



TAIWAN INT'L BOAT SHOW

It's BOAT time

**2020 03 | 12-15
March**
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ORGANIZED BY:

BUREAU OF FOREIGN TRADE,
MINISTRY OF ECONOMIC AFFAIRS



KAOHSIUNG CITY
GOVERNMENT

IMPLEMENTED BY:



TAIWAN EXTERNAL TRADE
DEVELOPMENT COUNCIL (TAITRA)

SUPPORTED BY:



TAIWAN YACHT INDUSTRY
ASSOCIATION (TYIA)



TAIWAN INTERNATIONAL
PORTS CORP., LTD (TIPC)



“Of course we would like to expand sales further, but more importantly we want to continue to promote the recreational yachting lifestyle in Taiwan”

MAKING WAVES Taiwan yacht market 'thriving' in run-up to TIBS



The Taiwan International Boat Show (TIBS) is returning to the Kaohsiung Exhibition Center next year from March 12-15 for its fourth bi-annual edition. Billed as the “biggest indoor boat show in all of Asia”, TIBS 2020 will have something for everyone – from small inflatable RIBs and dinghies designed to get newcomers out on the water, to some of the finest examples of Taiwan-built luxury yachts for the most discerning of markets. Marine equipment, accessories and services will all be displayed over a 10,000m² area of space, turning the pillar-less halls of the Kaohsiung venue into a veritable one-stop shop for all things boat-related. Outside at Kha Shing’s Pier 22 marina, a selection of yachts will be moored in Kaohsiung Harbour – the largest and busiest port in Taiwan and home to the country’s burgeoning yacht-building scene. According to *Showboats International*, Taiwan is now the world’s fourth-largest producer of yachts over 24m (79ft) in length and the largest in all of Asia. At the heart of this activity lies Kaohsiung, where 80% of the nation’s 36 yacht-builders have their facilities. Many are located within a stone’s throw of the show.

IBI attended the very first edition of TIBS in 2012, and since then the Taiwan industry has progressed in leaps and bounds. The latest figures from the Taiwan Yacht Industry

The Monte Fino 76 Fly at TIBS 2018, part of Kha Shing’s growing charter fleet

BACK BY POPULAR DEMAND NOVA MARINE IN THE SPOTLIGHT



New hull, new interior: The reworked Novatec 58 Euro is bound to impress

The Novatec 58 Euro, whose sleek, modern profile took the crowds by storm when it was first unveiled to the public at TIBS 2018, will be making a welcome return in 2020 following a major \$1.2m facelift. Specifically designed for Asian boaters in terms of layout, materials,

styling and design, the reworked 17.7m motoryacht has been given a new performance hull for increased speed and stability, and a limited edition white-oak interior.

“We’ve also increased the interior space by 20% and installed equipment that is normally optional in other brands, including a hydraulic swim platform, gyrostabiliser, and surround-sound entertainment system,” says Albert Tao, vice president at Nova Marine, the Taoyuan-based builder of Novatec-branded yachts. “We want owners to have a great experience on our boats. With the 58 Euro, everything is included in the sale – even the pillows, sheets and bedspreads. Onboard comfort is very important. Asian buyers that are new to yachting want everything fully

serviced and that’s what we provide.”

A strong supporter of TIBS since 2012, Nova Marine will also be unveiling its brand-new S65 SuperNova at TIBS 2020. The 19.7m Carlo Mezzera-designed yacht has a supercar-like profile from Bugatti and takes its design cues from the high-end automotive industry. With its futuristic wave-piercing axe bow and flowing lines, the new model is expected to be a huge hit on global markets. And while the US is still Nova’s main export destination, the company cites growing interest from Europe, Australia, Dubai and Asia.

“Of course we would like to expand sales further, but more importantly we want to continue to promote the recreational yachting lifestyle in Taiwan,” Tao explains. ●

“Taiwan yacht-builders are famous throughout the world, but the Taiwanese people have almost zero knowledge of boating. Charter is a great way to fix that”

Association (TYIA) show that 86 medium and large-sized vessels with an export value of US\$162m were sold in 2018 – 8% more than the year before. The average unit price also grew, jumping by 20% to around US\$1.88m per unit. Clear evidence, it seems, that the Taiwanese market is thriving.

