

22-24 MAY, SANCTUARY COVE, QUEENSLAND, AUSTRALIA

2017

AUSTRALIAN SUPERYACHT, MARINE EXPORT & COMMERCIAL MARINE INDUSTRY

CONFERENCE



Preliminary Conference Program

Monday May 22, 2017

6.00pm to 8.00pm

WELCOME FUNCTION - SPONSORED BY MAXWELL MARINE

Black Angus Bar and Grill, Sanctuary Cove Marine Village

Tuesday May 23, 2017

Day One

8.30am to 8.40am

WELCOME BY RICHARD CHAPMAN PRESIDENT OF AIMEX

Richard Chapman
President, Australian International Marine Export Group

8.40am to 8.50am

HOUSEKEEPING & INTRODUCTION

Martin Redmayne, ASMEX Emcee
Chairman, Editor in Chief, The Superyacht Group, UK

8.50am to 9.05am

UPDATE ON THE MARINE EXPORT, SUPERYACHT & COMMERCIAL SECTORS

MaryAnne Edwards
CEO, AIMEX, Superyacht Australia & ACMG

9.05am to 9.45am

HOW THE MARINE INDUSTRY IN THE MIDDLE EAST IS MOVING FORWARD.

How to do business in the Middle East.

Erwin Bamps
CEO, Gulf Craft, UAE

Preliminary program is Subject to Change

9.45am to 10.10am

THE UNDERSEA EXPERIENCE

In a rapidly changing marketplace being driven by more adventurous owners, this session will talk about the undersea experience that is now opening up to superyacht owners, with special underwater footage of Australia's natural wonder, the Great Barrier Reef with David Attenborough.

Louise Harrison

Director Sales and Marketing, Triton Submarines LLC, Monaco

Morning Tea Networking Break

10.10am to 10.40am

SPONSORED BY TRITON SUBMARINES LLC

10.40am to 11.15am

A CANDID INTERVIEW WITH INDUSTRY LEADER, GREG HAINES

Greg will give his insights into the Australian marine export sector; the challenges, the triumphs, and his view on the future of the industry.

Greg Haines

International Sales & Marketing Manager, Maritimo Yachts, Australia

11.15am to 11.35am

BUILDING A UNIQUE BRAND POSITION IN AN OVER-CONNECTED WORLD

Insights from a leading Australian senior marketer.

Jac Phillips

Senior Director & Head of Marketing, Australia, New Zealand & South Pacific, VISA

11.35am to 12.10pm

A WORLD OF CHANGE AND AUSTRALIA'S PLACE IN IT

How economics, politics and technology are reshaping the global economy and Australia's place in it.

Mark Thirlwell

Chief Economist, Austrade

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12.10pm to 12.40pm

DOING BUSINESS IN ASIA

An interview with the 2017 Asia Boating Awards winner “Industry Personality of the Year”, Joshua Lee, who will take the stage for an open interview about doing business in Asia; How you can make the most of the Asian opportunity?”

Joshua Lee

Founder and Managing Director, Lee Marine, Thailand

Lunch Networking Break

12.40pm to 1.40pm

SPONSORED BY AWLGRIP

1.40pm to 2.15pm

UNDERSTANDING DISTRIBUTION CHANNELS

This session will provide an overview of the opportunities for Australian businesses in the UK/European market, the pros and cons of various distribution models, and outline where opportunities lie for Australian businesses who are targeting this market.

Ian Nuttall

Managing Director, Tides Marine, UK

2.15pm to 2.30pm

IMPORTANCE OF TRANSPORT SOLUTIONS TO THE GROWING ASIA PACIFIC REGION

Staying relevant in today’s global market means understanding your customer’s and the industry’s transport needs.

Peter Staalsmid

Sevenstar Yacht Transport, Netherlands

2.30pm to 3.10pm

POSITIONING YOUR BUSINESS FOR THE FUTURE

This session will cover adapting to a global market place, the importance of the Asia Pacific region, and how the current global political situation might impact the industry.

Kevin Merrigan

CEO, Northrop and Johnson, USA

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3.10pm to 3.30pm

THE GLOBAL RECREATIONAL BOAT MARKET AND WHAT IT NEEDS TO BE SUSTAINABLE IN THE FUTURE

Jouko Huju who is the current President of ICOMIA will address the conference on issues facing the global marine sector. ICOMIA is the International Congress of Marine Industry Associations of which AIMEX is a member. ICOMIA is seen as the voice of the recreational marine industry globally.

Jouko Huju

President of ICOMIA and Chairman of Finnboat, Finland

Afternoon Tea Networking Break

3.30pm to 4.05pm

SPONSORED BY SANCTUARY COVE INTERNATIONAL BOAT SHOW

4.05pm to 4.40pm

GETTING YOUR PRODUCT TO MARKET IN THE USA

This session will discuss how distribution channels operate in the United States.

