Bigger and better
This time with a greater emphasis on developing the local market
TIBS returns for another jam-packed edition

E xcitement is building as Taiwan gears up for the third edition of its bi-annual Taiwan International Boat Show (TIBS) in Kaohsiung. From March 15-18, 2018, an estimated 20,000 people are expected to gather in the halls of the Kaohsiung Exhibition Center and nearby Horizon City Marina for another four-day display of the latest innovations in sail and power boats, including super yachts and related equipment. With just two editions under its belt, TIBS has already established itself as a leading show in which to do business. The focus next year will therefore be on small, entry-level yachts - a tactic designed to promote the marine and luxury lifestyle to locals while also meeting the trend for recreational fishing in Taiwan. One of the show's highlights will be a series of marine education initiatives aimed at the growing number of Taiwanese who are keen to learn and experience the yachting life.

BUSY ITINERARY OF EVENTS

For yachting professionals, a busy itinerary of events has also been planned, including industrial seminars, yacht design workshops, and one-on-one procurement meetings. As in previous years, the event kicks off with a pre-show press conference and opening ceremony that is sure to impress. Taiwanese boatbuilders have come a long way in recent years, having firmly cemented a global reputation for producing competitively priced, high-quality custom-built yachts over 80ft in length. All of Taiwan's main boatbuilders will be exhibiting at TIBS 2018 - among them, Horizon, Ocean Alexander, Kha Shing, Nova Marine, Dyna Yachts, Johnson Yachts, MoonStar Boats and more. Horizon City Marina will continue to serve as the show's on-water venue. As in previous years, there will be a strong international element to TIBS 2018, thanks to the presence of local agents for overseas brands. Princess Yachts Taiwan has been representing the UK motor yacht builder since 2014. The company will be bringing two yachts to TIBS next year - a Princess V65 and V48 Amal Yachting, a Taipei-based dealer for Italian boatbuilder Absolute Yachts, will also be attending. Not to be overlooked is Taiwan's growing cluster of marine equipment and accessories firms. Among the exhibitors will be Hung Shen Propeller, ZF Faster Propulsion System and Solas Science & Engineering, as well as local engine importers Capital Machinery (Caterpillar), Human Tech Diesel (MAN) and Marineer (Volvo Penta). Atech Composites, a Horizon Group subsidiary, will also be there to demonstrate its unique vacuum infusion process.

Taiwan is trying hard to create local demand for recreational boats and yachts by ignoring the imagination of locals - and TIBS plays an important role in doing just that. New for 2018 will be an Outdoor Lifestyle Zone with diving supplies, fishing tackle and other outdoor-related equipment designed to entice the visiting public.

CREATING A LOCAL SCENE

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**Kha Shing to showcase new Monte Fino 76 Fly**

Kha Shing Enterprises was one of the first yacht-builders to commence production in Taiwan in 1979. Since then, it has delivered over 1,000 custom yachts from 40ft-148ft in length and, according to a Superyacht Intelligence report, it regularly ranks in the Top 50 list of the world’s largest superyacht builders.

At TIBS 2018, Kha Shing will be exhibiting a Monte Fino 76 Fly. The 23m Rob Humphreys-designed motoryacht offers large exterior spaces on the flybridge and the aft deck, allowing plenty of space for alfresco relaxation and entertainment.

In a vertically integrated move to be directly involved in the growing domestic boating market, Kha Shing is also building a new marina in Kaohsiung, adjacent to the exhibition centre, which will open in time for the 2018 show. It will be a full-service marina capable of berthing and supporting yachts up to 40m and will be one of the first public marinas in Taiwan. There will also be a range of food and beverage outlets aimed at attracting the public to the boardwalk area while enjoying the boating ambiance.

Kha Shing builds around 20 yachts per year, split between its own Monte Fino brand and yachts built under contract for overseas brands such as Belize from Australia and US-based Offshore and Hargrave. The Kha Shing customer base is currently 70% in the US, with Australia and Europe making up the balance.

Kha Shing Enterprises is managed by Howard Gung, who also serves as chairman of the Taiwan Yacht Industry Association (TYIA). The non-profit organisation plays a leading role in promoting the industry at home and abroad.

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**Novatec lures public with more modern designs**

Also on display at TIBS 2018 will be the newly launched Novatec 58’ Euro Star from Taoyuan-based Novatec Yachts. The 17.7m motoryacht has a sleek, modern profile that is popular with Asian boaters and a hull that was developed for increased performance, stability and maximum interior space. “The market seems to be shifting more towards contemporary and modern designs as opposed to the more classic, traditional design,” says Novatec CEO Eddie Tao. “That’s why we’re concentrating on modern design elements. We’re preparing for the trend-shifting era.”

The Novatec 58’ Euro Star 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 new model will have a supercab-like profile and design cues taken from the high-end automotive industry. The biggest challenge we face in Taiwan is the lack of quality marinas, as well as affordable ones,” says Tao. “Yachting regulations are also too strict, and it takes too long to obtain a yacht licence.”