Likewise, TIBS itself continues to develop and mature. TAITRA, the Taiwan External Trade Development Council, is keen to maintain the show's reputation as an effective platform in which to do business, arranging industry forums, seminars and one-on-one procurement meetings to help facilitate foreign trade. However, capturing the imagination of locals and getting them attuned to the possibilities of boating is a growing priority – one that is necessary to safeguard the industry's future. In a world of global trade wars and political tensions, an over-reliance on exports – particularly to the US – can be risky.

One of the country's biggest yacht exporters, Kha Shing Enterprises, is looking to grow the local market by taking a 19.8m Monte Fino 66 Voyager to TIBS next year. Designed in collaboration with UK naval architect Tony Castro for Kha Shing's growing charter fleet, the yacht is ideal for local diving. “Taiwan yacht-builders are famous throughout the world, but the Taiwanese people have almost zero knowledge of yachting. Charter is a great way to fix that,” says Virginia Chuang, marina manager at Kha Shing's Pier 22.

In Taiwan, recreational fishing and diving

are becoming increasingly popular activities, especially amongst the young, and sales of related equipment are said to be booming. TIBS 2020 will therefore feature several providers of fishing and diving gear as part of a new Outdoor Leisure Products exhibition area. It's all part of a strategy to promote the domestic market and help grow related services at home. TAITRA is also organising a busy itinerary of events in which visitors will be able learn more about the yachting industry in Taiwan and the many pleasures that boating can bring.

Organised by Taiwan's Bureau of Foreign Trade (BOFT), Ministry of Economic Affairs and Kaohsiung City Government, implemented by TAITRA and supported by the TYIA and Taiwan International Ports Corp Ltd (TIPC), TIBS is not only an effective trade platform for international buyers to purchase yachts and related spare parts in Asia, it's also a vehicle to get more locals into boating, capturing their imagination and hopefully planting the seeds for future industry growth.

TAITRA is hoping to repeat the success of last year's show, when over 25,000 visitors and professional buyers from 32 countries attended the event in which 15 yachts were sold. It is also hoped that Taiwan will soon have a yachting culture of its own, enabling it to rise above its current reputation as a manufacturing powerhouse reliant on export markets to become a much-valued boating destination in itself. ●

PRACTICAL INFORMATION

EXHIBITION AREAS

1. Yachts and Boats
2. Boat Accessories and Services
- NEW** 3. Outdoor Leisure Products
4. Yacht Clubs and Rental Services

HIGHLIGHTS FROM TIBS 2018

- 170 exhibitors from 32 countries
- 1,000 booths
- 65 boats on display
- Over 25,000 local and international visitors and professional buyers
- 15 yachts sold directly at the show

2020 EVENTS

1. Pre-Show Press Conference
2. Opening Ceremony
3. Industry Seminars
4. 1-on-1 Procurement Meetings

For more information visit
www.boatshow.tw or email:
boatshow@taitra.org.tw

BUILT TO LAST MORNINGSTAR BOATS FROM CADCAM MARINE



Robotic arms are used for welding, minimising the likelihood of human error

Another long-time TIBS supporter is Cadcam Marine, Taiwan's sole builder of aluminium alloy boats from 3m-5m that are marketed under the Morningstar brand. Based in Taoyuan, just minutes from Taiwan's main international airport, Cadcam also claims to be the only builder worldwide that

can successfully utilise forming technology and robotic welding to produce aluminium hulls with the sleek look of fibreglass. Using an 1,800-tonne hydraulic press and toolings typically only seen in the automotive industry, Morningstar boats are revolutionary because of their unique aluminium plate formed hulls – ideal for mass production.

“The stamping method of boat hull production allows us to achieve complexity in shape not achievable via traditional methods,” says Morningstar's Grady Fan. “For instance, we can integrate the gunwale into the side plate; and features like strakes/reverse chines/variable deadrise into the bottom hull. The end effect is that we can build hydrodynamic fibreglass curves out of strong and light 5083 aluminium alloy.”

While traditional methods may have 3cm-5cm deviation in width between hull to hull, Cadcam can cut it down to within 0.1cm. The high precision achieved by this process allows follow-up welding work to be done by robots, minimising room for human error.

Cadcam is a major exporter to Australia, Europe, South Korea and Thailand, where its boats are used for fishing and other leisure marine-related purposes. They are light and robust, making them ideal for coastal waters, large bays, estuaries, lakes and rivers.

