs from March 10-13 at the Kaohsiung Exhibition Centre and adjacent Horizon City Marina. Organised by Taiwan's Bureau of Foreign Trade and Kaohsiung City Government, implemented by the Taiwan External Trade Development Council (TAITRA) and backed by the Taiwan Yacht Industry Association (TYIA), TIBS 2016 will feature an impressive line-up of boats from some of the country's leading yards, with over 60 new models on display. More than 2,000 overseas buyers attended TIBS 2014, resulting in US\$32.66m from the sale of 32 yachts at the show. Most exhibitors at the first-time event were 'amazed' by the enthusiasm shown by visitors, claiming it was well beyond their expectations.

There are many advantages to buying a yacht made in Taiwan, including full customisation options, high levels of workmanship, impeccable build quality and competitive pricing compared to those built in Europe or the US.

"Most local boatbuilders have skilled workers who are experienced in building a variety of boat models, while at the same time creating a sound supply chain for the local yachting industry," says Luya Fu at Taipei motoryacht producer Ta-Chou.

**“Most boatbuilders have skilled workers experienced in building a variety of models”**

"All of these strengths together help us to provide boat owners with more flexibility in our custom-made boat production."

Fu, whose company recently opened a new marina in Taipei City, says the local boatbuilding industry would flourish on the back of some minor improvements. "All of the waterfront surrounding Taiwan, including


inland waterways, belongs to the government," she says. "Their statute of limitations causes us to spend a lot of money and time undergoing a very complicated procedure just to use our marina as it is now, let alone allowing us to expand it. Across the entire island, a lack of public marinas providing mooring berths limits the growth of the boatbuilding industry, and it's certainly something we'd like to see them work on."

Albert Tao at Novatec Yachts says that marinas need to be created at a much faster rate. "The government took a big step in initiating the

yachting regulation back in 2012, and have started some projects such as marina construction etc. Nevertheless, we hope the government can do even more, as we are already facing a lack of marinas and berths in Taiwan.

"In terms of the global market, I think the government should sponsor more companies to attend boat shows worldwide, as they're an essential sales platform for yachts."

Tim Juan, president of TaShing Yacht Building in Tainan, says the authorities have already taken steps in this direction. "The Taiwan government is doing a great job promoting the local boatbuilding industry," he says. "We were at the 2015 Ft Lauderdale Boat Show and there was lots of advertising for TIBS 2016 everywhere – from buses to magazines."

As the biggest indoor boat show in all of Asia, TIBS 2016 should not be missed. Apart from generating strong sales, the show also provides a platform for locals to experience the yachting lifestyle first-hand. The ocean environment in Taiwan is not yet conducive to leisure marine activities – which is why TIBS is so important. 

# Novatec targets Asian market

After a highly successful appearance at TIBS 2014, Novatec Yachts is returning to Kaohsiung next month with two models specifically designed for Asian boaters – the Novatec 58' Euro and Novatec 78' Euro.

"The 1st Taiwan Boat Show was more successful than we anticipated, bringing in not only a massive general audience, but more importantly, potential clients that were serious about purchasing new yachts," says Novatec's Albert Tao. "We were able to generate 10 orders and 15 serious inquiries from the show."

Novatec has manufactured and delivered over 1,500 yachts since the company was founded in 1983. Its portfolio comprises three series – the Classic Sedan and Islander series for the US market, and the more modern Euro series aimed at Asian clients.


"Our current production schedule includes nine 58' Euros and three 78' Euros," said Tao in late November. "Business continues to grow and sales



**The Novatec 58' Euro was designed to meet the needs of Asian clients**

have gone up, thanks to the orders and inquiries generated from the show."

Tao says that exports to the US and Asia remain strong, as the company has specific models to meet the unique demands and preferences of each market. "We're very optimistic about the future," he says, "as our advantages remain strong and unrivalled. As long as we continue to periodically offer new models to the market, this will stimulate sales."

In addition to building premium yachts at a reasonable price, Novatec also offers a complete aftersales service that includes assistance in finding a captain or berth, and help with maintenance and licensing issues. "Moreover, we teach and show people what the yachting lifestyle is about and how to enjoy yachts for years to come," says Tao. "This is very crucial for first-time boaters such as the ones in Taiwan." 

## New hybrid electric cat from Ting Hai

Ting Hai Shipbuilding (THS) Co Ltd is putting the finishing touches on a new hybrid electric sightseeing/passenger vessel in preparation for its appearance at TIBS next month. Designed for inland waterways and coastal transportation, the THS-H is a 15m catamaran with a width of 5m and a shallow draft of just 0.7m, enabling it to handle most weather conditions with ease.

