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MARINE INDUSTRY NEWS

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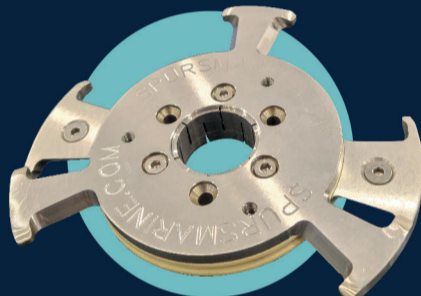
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Heading into METSTRADE 2023 and looking ahead to 2024, it's inspiring to see innovative startups making waves. In this issue, *MIN* sits down with some of the ambitious and agile companies showcasing at the first METSTRADE Start-Up Pavilion.

Read the refreshingly honest accounts of the challenges these young businesses have faced, their successes and the next steps for their ventures on page 8. A "start-up mentality within an established legacy brand" is how Henri-Lloyd intends to relaunch back into the marketplace (page 13). *MIN* talks to CEO Graham Allen about the highs and lows of the iconic brand – and coming back from the brink.

Find out how The Boat Works in Australia intends to support the superyacht market on page 4. And on page 16, GMBA reports on marina developments aiming to open up cruising in the Middle East. With industry insights from Haven Knox-Johnston (page 21) plus boat show news from BoatLife (page 26) and more, we hope you enjoy this issue. Drop by the *Marine Industry News* stand (01.582) at METSTRADE to share your views, news and meet the team.

Chantal



Behind The Boat Works rapid expansion

The Boat Works talks to Maryanne Edwards about Australia's growing superyacht market and booming demand

Located on Australia's Gold Coast, The Boat Works boatyard, superyacht yard and marina services company has accelerated expansion plans rapidly over the past three years to meet increasing demand in the Australasian leisure marine and superyacht arena.

In 2021, one year after opening its \$100 million 25-acre dedicated superyacht yard, The Boat Works reached capacity, with slips and sheds booked out months ahead. The yard fast-tracked development and announced four further 'mega sheds' - the tallest refit sheds on the Gold Coast - to service vessels up to 50m and this is only the beginning of the story.

Owner and CEO Tony Longhurst's vision is extensive, with stage five of his expansion plans currently taking place comprising the addition of 50 per cent more sheds and hardstanding to the now three-year-old superyacht

yard. With foundations piled and concrete being poured, completion is scheduled for early 2024. Stage five will involve an additional \$30 million investment in more sheds and hardstanding space along with a new haul out machine to add to the existing fleet of five.

Construction was also recently finished within three months on a bespoke, two-storey waterfront yacht sales offices known as The Dock plus an adjacent restaurant and bar.

The Boat Works' 55 acre (21.8 hectares) site in Coomera, Queensland, makes it one of the largest shipyard and marina facilities in the southern hemisphere with over 80 on site partners.

"There is a huge demand to accommodate more boats undercover and our 70 sheds have reached capacity," explains Longhurst. "We want to continue

to offer new opportunities for growth for all our marine service partners within the facility. Their success in turn enhances our operational efficiency."

While there are always impediments to expansion with many approvals required by state and local regulations, The Boat Works has forged ahead to increase capacity and infrastructure to meet the influx of vessels arriving on the Gold Coast.

"We couldn't have predicted being at capacity over the last three years since opening the North Superyacht facility in 2020. The success of the superyacht yard has exceeded our expectations, with bookings secured months in advance," he adds.

While most refit facilities in Australia market their businesses globally, The Boat Works has currently enough work coming

from the domestic market that it has not focused its sights on the international arena as yet.

Australia's superyacht market

Looking after the Australian market is the strong focus with boats now travelling from many parts of Australia to utilise the facilities and services provided on site. Longhurst notes that the Australian marine industry has been thriving in most sectors during and post covid. The number of superyachts now based in Australia has doubled and the propensity to charter has also grown.