Cadcam expects to have at least four boats at TIBS 2020; most likely a Bay Rover 498R, Bay Fisher 498F, Sports Cuddy 498S, and a model from its more affordable Car Topper series. ●

“TIBS presents great opportunities for potential buyers and yacht-related businesses to take a deeper look at what is available here in Taiwan and make the best decision”



Howard Gung, chairman of the Taiwan Yacht Industry Association (TYIA), knows a thing or two about boats. A childhood love of watersports led him to pursue a career in the industry from a young age. In his teens he worked part-time at a yacht factory while still in school, climbing the ranks to become head of Kha Shing Enterprise. Today Kha Shing is one of the world's most respected yards, building custom yachts of up to 148ft under the Monte Fino brand. A passionate, lifelong boater, Gung is also a strong advocate of growing the leisure marine lifestyle in Taiwan.

TAIWAN BOATING **hopes & dreams**

IBI's Deputy Editor, Belinda Snell, speaks to Taiwan Yacht Industry Association (TYIA) chairman Howard Gung about the local industry and why exhibitors should throw their weight behind the 4th edition of the Taiwan International Boat Show (TIBS) in Kaohsiung

Q. In your opinion, why should visitors and exhibitors attend TIBS 2020?

A. Personally, I don't think the domestic market in Taiwan is fully developed yet. The most important thing and also a great opportunity for TIBS is to attract well-known international brands to come to the show for study tours, to market their brands or to look for OEM facilities.

At TIBS, visitors will be able to see the latest products from Taiwanese yacht manufacturers while also being able to look at their facilities and those of other related suppliers. There will be at least 20 yacht manufacturers and hardware parts manufacturers to see and visitors will have the opportunity to compare the differences. There will definitely be

great opportunities for potential buyers and yachting-related businesses to take a deeper look at what is available and to make the best decision within a short period of time.

Q. What is the TYIA doing to get young people into boating?

When the TYIA was established in 1983, it was only supposed to service companies in the yacht-building industry – not marine leisure-related industries. However, since becoming TYIA chairman I have realised that we need to further develop the marine leisure industries in order to promote domestic sales. That's one of the reasons why Kha Shing Enterprise decided to build Pier 22, to provide berth space for yacht owners.

“We’re getting more requests for yacht deliveries to Thailand and Vietnam from Chinese businessmen and branch offices of American and European enterprises”



Taiwan yacht-builders such as Kha Shing Enterprise are among the world's best

We also decided to build six yachts as part of a strong charter fleet. It's our way of showing potential clients as well as the general public how to enjoy the yachting lifestyle. At the same time, we are devoted to communicating with the Taiwan government on how to loosen up the regulations surrounding yachts and also to build more marinas to assist in the growth of this industry.

Q. What will it take to convince locals that yachting is not exclusively for the rich?

A. Taiwan is surrounded by ocean and if it weren't for the forbidden 'ocean zone' of past years, we would already have a well-developed marine industry in Taiwan. But the yacht industry is not just about yacht-building; there are many other related businesses such as berthing, supplies, repair and maintenance, tourism, food and beverage, demand for manpower and insurance/finance. All of these businesses would benefit from the development of the Taiwan yachting industry and this shows the importance of the development of this industry for everyone – not just the rich.

Q. How important is the Asian market for Taiwan boatbuilders? Is demand growing?

A. In recent years we have not seen much improvement in the Chinese market, but chartering businesses are booming in Vietnam and Thailand. There are more and more

inquiries for yacht purchases and requests for deliveries to Thailand and Vietnam from Chinese businessmen and branch offices of American/European enterprises. This is more even so for Vietnam, more and more businesses are setting up their factories in Vietnam due to the US-China trade war. At the same time, the Vietnamese government is very keen on building more marinas. I believe there will be a lot more deals coming from Vietnam.

Q. What are the biggest challenges facing the Taiwan boating industry at the moment? Are there obstacles to growth?

A. There is not one single authority from the government coordinating the overall planning and development of the marine industry. As a result, those who would like to further develop the industry – including potential buyers (there many wealthy people in Taiwan) – are unsure how to move forward. Regulations vary from city to city and there are complex procedures when leaving/entering harbours. It is as complicated as going through Customs when leaving a country and there's also the risk of encountering military exercises, which is also a big problem.

