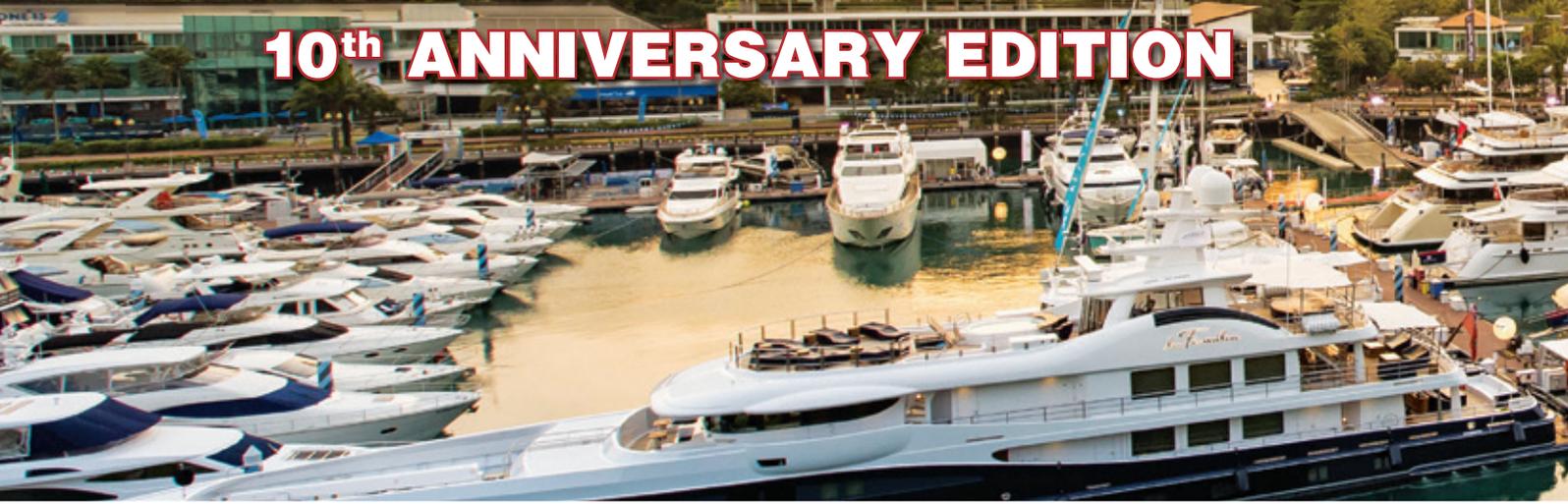


SINGAPORE YACHT SHOW

10th ANNIVERSARY EDITION



Andy Treadwell, the founder and CEO of the Singapore Yacht Show, has been around boats one way or another for most of his life, but it was only 10 years or so ago that yachting became part of his business life. He found himself part-owner and organiser of the world's biggest superyacht sailing regatta – the Superyacht Cup 2007 - which he and his partners subsequently sold to Informa Plc. Andy then became the CEO of their Sports & Leisure Group, incorporating the Informa Yacht Group and the Monaco Yacht Show – the biggest superyacht show in the world - amongst many other events.

Andy and his team at IYG launched the Singapore Yacht Show as a sister event to Monaco in 2011 at the request of the industry, in the time of the fall-out from the 2008 GFC

when everything had fallen off a cliff in Europe and the US, and everyone was looking for a new market – so all eyes started to focus on the big latent market in Asia. Andy has been based permanently in Singapore since buying the business back from Informa in 2012.

Why Singapore?

There are only a very small number of yachts in Asia, in the context of the enormous wealth in the region and the known propensity to consume luxury products here. Singapore is a major part of the attraction – this is the capital city of Asia, an unrivalled business and financial hub, and a luxury destination second to none. Singapore is the one place in Asia where everybody from the region will come - Wealthy businessmen and women love coming to Singapore from China, Indonesia, Malaysia and from around the region. It's a great business hub, right at the epicentre of the most beautiful, most extensive, yet virtually undiscovered yachting destination in the world.

Singapore is without doubt the region's yachting hub, in that it is the main business hub with 3 or 4 world-class marinas in a luxury setting. It is also a global wealth centre, and the perfect location to buy and sell your yacht - where your crew can stop to refuel, get supplies and complete maintenance. As a first-world international capital city, it has everything you would need when it comes to managing your yacht, but also for managing your business. Singapore is also strategically located in the middle of the world's most undiscovered and inspiring cruising grounds. It is for these reasons that yacht owners are increasingly drawn here.





The Thailand Yacht Show was launched in 2016 – a vital part of the jigsaw – in partnership with the Thai Government. Thailand is the main yachting destination, and Singapore is the main business destination – the two go hand in hand. Our particular mission is to get the global fleet of superyachts to start coming to Thailand and South East Asia – to make this region the preferred winter destination and an important potential market for the superyacht industry. The Show serves as an introduction to the world of yachting for many more wealthy people newly-interested in the yachting lifestyle and perhaps chartering or owning a vessel.

The Past Ten Years...

Compared with other parts of the world that have a long history of on-water leisure activities, South East Asia is relatively new to yachting but there is certainly a growing appetite for this lifestyle and our phenomenal growth is testament to this. The first edition in 2011 had about 12 boats lined up in the dock, half a tent and approximately three thousand visitors - but it was still a great Show and

everyone was impressed with the quality of people. Nine years later, there has been significant growth in interest for chartering and buying yachts and boats. Established luxury and yachting brands from around the world have a better understanding of the Asian market's potential and are coming to exhibit alongside long-standing dealers and brokers.

We have an extremely loyal and growing group of builders many of which have supported every single edition of the Show, incorporating pretty much every major boating

and superyachting brand in the world – Amels, Aquila, Azimut Yachts, Beneteau, Benetti, Feadship, Ferretti Yachts, Fincantieri, Fountaine Pajot, Grand Banks, Gulf Craft, Heesen, Lagoon Yachts, Leopard Catamarans, Lürssen, Monte Carlo Yachts, Oceanco, Palm Beach, Perini Navi, Prestige, Princess Yachts, Riva, Rossi Navi, Royal Huisman, Sanlorenzo, SilverYachts, Sunseeker and Westport Yachts.

A number of major superyacht brokerage houses have also supported the Singapore Yacht Show over the years, including Burgess, Camper & Nicholsons, Edmiston, Fraser Yachts, Northrop & Johnson, YachtZoo Y.CO and YPI. We have also squeezed a whole range of iconic superyachts into this very small marina over the years, including the 77m Silver Fast, the 57m Royal Huisman-built Twizzle, Oceanco's 75m Anastasia, Perini Navi/Picchiotti's 50m luxury expedition superyacht Exuma, the 56m Benetti-built Lady Candy, Amel's 55m La Familia to name just a few.

Looking to the future for our landmark tenth anniversary edition, the Singapore Yacht Show will spring some surprises with a much-enhanced event, and a great deal of new activity and entertainment for all the family – it will be a veritable festival of fun. We will once again bring together all the world's greatest production boat manufacturers alongside custom and semi-custom superyacht builders, as well as a whole raft of luxury lifestyle brands, all displaying their latest innovations, design concepts and product launches. In addition to these global showcases, SYS 2020 will also deliver a truly immersive experience for those looking to discover the yachting lifestyle through a series of high-octane events and activities. 