David Good, CEO AIMEX-Superyacht Australia, says: "The Boat Work's facilities are well and truly needed - superyacht visitation and the domestic market keep on booming. Since January 2020, the Australian charter yacht fleet has grown from 59 charter vessels to over 120. In the lead up to the Brisbane 2032 Olympics,



The Boat Works' superyacht yard



Captain's Lounge at The Boat Works. Right: Tony Longhurst



The stage five expansion includes 50 per cent more sheds added to the site

“There is a huge demand to accommodate more boats undercover and our 70 sheds have reached capacity...”
 Tony Longhurst, CEO and owner, The Boat Works



The Boat Works' 'mega sheds'

“The Boat Work’s facilities are well and truly needed – superyacht visitation and the domestic market keep on booming.”

David Good, CEO, AIMEX-Supyacht Australia

there will be more demand than ever, especially for refit and maintenance facilities. The vision Tony has brought to fruition has been inspirational for the industry and the speed with which he operates exceptional. Interest in cruising and chartering in Australia has grown significantly and that was evident with the number of visitors we had to our Monaco stand recently.”

While The Boat Works' main focus remains on servicing the local market, it has welcomed a number of international arrivals, from both the cruising and sailing market. The Boat Works also assists on-site partners with the commissioning process of several international brands. Longhurst explains: “As the facility and the industry grows, we need to keep broadening our level of service and marine

trade services which is all pivotal in that overall plan.”

Racing driver mentality

Longhurst is a former Australian racing car driver and the focus and obsession he took to the track he has brought to The Boat Works. “I was obsessed with getting the most out of my car and myself on the track and I've applied that same focus every step along the way to develop The Boat Works. I had to navigate the layers of bureaucracy, which was a nightmare and harder than winning Bathurst. We've now built a world-class facility without peer.”

Longhurst is active in every aspect of the business whether doing maintenance work, talking to contractors and tenants, or simply picking up rubbish as he drives around, he treats the business as if it was his home. The rewards of his strategic expansion and market insight are evident; demand is at its highest point, facilities are upgrading and expanding and a vast array of trades and businesses are on site and thriving.

A key focus for both Tony Longhurst and his brother Rodney,

who owns Australian boatbuilder Riviera, is the development of employment opportunities for young people throughout the region. Riviera runs an award winning training programme and The Boat Works has a focus on skills development in the region. Riviera currently employs around 900 staff and has more than 100 apprentices near The Boat Works site in Coomera.

The evolution of The Boat Works has been impressive and Longhurst's work ethos is equally positive, with customers, suppliers, visitors and staff readily commenting on the culture that abounds.

John Hogan, MD at Superior Jetties also based in Queensland, comments: “In business loyalty is paramount and Tony has very strong personal and business

“In the lead up to the Brisbane 2032 Olympics, there will be more demand than ever, especially for refit and maintenance facilities.”

David Good, CEO, AIMEX-Supyacht Australia

ethics. It is a simple equation. You do what you agree to do to the standard you agreed, and he keeps his end of the bargain. Working for someone like Tony and The Boat Works is like being part of the family. Rigidity is not part of Tony's DNA. The key is to always remain flexible with the path to the project result.”

Clean and green?

Marketing itself as ‘the cleanest and greenest facility in the Southern hemisphere’ Tony Longhurst say he has gone to





The Boat Works



Tony's brother Rodney Longhurst owns Riviera Boats

great lengths and expense to ensure The Boat Works is creating a sustainable environment.

He says: "Our aim is to reduce impact on the environment and preserve natural resources. We're constantly in search of ways to be green internally and welcome state governments, waterways, fisheries, and local council to work with us to better enhance and improve eco-innovations here at the facility."

To protect the river, The Boat Works has rainwater tanks and has installed stainless steel grates to catch debris, along with

Fox Eco-Systems filtration and environmental water systems, wastewater recycling and biogardens to improve water quality.