But the lack of berthing is one of the biggest barriers to growth. The government's complete lack of understanding of the industry has made the possibility of developing marinas small – even if the private sector is interested in doing so. Most

of the marinas and land close to the water is owned by the Taiwan government and the government won't grant long lease terms for marina development. This causes marina developers to take a step back and think twice, as they need long leases to guarantee a return on their investments.

For the same reason, the government is unable to find more land/space for yacht manufacturers that want to build and expand their facilities. This will definitely reduce the competitiveness of the Taiwan yacht-building industry going forward, when there are limitations on the size of yachts they can build.

Q. It's been less than 10 years since Taiwan's coastal waters were opened to the public for recreational boating and already there's been remarkable growth. Where do you see the industry in another 10 years?

A. If there is drastic growth in the number of berthing spaces in the next 10 years, I believe that more young people would be willing to participate in the marine leisure industry. It is in our nature to love the ocean and the younger generation is not bound by religious culture. Once people start to know what yachting is all about, they will express greater interest in purchasing yachts. Existing boat owners would be more willing to purchase bigger yachts, which would fuel the used boat sector, generating new sales and interest. If this happens, if we could make the market more active and get more people buying new yachts and selling their old ones, then I think the next 10 years would be the fastest-growing period for the Taiwan industry ever.

Q. What are your hopes and aspirations for Taiwan boating?

A. Taiwan is surrounded by water. We have many small islands close by, wonderful, clear water and the highest density of fishing harbours in the world. It is my dream to see many yacht lovers living onboard their yachts and travelling around Taiwan. The yachting lifestyle and all related businesses would prosper and become one of the key developments for the economic growth of the country. Our people would surely benefit from our transformation as a heavy manufacturing centre to a more environmentally-friendly marine industry.



The Taiwan Sailing School offers ASA-certified sailing courses from its base in Kaohsiung

EXPLOITING PENT-UP DEMAND

Taiwan throws weight behind marina development

While Taiwan is rightly lauded in international circles for its yacht manufacturing prowess, it's often to the detriment of its own local market. Demand for pleasure boats is still very low amongst locals, but things are starting to change. One company that is working hard to alter mindsets is Taiwan Marine Service (TMS), a Tainan-based provider of ASA-certified sailing courses, yacht brokerage, marina management and more. Around 100 students are currently enrolled at its Kaohsiung-based

Taiwan Sailing School, and another 300 belong to its affiliated sailing club, participating in regattas across Taiwan. The school has a fleet of 15 boats moored at Shaochuantou Yacht Pier in Kaohsiung Harbour, including several Dufours, some Fountaine Pajot catamarans and a number of Walker Bay dinghies for first-time boaters. "People think that sailing is an expensive sport and that it's cheaper to go mountain hiking, but you can easily rent a cheap sailboat in Taiwan and there are lots of

places to explore," says TMS brand manager Sophie Su.

As far as boating destinations are concerned, Taiwan has plenty to offer. The Penghu Islands, located in the southwest Taiwan Strait between mainland China and Taiwan, is an archipelago comprised of 90 unspoilt islands with a marina, yacht club and fully developed infrastructure that caters to tourists. It is particularly popular with divers and the weather is agreeable year-round. Also in the Taiwan Strait is Liuqi, the country's only coral island, while Kenting in southern Taiwan is another boating hotspot that is easily accessible from Kaohsiung.

Developing local demand for pleasure boats is also supported by the majority of Taiwanese yacht-builders. Kha Shing Enterprises, for instance, operates a charter fleet from Pier 22 in Kaohsiung – a tactic designed to get newcomers excited about boating. "The younger generation can't afford to buy yachts and they can't borrow large sums of money either. That's why Kha Shing entered the charter market; so that people can enjoy the luxury lifestyle at cheaper, more affordable prices," says Howard Gung, Kha Shing president and chairman of the Taiwan Yacht Industry Association (TYIA). "Over the last three years, our charter business has shown double-digit growth each year and most of our clientele are a younger crowd. They love to celebrate birthdays, weddings, anniversaries and other social gatherings onboard a boat, or just to relax on the water."

Kha Shing now has seven yachts in its charter fleet, including the Rob Humphreys-

SMALL IS BEAUTIFUL DYNA YACHTS BRINGS BOATING TO THE PEOPLE



The entry-level 10.7m Dyna 32

Tainan-based Dyna Yachts is taking its smallest model to TIBS next year for its second boat show appearance. Described as the perfect-sized vessel for Taiwan's developing yacht market, the entry-level 10.7m Dyna 32 was first launched in 2017 and received glowing reviews when it made its global debut at TIBS the following year.

