

## PRESS RELEASE

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### **Holland Pavilion returns to the Fort Lauderdale International Boat Show**

**The HISWA Holland Yachting Group has a dedicated Holland Pavilion at the upcoming Fort Lauderdale International Boat Show, the first time for a number of years that a group of leading Dutch superyacht companies have jointly exhibited in this way. The firms at the pavilion will be joined at FLIBS by ten other top Dutch yards and marine equipment suppliers with stands and, in some cases, yachts in various locations around the show. The 2016 edition of the world's largest rendezvous for the yachting community will take place from Thursday 3 to Monday 7 November.**

This week the yachting trade show hotspot of the western hemisphere will again welcome a Holland Pavilion hosted by the HISWA Holland Yachting Group. This will be the hub for a range of joint presentations and activities by the association's members as well as a great place to meet the Dutch. Six Holland Yachting Group members – motion control expert DMS Holland, technology integrator Van Berge Henegouwen, De Keizer Marine Engineering,



Quintessence Yachts (builder of the new Aston Martin powerboat), Kuiper Dutch Marine Panels and Rondal – will exhibit within the pavilion. Ten other Dutch pillars of the superyacht community – Amels, Feadship, Hakvoort Shipyard, Heesen Yachts, Heinen & Hopman Engineering, Naiad Dynamics, Oceanco, Radio Zeeland, Royal Huisman and Van der Valk Shipyard – will have their own dedicated stands elsewhere at the show.

### **Changing trends**

The Dutch industry will therefore be very well represented in what will, as ever, be a major highlight of the yachting year. The new Holland Pavilion will be instrumental in the Holland Yachting Group members' marketing efforts in the United States. "In the wake of the global financial crisis, a number of very active Russian buyers came to prominence," comments Jeroen Sirag, Export Director at HISWA Holland Yachting Group. "This group of clients has now been reduced due to by economic factors and the superyacht sector is seeing the return in force of potential buyers from the US and Europe. Our increased presence in Fort Lauderdale reflects this shift. Dutch companies are widely recognised as world leaders in superyacht construction and maritime equipment, and we intend to keep it that way. Our commercial strategy is to focus more on strengthening our presence in four regions – Asia-Pacific, the Gulf, Europe and, especially, North America."

### **Leading the way**

Sirag also makes clear that the Dutch superyacht industry will still be keeping a close eye on the global market. "This is a billionaires' market where increases in size must be matched in quality, where warranties & after-sales service are becoming ever more important, and where geo-political challenges are an issue to be reckoned with. Healthy competition is vital to survival in a high-demand marketplace: it keeps us sharp, fresh and ahead of the game. Companies who are smart enough to focus on a specific market segment and clearly stand out from the crowd will remain or become the market leaders of the future. And that is why I believe that the specialist Dutch superyacht cluster will keep leading the industry today and for many years to come."

### **Member highlights at FLIBS**

HISWA Holland Yachting Group members will showcase some of their most impressive products in Fort Lauderdale. **Feadship**, for example, is presenting the 83.50-metre *Savannah*, the first hybrid super-motoryacht, the largest to be given a metallic paint livery and winner of the WSA Motoryacht of the Year awards. The yard will also have an interactive model of the Feadship Future Concept *Choice* at its stand.

**Amels** will showcase the DAMEN Yacht Support vessel *Fast & Furious*, which carries larger tenders, toys, diving gear and submersibles, enables safe helicopter operations and allows the mother yacht to reach shallow draft anchorages off limits to larger yachts. The yard built the 55-metre *Fast & Furious* to illustrate the short delivery time and excellent value for money offered by the range.

**Oceanco's** brand-new 102-metre *Spectrum* will make her debut in Fort Lauderdale. Several scale models of the yard's most recent projects will also be on display at its stand, including three 90-metre yachts – *Moonstone* by Van Geest Design, *Spirit* by Winch Design and *Yasmin* by Espen Øino – and the 86-metre *Seven Seas* designed by Nuvolari Lenard.

**DMS** will be profiling its AntiRoll damping system for yachts in excess of 100 feet. A unique, dual-axis fin stabilizer provides unparalleled stability underway and at zero speed. The fin is also retractable and can be partly folded into the hull, minimising resistance while sailing.

**Heesen** will have a spring in its step in Fort Lauderdale with the 70-metre *Galactica Super Nova*, its largest yacht to date. Designed by Espen Øino, this aluminium fast displacement yacht has a top speed of 30 knots, a swim-jet infinity pool with waterfall, glass-panelled bottom & spa jets, and an enormous indoor/outdoor entertainment area.

Following the successful debut of the first **Moonen Matica** motoryacht in Cannes and Monaco, the next in the Caribbean line – a groundbreaking 37-metre, 350GT Martinique – is now just over a year from being ready. Moonen CEO Emile Bilterijst will be meeting potential new owners on board two Moonens on display at FLIBS: the 26-metre *Etoile d'Azur* and 42-metre custom-built *Sofia*.

The stunning 61-metre *Just J's* by **Hakvoort Shipyard** will be on show next to the yard's stand. At 61 metres, she is the largest yacht launched by the yard so far. Being in a select group of vessels in her size range to feature five decks, *Just Js* has a huge volume and a stunning layout over five decks.

The **Royal Huisman** stand will feature various superyacht-scale models at its stand which encapsulate the yard's The Spirit of Individuality slogan. These include an 81-metre contemporary schooner which will be delivered in 2020 (one of four projects currently under construction) and its DART65 and DART80 motoryachts.

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Note for the editor

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