To reduce carbon emissions, solar panel systems are in place in both the southern yard and superyacht facility. The Boat Works has kept and maintained mangroves at the 500m shoreline and along the marina boardwalk to slow the effect of boat wash and help create habitat for marine life.

Supply and demand

The adage 'build it and they will come' is rather apt for The

Boat Works as the company has rocketed since the pandemic with demand-driven fast-tracking of its development plans.

With the continuing legacy that Tony and Rodney Longhurst are creating with the Boat Works and Riviera, side by side in the Coomera area of the Gold Coast, both are set to support the growing marine industry on the Gold Coast for decades to come.

While undoubtedly ambitious, Longhurst's development plans for The Boat Works have adapted to the changing marine market and taken

advantage of the superyacht and leisure marine business in the region.

By building its reputation and dominance in the marketplace, The Boat Works hopes to futureproof its place as the market diversifies and grows. ■

Maryanne Edwards is the GMBA's representative in Australia & New Zealand.

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Start it up



MIN chats exclusively to some of the innovative companies showcasing at METSTRADE's Start-Up Pavilion

METSTRADE and Yachting Ventures have teamed up to introduce the new Start-Up Pavilion - a platform at the METSTRADE show for emerging startups to showcase their latest products and technologies.

The Start-Up Pavilion, sponsored by Fort Insurance, will feature 15 companies which will exhibit in Hall 7 at METSTRADE. The startups fall into two categories - those accelerating the digitalisation of the industry via software and platform solutions, and those accelerating the transition to greener technologies and alternative propulsion.

The lineup includes SaMMY, Boatmate, LJ eLogbooks, IQNautics, Metarina, Captain's Eye, Floatist, Charter Itinerary, Zparq, BatteryCheck, Open Water Solar, Shapewave, Flag Turbines, Hullbot and Pascal Technologies.

IQNautics

Dutch startup IQNautics is a yacht charter platform that, at its core, is a business process management platform digitising and automating base operations and customer interactions. Founder Catalin Ioan Bulareanu says the biggest lesson for the company was around

digital adoption as a concept. "The biggest lesson for us, since we started IQNautics, was that the industry is much less digitised than we expected," Bulareanu says. "As founders, we all have an IT background and for us digital tools are our standard way of working but we learned that for stakeholders in the yacht charter industry the adoption is really low.

"On the other hand, we were also very positively surprised about the openness of companies in the yacht charter industry to provide feedback and show how their operations work as they do understand that there is a need for using digital solutions to optimise their operations."

The platform can automate an array of processes and tasks within the yacht charter sector but taking customer interactions and internal collaboration as examples, IQNautics says it will increase efficiency (including 50 per cent faster check-in times) and employee engagement.

"For example, a client of a yacht charter company will receive access to the relevant documents prior to the onboarding day, can input information, even sign them,

and also can provide information such as crew lists or request additional services.

"Once the client is in the marina, we eliminate the need [for the client] to come to the base office to ask when the yacht is ready as all this information is available on their smartphones. Clients will know when the yacht is ready for a technical check-in and they can even do it by themselves on their smartphones."

With internal collaboration, IQNautics can provide the base employees with an overview of the turnaround process and status of each yacht in its preparation for the next customers. "This eliminates a lot of lost time for alignment between internal stakeholders and provides clear visibility of the turnaround status and operations," says Bulareanu.

The platform can also create tasks and allocate them to certain employees eliminating the need for paper tracking. "No more paper notepads that can be lost or damaged or missed. Everything is easy to track and monitor."

The startup says the lack of digitisation in the industry provides

"If we look only from the perspective of attracting young boaters - who are vital for the future growth of the industry - the adoption of digital solutions is a must."

**Catalin Ioan Bulareanu,
founder, IQNautics**

a big opportunity for companies like IQNautics. "An industry that is not digitising itself is not able to grow and also attract new customers. For example if we look only from the perspective of attracting young boaters, who are vital for the future growth of the industry, the adoption of digital solutions is a must."