The Dyna 32 is squarely aimed at the emerging South East Asian market. "We wanted to create a yacht that is affordable for people with limited on-water experience who want to try boating," says Emily Yen, sales and marketing manager at Dyna Craft Ltd. "It's easy to steer and maintain, so it's good for beginners,

and although it's a small boat, it still has all the features that a luxury yacht should have."

A unique feature of the Dyna 32 is the deck top that extends to the stern and shades the entire aft deck. The standard layout comprises a twin bed stateroom, bathroom and a wet bar, although an optional second stateroom layout is also available.

Panoramic use of glass on the main deck provides 360-degree views and abundant natural light. A spacious salon, which can seat up to 10 guests, extends to the aft deck by the elimination of stairs and the threshold between aft deck and salon. ●

“People think that sailing is an expensive sport and that it's easier to go mountain hiking, but you can easily rent a cheap sailboat in Taiwan”

designed Monte Fino 76 Fly *Victoria* – Taiwan’s first ‘live-aboard’ diving yacht that made its global debut at TIBS 2018. *Elizabeth*, a Monte Fino 66 Voyager that frequently takes groups of up to 25 people on diving excursions to nearby Liuqui, will make an appearance at TIBS 2020.

Nova Marine, a builder of mid-sized motoryachts under the Novatec brand, also has plans to enter the yacht charter business, with more details revealed at next year’s show. “We offer what’s called a ‘total ownership experience’,” Nova Marine vice president Albert Tao explains. “In Taiwan, most boat owners are new to the market. For many it’s their first yacht ever. We go beyond just selling them a product by also helping them with everything from planning a trip to hiring a captain. It’s our way of getting new owners into the yachting lifestyle.”

One barrier to growth is a lack of suitable berths. But here too, change is on its way. Located adjacent to the Kaohsiung Exhibition Centre is Horizon City Marina, which was built in 2013 for the first edition of TIBS the following year. It was the first privately-built marina in Taiwan and today can accommodate yachts from 20ft-200ft, making it the only marina in the country that caters to small boats as well as superyachts. It’s also home to Argo Yacht Club, Taiwan’s first-ever yacht club and its largest too. Argo has since expanded to the popular Penghu Islands and recently won the tender to build a 150-berth marina in Anping, around one hour’s drive from Kaohsiung in Tainan. A new marine school will also be



Kha Shing's Pier 22 marina is home to the company's growing charter fleet

established to promote education.

Leisure boating has only been allowed in Taiwan since 2012, when the Taiwan government eased restrictions and opened the country’s territorial waters for recreational use. “That was our year zero,” says Nova Marine’s Albert Tao. Before then, boating was confined to harbours, estuaries and inland waters.

Since the creation of Horizon City Marina, new developments have sprung up across Taiwan. One of the most ambitious – Love River Bay Marina in the Port of Kaohsiung – is still in development but will provide around 300 berths when completed in 2020. It will be connected to the city’s light-rail system to various destinations including the Kaohsiung Exhibition Center, home to next year’s Taiwan International Boat Show (TIBS). ●



A Monte Fino 66 Voyager from Kha Shing

REACHING OUT GRAND PROPELLER BROADENS SCOPE

Kaohsiung’s Grand Propeller will be taking a selection of fixed- and controllable-pitch propellers to TIBS next year, where it hopes to engage with members of the local recreational boating community. The company designs and builds custom propellers and propulsion systems for commercial vessels – mostly for Taiwanese fishing boats but also workboats and passenger vessels. It works closely with the Taiwan Coast Guard Administration, repairing and maintaining their fleet of patrol boats. With luxury yachts accounting for just 1% of the business, there’s plenty of room for growth.

“We’d like to explore opportunities with potential overseas clients,” says Grand Propeller’s Nick Chang. “Our customers are mostly local Taiwanese and the number of fishing vessels in the country is decreasing, so it makes sense to extend our business to recreational boats.”

Grand Propeller has considerable experience in propeller design with more than 500 patterns in its portfolio. Its highly-efficient line of CR, DNV and ABS certified products suit a wide range of vessel types and sizes, offering low noise and vibration – an ideal solution for those looking for a comfortable on-water ride. ●



Customisation is Grand Propeller’s forte



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