Beatrice Yang, international sales consultant at the Kaohsiung-based yard, says the THS-H has less wave drag and friction than other conventionally built and powered ferry/passenger vessels due to its low weight-optimised design, outstanding shape, good materials and developed construction techniques. It also boasts a new propulsion system comprising two 33kW permanent magnet (PM) electric motors, a




**The THS-H tours Kaohsiung Harbour**

55kWh Li-ion battery pack, a 40kW diesel generator and an advanced control system, resulting in a smoother navigation experience.

"Powered by permanent magnet motors, the diesel generator can deliver on-demand power to support propulsion or auxiliary power or both simultaneously," Yang explains. "It is significantly effective across any

speed range, and there's no need for maintenance or repairs to the batteries or electric motors."

Ting Hai Shipbuilding claims to be the first and largest solar boat manufacturer in Taiwan, delivering full solar electric and solar electric hybrid passenger/touring boats for commercial clients throughout Asia. "Business in 2015 was very good," says Yang. "Our sales increased by 100% compared to the previous year because of strong demand on the commercial side."

Meanwhile, Ting Hai is looking forward to exhibiting at TIBS 2016, where it hopes to find new clients from as far away as Australia and Europe. "Having an international boat show in Taiwan will attract more buyers and will help them to learn more about Taiwan's yachting industry," says Yang. 



## TASHING YACHT BUILDING RESURRECTS POPULAR TASWELL BRAND IN RUN-UP TO TIBS 2016

The once-popular Taswell yacht brand is to be resurrected this year in the form of a Bill Dixon-designed motoryacht, courtesy of TaShing Yacht Building Co Ltd in Tainan. The Taswell 60 will make its debut at TIBS next month.

"Taswell is TaShing's own brand," explains president Tim Juan, son of the yard's founder CM Juan. "It used to be a well-known brand of sailboats 20 years ago, and now the brand is coming back."

Taswell sailing yachts were first introduced to the market in 1986, beginning with a 43ft model and ending with hull #2 of the Taswell 72 back in 2002. Some 117 Taswell sailboats were produced during its reign, all of which were designed by UK naval architect Bill Dixon.

"TaShing has been in the international boat market for over 38 years," says Juan, whose company is best known as an OEM build partner for Nordhavn in the US. "Many people around the world know the great boats that are built




The Bill Dixon-designed Taswell 60 motoryacht will debut in Kaohsiung

by TaShing, but they don't know who we really are."

TaShing is a fully customised OEM boatbuilder that has delivered more than 1,200 cruising sailboats and motoryachts since the yard was established in 1957. Models include the Mason, Tashiba, Taswell, Sky, Mystic and Norseman brand of sailboats, as well as Nordhavn motoryachts and motorsailers for Pacific Asian Enterprises (PAE) in the US. In 2006, Tim

Juan took the role of president at the request of TaShing's board of directors, immediately introducing new construction techniques and management improvements to take the company forward.

In the meantime, TaShing is hoping that TIBS 2016 will serve as a vehicle to help raise the company's international profile – particularly in the US, an area that Juan will continue to target on account of its fast-growing economy. 

## AQUASENSE 33: TA-CHOU DEVELOPS 'GREEN' HYBRID WATER TAXI FOR CHAIN RESORTS

Ta-Chou Yachts will be displaying a 'green' hybrid water taxi at TIBS this year. The Aquasense 33 fills the demand for a shuttle facility at chain resorts in places like Phuket in Thailand and the Maldives.

"We have improved the original Aquasense by equipping it with a more environmentally friendly hybrid fuel system," explains Luya Fu, yacht manager at the Taipei-based yard.

Ta-Chou specialises in 70ft-plus yachts for the leisure, commercial and military markets. The company is located on the Tamsui River, where it offers boatbuilding and aftersales services, as well as mooring, captain/crew management and yacht maintenance.

In late 2014, Ta-Chou opened a fully equipped marina in Taipei City to encourage locals to experience the leisure marine lifestyle first-



Ta-Chou has given the Aquasense 33 a more eco-friendly hybrid fuel system

hand. The company is now in the process of setting up the first RYA sailing academy in Taiwan, and is on track to launch the TC Yacht Club next year.

"We attended TIBS 2014 with the main aim of sharing the wonders of the boating experience with as many local people as possible," says Fu. "So we introduced the boat-share proposal and the sailing academy during the show, which seemed to

garner a lot of positive feedback.

"We are pleased to say that last year was very good for us, with six orders for boats as of late October," she adds. "These were pleasure fishing boats and ferry boats from 23m up to 32m in length.

"Sales were definitely up compared with 2014, which shows that more people than ever have discovered the enjoyment that can be had from the ocean life." 