With smartphones and tablets ubiquitous in today's connected world, the startup designed the platform to be easily used with one of these devices. The team aimed to build an easy to use and understand solution especially because during turnaround day there is limited time and the pressure is high for all stakeholders involved.

Switching from a pen and paper process that was used for the



Pascal Technologies is helping boatbuilders offer long-range electric boats and ferries



past 20 or more years to a digital one means a lot of training and coaching and mindset change, which is why IQNautics also offers consultancy services on top of the platform.

Bulareanu says: “[But] We see that our customers realise that in order to grow their business, face changes or attract new customers they need to accelerate their digital adoption: from the way they attract customers, analyse competition, operate internally and engage with their customers. We notice that a young generation is emerging in the top management of our customers and they do see this need even more clearly and they are willing to accelerate the digitisation of their business.”

“We notice that a young generation is emerging in the top management of our customers and they do see this need even more clearly and are willing to accelerate the digitisation of their business.”

Catalin Ioan Bulareanu, founder, IQNautics

“What makes us different is the flexibility of our platform that can address specific needs of our customers at a very competitive pricing. We understand there is no solution that fits all and we are lowering the cost barrier for customisations so that our customers’ businesses get the most benefit. This way we can address the needs of smaller yacht charter companies but also the specific needs of the biggest ones out there.”

Pascal Technologies

Pascal Technologies is helping boatbuilders offer long-range electric boats and ferries. CEO Carl Rehn says that although the maritime industry is actively trying to become more sustainable, the industry tends to be somewhat conservative in embracing change.

“The transition to zero-emission solutions is slower than we initially expected. Even in regions like the Nordics, where the adoption of electric mobility solutions is relatively high compared to the rest of the world, the maritime sector has only just begun its transition,” Rehn explains.

“It’s important to recognise that the entire maritime value chain,

including propulsion producers, battery suppliers for marine applications, and charging infrastructure, needs to undergo a transformation. In general, we’ve observed that the maritime industry is lagging approximately ten years behind the automotive sector in terms of electrification. However, we are optimistic that once the momentum builds, the transition in the maritime industry will accelerate, especially since we have access to valuable insights from the automotive sector’s transition.”

Pascal Technologies is currently working on three projects within the commercial and leisure boat sectors. “Two of these projects are focused on commercial applications. One of the commercial projects is the development of a crew transfer boat designed for the aquaculture industry. This boat is intended to transport crew and equipment to nearby fish farms efficiently,” says Rehn.

“In our other commercial project,” Rehn continues, “We are designing and developing a centre console boat tailored for various applications that require efficient transportation of crew

and light equipment between different locations.”

According to Rehn, the company’s current project in the leisure boat segment has an initial focus on a day cruiser concept “ideal for families seeking recreational activities and day trips.”

