

news LETTER

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2016 Taiwan International Boat Show: READY AND WAITING

Local firms are primed for business
as Asia's biggest indoor boat exhibition
prepares for another four-day run in March

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)

Getting down to business

EXHIBITORS ARE HOPING TO GENERATE STRONG TRADE WHEN TIBS OPENS ITS DOORS NEXT MONTH



More than 70,000 visitors descended on Kaohsiung for the inaugural edition of TIBS

The Taiwan International Boat Show (TIBS) is returning to the Kaohsiung Exhibition Centre and Horizon City Marina next month for another four-day run. Now in its second edition, TIBS 2016 promises to be even bigger and better than the inaugural show in 2014, when over 70,000 visitors flocked to the southern port city of Kaohsiung to see the latest display of locally built boats and related marine equipment first-hand.

More than US\$169.82m in trade was generated at TIBS 2014 – including US\$32.66m from the sale of 32 yachts directly on the show floor – and exhibitors are hoping to build on this success when they gather from March 10-13 for what is now Asia's biggest indoor boating event.

Taiwan is the world's fourth largest producer of yachts over 24m (79ft) in length and the biggest in all of Asia. According to *Showboats International's* 2016 Global Order Book, the small island nation has 74 new-build projects under construction and is overtaken by just Italy, the Netherlands and Turkey. Its rise up the ranks is largely attributed to the success of Taiwan's

two leading yards – Kaohsiung-based Horizon Group and Alexander Marine, which are both listed among the top 30 builders in the world.

All of Taiwan's leading players will be at TIBS 2016 – Horizon with a 120ft raised-pilothouse superyacht (the biggest vessel at the show), Alexander

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Marine with three yachts from its Ocean Alexander range, Kha Shing with a Monte Fino 76, and others such as Global Yacht Builders, Novatec, Tayana, TaShing, Ta-Chou, Hsing Hang Marine and more.

Taiwan is home to around 35 luxury yacht builders, 80% of which are based within a 30-minute drive of the Kaohsiung venue. Potential buyers

are encouraged to visit some of these facilities when TIBS comes to an end.

In terms of marine equipment, more than 110 local suppliers will be showcasing their latest innovations – among them, Aritex, Asia's biggest yacht hardware and accessories manufacturer, which will be displaying its stainless steel anchors, stairs and railings. Other confirmed exhibitors include Man Ship Machinery & Hardware, Yamamotor, Grand Propeller and Solas Engineering, Himan Tech Diesel, Hsiu Chiang Enterprise and many more.

Organised by Taiwan's Bureau of Foreign Trade and Kaohsiung City Government, and implemented by the Taiwan External Trade Development Council (TAITRA) with the backing of the Taiwan Yacht Industry Association (TYIA), TIBS 2016 will feature more than 200 exhibitors and 1,000 booths spread over an extended 26,874m² area of space. TAITRA is also planning a series of industry seminars, yacht design workshops and one-on-one procurement meetings that will allow for a flow of ideas between local and overseas guests. 

Hsing Hang Marine: a pioneer in Taiwanese yacht-building excellence

TAIPEI BUILDER TO BRING BILL DIXON-DESIGNED 11.9M MOTORYACHT TO TIBS 2016

Despite being one of Taiwan's leading pioneers in the yacht-building sector, Hsing Hang Marine (formerly C.C. Chen Boat Yard) is less known outside its native country. Yet the Taipei-based boatbuilder has been producing vessels for overseas clients on an OEM basis for almost half a century. Hsing Hang has sold and delivered over 500 small to medium-sized yachts and sailboats to customers throughout North America, Europe and Japan ever since C.C. Chen founded the yard back in 1967. Today the company has an eight-model range that spans from 28ft-52ft in length.

Prospective buyers and overseas clients looking to save on production costs should visit Hsing Hang's booth at the 2nd Taiwan International Boat Show in March, where the company will be displaying an H.Yacht L390 in the halls of the Kaohsiung Exhibition Centre. The 11.9m (39ft) Bill Dixon-designed motoryacht has been upgraded for the show, with new features such as a 360-degree cockpit chair, a new helm console on the flybridge, an automatic alarm and new radar arch.

"We didn't expect many people to visit the show two years ago, seeing as it was the first one, but it was much better than I could have imagined," says Hsing Hang's Alex Chen. "We targeted people looking to buy their first boat. Normally that would be a small vessel, so we took our 28' model to the show and we had many prospects.

"We sold the 28' boat at TIBS 2014, and we sold a 40' yacht three months later to a visitor we met at the show."

Given that Taiwanese yacht construction is dominated by yards that specialise in large models over 60ft in length, Hsing Hang is something of an anomaly. The company claims to be the country's only yacht-builder to focus solely on customised boats under 60ft,

and builds around 10 boats per year. Around half of its output is exported to the US, with the rest for the local market and Japan.

"The US has always been our best market," says Chen. "We have a stable dealer in California and we are fully supported in that state, so we don't need to worry about maintenance or repairs.


"We don't target any particular region," he adds. "We're here for anyone who wants to get started in the yachting business or bring their costs down."

Located in Taoyuan City in northern Taiwan, Hsing Hang's facility covers a 19,398m² area designed for mass production. The large space houses cutting-edge machines, various moulds, materials and products, as well as a large pool for onsite testing. The factory is just 40 minutes' drive from the centre of Taipei City, 10 minutes from Taoyuan International Airport and

30 minutes from the Port of Taipei – a location that is easily accessible to visiting foreign clients.