Norm MacLeod

CEO, ComMar Sales, USA

4.40pm to 5.15pm

INSIGHT INTO THE DAMEN SHIPBUILDING GROUP

Building a globally competitive shipbuilding industry through standardisation.

Roland Briene

Area Director Asia Pacific, Damen Shipyards Group, Netherlands

5.15pm to 5.30pm

RECAP OF DAY ONE

Martin will highlight the key issues from day one and action points moving forward.

Martin Redmayne, ASMEX Emcee

Chairman, Editor in Chief, The Superyacht Group UK

CLOSE OF DAY ONE

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Australian Marine Industry Awards & Gala Dinner

7.00pm to 8.00pm	PRE-DINNER DRINKS SPONSORED BY SEVENSTAR YACHT TRANSPORT MacArthur Ballroom, InterContinental Sanctuary Cove
8.00pm to 11.00pm	CONFERENCE GALA DINNER INCORPORATING THE ANNOUNCEMENT OF THE 2017 AUSTRALIAN MARINE INDUSTRY AWARDS. Conference entertainment sponsored by Aqualuma LED Lighting <i>Dress code; Business attire for men, cocktail dresses for ladies.</i> MacArthur Ballroom, InterContinental Resort Sanctuary Cove

Wednesday May 24, 2017

Day Two

8.30am to 9.00am	ASMEX 2017 DELEGATE REGISTRATION Tea & Coffee
9.00am to 9.10am	WELCOME & HOUSEKEEPING Martin Redmayne Chairman, Editor in Chief, The Superyacht Group UK
9.10am to 9.55am	STAYING RELEVANT IN TODAY'S MARINE INDUSTRY <i>Adapt and embrace change, staying close to the customer.</i> Carla Demaria President, Monte Carlo Yachts & UCINA - Italian Maritime Industry Association, Italy
9.55am to 10.15am	NEW ZEALAND'S MARINE INDUSTRY <i>This session will provide an update on New Zealand's marine industry and its future.</i> Myles Fothergill Chairman, New Zealand Marine

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10.15am to 10.40am

AN OVERVIEW OF THE CANADIAN RECREATIONAL MARINE INDUSTRY

The ins and outs of the Canadian distribution model and what opportunities lie in this market for Australian businesses.

Sara Anghel

**Executive Director, National Marine Manufacturers America (NMMA),
Canada**

Morning Tea Networking Break

10.40am to 11.10am

SPONSORED BY SYDNEY CITY MARINE

11.10am to 11.55am

**PRESENTATION ON THE 2017 SUPERYACHT INDUSTRY ECONOMIC
IMPACT STUDY**

The value of the Australian superyacht sector; The critical issues facing the industry; The economic contribution by state; How critical is allowing foreign flagged vessels to charter in Australia; Recommendations.

Ashley Page

CEO, AEC Group – Economic Development Agency

11.55am to 12.15pm

**COMMERCIAL SUPERYACHTS; BUILDING CHARTER SUPERYACHTS TO
AMSA'S DOMESTIC COMMERCIAL VESSEL (NSCV) CODE**

Richard Morris

Managing Director, Australian Superyachts

12.15pm to 12.35pm

**AMSAS 2020 VISION AND MANAGING THE NATIONAL SYSTEM FOR
DOMESTIC COMMERCIAL VESSEL SAFETY (NATIONAL SYSTEM)**

Gary Prosser

Deputy CEO, Australian Maritime Safety Authority (AMSA)

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12.35pm to 12.50pm

HOW ARE YOU PROTECTING YOURSELF AGAINST CURRENCY RISK AND VOLATILITY?

Margins in the marine sector are tight. Are your margins being compromised?

Mark Brown

Sales Director APAC, Cambridge Global Payments

Lunch Networking Break

12.50pm to 1.40pm

SPONSORED BY BELLINGHAM MARINE

1.40pm to 2.10pm

CAPTAINS PANEL

How easy is cruising in Australia – facilities, infrastructure, destinations.

A panel discussion.

2.10pm to 2.30pm

HOW YACHT INSURANCE REFLECTS THE TRENDS OF A GLOBAL INDUSTRY

Staying relevant in an increasingly complex environment.

Martin Baum

Managing Director, Pantaenius Yacht Group, Germany

2.30pm to 3.15pm

TRENDS AND CHALLENGES FOR THE SUPERYACHT INDUSTRY, AND HOW AUSTRALIAN BUSINESSES ACCESS EUROPEAN BOAT BUILDERS.

Farouk Nefzi

Marketing & Brand Director, Feadship, Netherlands

3.15pm to 3.20pm

CONFERENCE CLOSING REMARKS

And early bird prize draw.

Richard Chapman

President, Australian International Marine Export Group

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3.20pm to 3.30pm

MOVING FORWARD; TAKING AUSTRALIA TO THE WORLD

Next steps.

Martin Redmayne, ASMEX Emcee

Chairman, Editor in Chief, The Superyacht Group UK

CONCLUSION OF ASMEX 2017

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