Open Water Solar

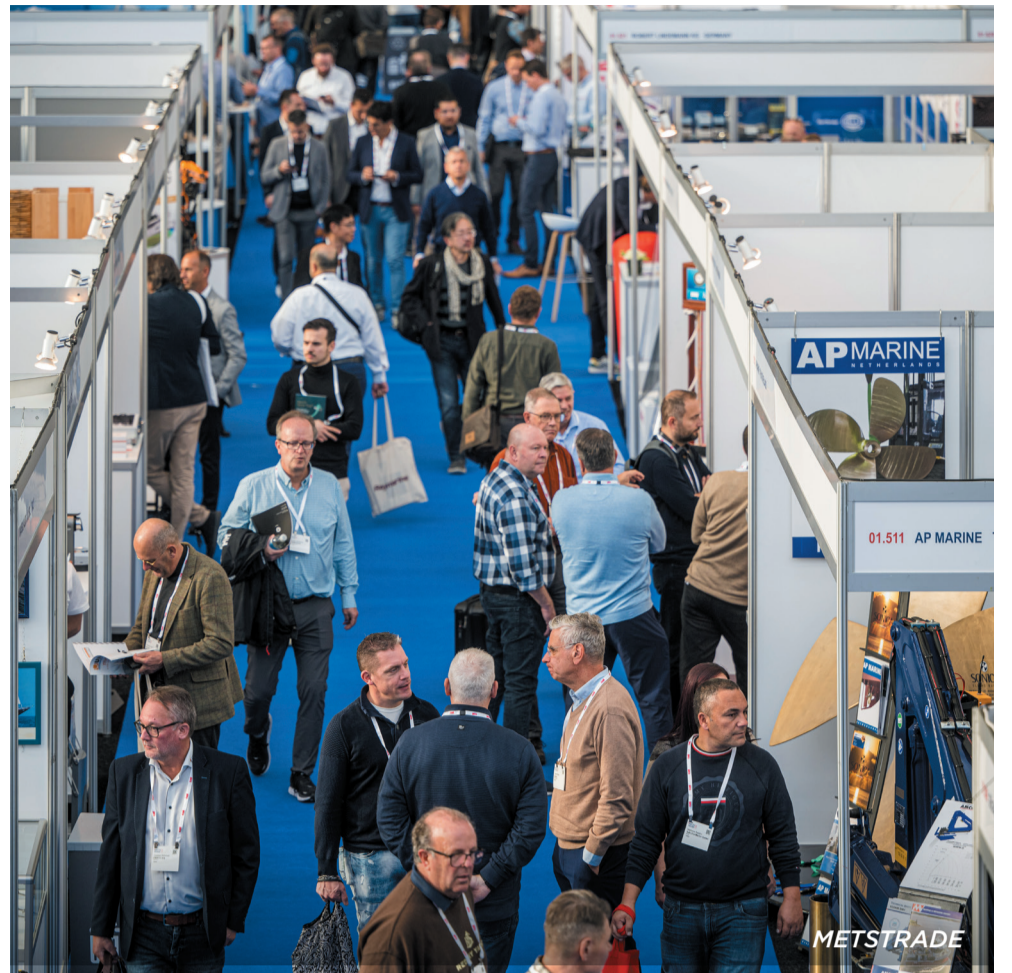
Open Water Solar is a pioneering solar panel manufacturing company. Founder and CEO, Simon Angus, says the Open Water Solar panels are “an order of magnitude” stronger, lighter and more durable than any other panels on the market.

“The way we achieve this is by encapsulating the very fragile solar cells into a composite laminate. That means fibreglass in front of and behind the cells providing maximum protection with the lightest weight. Our competitors either use heavy glass or less durable plastic to protect the cells,” he explains.

According to Angus, the startup has found obtaining the balance between R&D, funding and revenue a big learning curve. “As engineers we could develop products all day, but investors like to see sales,” he



Open Water Solar's panels



METSTRADE

explains. “At what stage in the R&D process do you look for the first trials? This balance is very difficult to achieve. For Open Waters it’s been a swinging pendulum between funding, investors and sales. Now that we’re out of R&D, and into commercialisation, that issue has eased but it was very difficult during our R&D to maintain any sort of balance.”

Angus says that traditional solar panels are heavy, bulky and rectangular shaped while existing thin semi-flex panels currently on the market don’t stand up to the harsh environment.

Open Water Solar panels are designed to be aesthetically more inline with yacht design and can be manufactured in any shape. “They also facilitate the transition for even 100ft yachts to become energy self-sufficient when at anchor,” adds Angus. “Not running diesel engines to power onboard systems like AC, water makers galley and so on is a real possibility now. In the spring 2023 ,we installed 2.5kw of solar on a Nautitech 46. During the summer, this boat did not plug into shorepower or use a generator for 80 days straight.”

In terms of opportunities in the leisure marine market, Open Water Solar is buoyed by the sheer amount of potential. “We can build structural parts of the boat that incorporate solar panels that look so integrated that people have no idea that these also serve to provide power to the boat itself,” says Angus. “The look of existing solar solutions isn’t sexy, but being all electric is. Our ability to blend into the boat’s natural aesthetics and add energy generating surfaces is our biggest opportunity. The startup’s biggest challenge

so far, he explains, is that the company manufactures composite solar panels in western Canada where boatbuilding is limited. “We will eventually license our technology to manufacturing in Europe but until then, logistics will be our biggest challenge.”