"Compared to the past few years, business in 2015 was better," says Chen, "but it's not like it was 10 years ago. The world economy still hasn't recovered," he adds, blaming the devaluation of the euro and growing competition from Turkey and Poland.

"The boat show is a good stage to promote local boatbuilders, but there are still many difficulties for the local industry," says Chen. "A shortage of berths is the main problem. There simply aren't enough marinas and if there are no berths for new boats, how can we develop the market?"

"The government needs to transform more of Taiwan's old and decaying fishing ports into marinas for luxury yachts. Once we have enough berths, then we can start talking about really promoting the industry." 



The H.Yacht L390 has been given an upgrade for its first TIBS appearance

Taiwan equipment in the spotlight

MORE THAN 110 LOCAL SUPPLIERS OF MARINE EQUIPMENT AND ACCESSORIES WILL BE EXHIBITING AT TIBS 2016. HERE IS JUST A SMALL SELECTION OF WHAT CAN BE EXPECTED...

Man Ship Machinery & Hardware Booth No A2529a

In addition to supplying the OEM market in Taiwan with marine chandlery, Man Ship Machinery & Hardware Co Ltd also manufactures exclusive lines for US-based firms and carries an expanding range of its own hardware products. These include stainless hatches, portholes and dorades, aluminium boat windows, and yacht fittings. The company is fully experienced in producing one-off orders in stainless steel (304 or 316), aluminium extrusions, aluminium castings, zinc and bronze castings.

What's on offer at TIBS: A stainless steel glass saloon door, deck hatch and portlights.

www.manshipmarine.com

Apex Precision Technology Corp Booth No A2307a

Based in New Taipei City where it employs around 200 people, Apex Precision Technology Corp has been designing and manufacturing automatic machinery, machine tools and other components since 1978. Its products are used in the marine and other industries including IT and telecommunications for signal or power usage.

What's on offer at TIBS: A range of connectors and cable assembly products, connectors for electronics, precision die connectors, wireless communication products and some CNC lathes.

www.plt.com.tw

Chuan Jiing Enterprise Co Ltd Booth No A2248

Founded in 1988, Chuan Jiing Enterprise Co Ltd is a leading manufacturer of oil extractors in Taiwan. The company offers manual and pneumatic fluid changers and brake fluid testers, distributing products to North America, Europe, Australia and Japan. Developed in Chuan Jiing's own research facilities

in Taichung City, the patented oil extractor device enables users to effortlessly change oil within minutes.

What's on offer at TIBS: A manual (pneumatic) oil and fluid extractor.
www.oil-extractor.com

E. Chance Precise Industrial Co Booth A2410

E. Chance builds high-tech, quality propellers at a 2,400m² facility in Taichung City for Honda, Johnson (OMC), Mercury, Suzuki, Tohatsu, Volvo Penta and Yamaha outboards. The company also makes boat accessories and parts, spare parts for outboard engines, and a 30hp and 40hp waterjet for Suzuki.

What's on offer at TIBS: A propeller, an electronic remote control system and waterjet.

www.echance.com.tw

Problue International Corp Booth No A2114

With extensive experience in the watersports industry, ProBlue offers a complete range of high-quality scuba diving equipment such as Buoyancy Control Devices (BCDs), regulators, masks, snorkels, fins, knives, bags and neoprene wetsuits. Its products are used in over 32 countries worldwide.

What's on offer at TIBS: A selection of diving fins, neoprene diving boots, diving equipment, masks, wetsuits, snorkels and sporting bags.

www.problue.com.tw

Song Wei Enterprise Co Ltd Booth No A2513a

Song Wei Industrial Co Ltd produces marine hardware for all types of vessels. Its portfolio includes custom-built doors, windows and railings for yachts, as well as fishing-related accessories.

What's on offer at TIBS: A sliding door, pantograph door and swimming platform.

www.song-wei.com.tw

Hwan Ming Camera Co Ltd Booth No A2209a

Hwan Ming Enterprise Co Ltd has specialised in safety and security equipment, including surveillance systems, since 1991. Following vigorous investment into R&D, the company officially began to promote its CCD camera series in 1999.

What's on offer at TIBS: An air boatlift

www.hme.com.tw

Li Chun Industrial Corp Booth No A2521a

Li Chun Industrial Corp (LCIC) is an OEM manufacturer of high-quality marine hardware and screws. Established in 1968, the company claims to be one of the larger marine hardware manufacturers and suppliers in Taiwan, with a portfolio that includes rope and anchor chains, snaps and shackles, cleats and chocks, rail fittings, fishing equipment and more.

What's on offer at TIBS: Bathroom accessories, stainless steel screws, pumps and related products, fishing equipment and more.

www.lcic.com.tw

YC Synergy Co Ltd Booth No B2446

YC Synergy (YCS) was founded in 2012 as a fuel cell system and solution provider. The company's advanced fuel cell integration technology and high performance electric propulsion technology make YCS a leading supplier of high power fuel cell solutions in Taiwan. With the complete power-train integration capability, YCS has strong partnerships with vehicle and boat manufacturers and is dedicated to providing customers with commercially viable fuel cell power solutions.

What's on offer at TIBS: A fuel cell system and a hydrogen refuelling system.

www.ycsynergy.com.tw 