Nevertheless, Tao looks to the future with a large dose of optimism. “Both domestic and export sales are doing quite well, and there is strong demand for Novatec in Taiwan,” says Tao, adding that the company holds the largest market share in the country for mid-to-large-sized yachts.

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**Princess dealer to entice locals with entry-level models**

Princess Yachts Taiwan will once again be representing the UK motoryacht brand at TIBS next year with a V39 and V48 on display in the halls of the Kaohsiung Exhibition Center. The dealership for Princess Yachts International was established in 2014 and now has offices in Taichung and Kaohsiung. It is making strong inroads into the local market, developing its brand presence along the way.

Tiffany Hou, marketing supervisor at Princess Yachts Taiwan, says the company’s presence at TIBS is necessary to promote the yachting lifestyle to locals, creating a much-needed demand for yachts and associated products on the domestic market.

“By participating in the exhibition, we will enhance our brand awareness in the country,” she says. “This year we will present two classic V series yachts – a Princess V39 and V48 – with a view to selling more entry-level boats and to allow potential yacht enthusiasts to learn more about Princess.

“As we are an agency that represents internationally renowned British products, it is our duty to pay attention to changes and trends in the market,” he adds. “Taiwan is not a mature yacht market and is still largely underdeveloped. At this stage, it needs continuous and active investment in resources to guide people to understand yachts and to educate the public about how to enjoy the ocean.”

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**Ocean Alexander debuts for Ocean Alexander’s 85 Motoryacht**

Ocean Alexander, one of Taiwan’s most established yacht-builders with a 40-year presence in the market, will exhibit the OA 85 Motoryacht at TIBS 2018. The company focusses mainly on the US market, where it derives 98% of its revenue. “Our designs, which range from 70ft-135ft, have a strong reputation for quality and engineering and are pitched at the premium end of the market in terms of pricing,” says OA president Johnny Chueh. “We have three factories in Taiwan and one in Florida for producing our 76ft model, as it is more economic to produce this smaller yacht closer to our main market. Current production is up to 20 yachts a year from our Taiwan factories and a similar number from the US.”

Ocean Alexander builds series production yachts with a large range of standard options, enabling the yard to plan production and delivery times more accurately. Unlike most other builders in Taiwan, the company does not build semi-custom.

Chueh continues: “The profile of our US customers, the average age range of which is 50 to 60, is quite conservative and the speculations of our yachts reflect their requirements, which are quite US-centric in terms of equipment and finish. We have plans for a new line that will have a different focus aimed at a new market sector in terms of detailing and finish and will appeal to customers who want the latest aids to boat handling and navigation, while still retaining our traditional values of quality and engineering excellence. The new range will also allow us to look at the European market and other markets that we are not currently in.”

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**Atech Composites will be demonstrating its unique vacuum infusion techniques at TIBS 2018, where all kinds of raw materials and FRP finished parts will be displayed. A Horizon Group subsidiary, Atech provides composite components, hulls, decks and superstructures for Horizon’s three yards. As Asia’s first SCRIMP licensee, Atech is able to laminate hulls with stringers in just one shot.**
Q: How did you get into business with Horizon Yachts?
A: I started after majoring in naval architecture, rather than going into commercial ship design. I chose to go with leisure yachts where I could be more creative and see my achievements in a shorter space of time.

Q: It is often said that company owners need to be completely involved in the business of boatbuilding to realise success. In other words, they need to become owner-drivers of the business. Do you agree?
A: Yes, I do. I’m very passionate about boats, business, and boatbuilding. That’s what it is. I wanted to be a successful owner-driver and develop a business to realise the potential this industry has. If you really stay involved, you can achieve this. People want a personal touch. A 100% owner-driver can always react faster than an owner who is not 100% involved.

Q: How was business for Horizon in late 2017?
A: At the 2017 Cannes show we debuted Hull No 2 of the Horizon FD85 – which has been tailored for European clients – with a unique exterior styling, incredible interior volume and innovative features. Europe is a leading market in the global yachting industry, especially for new products. We were pleased to see such a positive reception for the FD85 at the Cannes show and we will continue to exhibit at key European boat shows, and with more new models in 2018. Horizon has reached its 30th anniversary milestone and we look forward to the future. Certainly, challenges continue to lie ahead, but our spirit and our pursuit of excellence will lead the way.

Horizon CEO John Lu

Horizon and marina manufacturer Australia Superior Corporate. The marina can accommodate yachts of up to 58m (190ft) in length, and all marina equipment is of world-class quality and safety. Professional onsite services and facilities include three-phase power, water, security and video surveillance, a restaurant and bar.

In July 2016, Horizon City Marina was accredited under the global Gold Anchor scheme, making it the first and only Gold Anchor marina in Taiwan.
Taiwan Int'l Boat Show
Kaohsiung Exhibition Center
Horizon City Marina
2018
3.15–18

Exhibit Profile
All Ranges of Yachts, Sailboats and Motor Boats
Machinery, Equipment, Parts and Accessories
Maritime Survey, Design, Shipping Services and Associations
Water Sports, Recreation and Tourism
Luxury Products

Events
Pre-show Press Conference
Opening Ceremony
Industrial Seminars
1-on-1 Procurement Meetings

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