Angus notes the big shift in recent years in electric boating especially in the luxury yacht market. “Silent Yachts, Sunreef Yachts, Alva Yachts to name just a few are all trying to become emissions free. With better solar [options] that do not detract from the aesthetics of a boat, consumers are seeing this is now a real possibility,” he says.

Zparq

According to Zparq, the provider of electric motors and complete powertrains for recreational boats and commercial vessels, its motors enable an environmentally friendly, efficient, and quiet propulsion with minimal maintenance. Jonas Genchel, CEO and co-founder of Zparq, says: “Zparq’s marine motors are significantly smaller and more efficient compared to all alternatives on the market. The light design reduces raw material and CO2 footprint by more than 50 per cent in the production phase, and the products are from start designed with a circular approach, thus reducing the environmental impact and climate footprint over their entire life cycle.”

Zparq has, for example, built an outboard motor Zparq Z10 that weighs less than a 1/3 compared to competing electric and ICE outboard motors. The savings in weight can be used for extra payload and additional batteries to extend range, says the startup.

“The same pod motors are used as a foil drive, where the motors

are mounted back-to-back and with counter-rotating propellers increasing efficiency. In foiling applications, the small weight and size of Zparq’s motors are essential,” says Genchel. “Zparq is currently running a project with Swedish Sea Rescue Society where the motors are tested on a foiling rescue boat.

The same pod motors can be used in sail drives, stern drives and thrusters. In addition to the small form factor other benefits are the possibility to minimize hull-penetrations or fully eliminate them, leading to increased safety and minimal maintenance. Zparq has ongoing projects for various applications together with partners and customers that currently cannot be disclosed.”

When it comes to furthering electrification, range anxiety is an issue, which needs to be addressed to progress. “For this reason, we will provide our first consumer product Zparq Z10 as a complete system with portable batteries, easy to bring home for charging. For more powerful solutions there needs to be a charging

“At what stage in the R&D process do you look for the first trials? This balance is very difficult to achieve.”

Simon Angus, founder/CEO, Open Water Solar

infrastructure established also along the coastlines and lakes, but we see this happening now all around Europe and we also actively seek partnerships with the players in this segment,” he says.

OEM products will be commercially available during 2024, and Zparq aims to launch the Z10 outboard system by the end of next year to make it available on the market in 2025. ■

Yachting Ventures (YV) is the world’s first startup hub for the leisure marine and yachting industries.

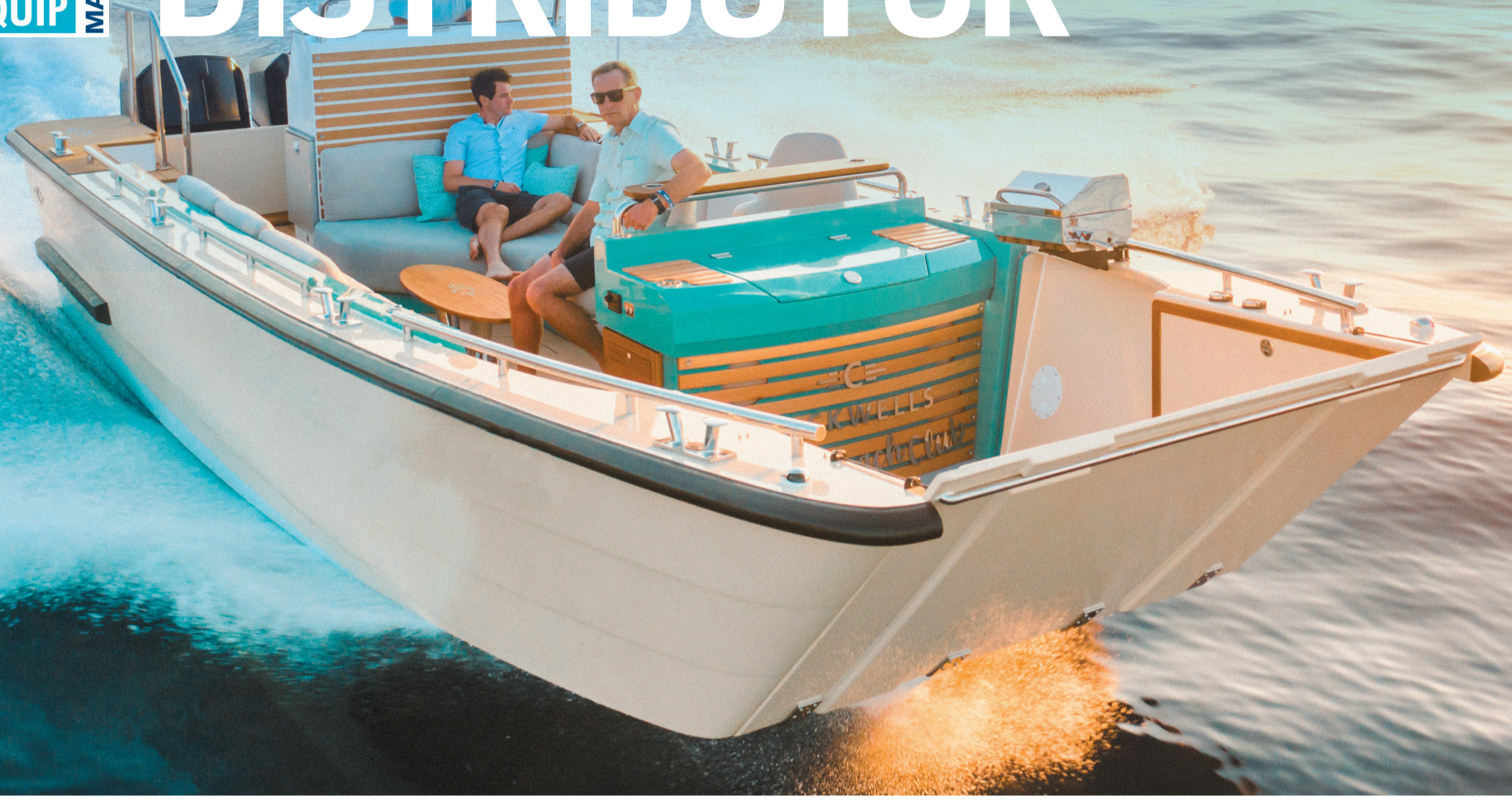
It provides the network, support and opportunities for startups. The YV team has now worked with 250+ startups from 25+ countries and the portfolio companies have collectively raised £30 million in funding.



Zparq’s plans to launch its Z10 outboard in 2024



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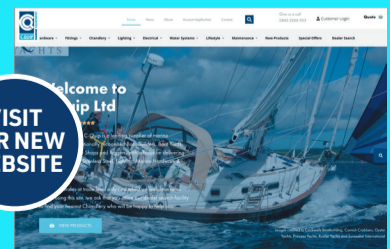
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Henri-Lloyd's new Yachting collection launches at METSTRADE 2023



Words: Georgie Corlett-Pitt

Material world

As Henri-Lloyd relaunches into the marketplace, *MIN* explores how the apparel firm used tumultuous times to refocus and how fresh backing and new strategies aim to cement brand stability

With the trade launch of its 2024 Yachting collection at METSTRADE, Henri-Lloyd (HL) is marking 60 years of sailing apparel innovation by implementing a new, forward-facing vision aimed at creating brand stability.

Following a turbulent period under previous owners, Aligro UK, Henri-Lloyd plans to drive innovation with fresh impetus as it seeks to re-establish itself under new owners, Monte Rosa Capital, alongside its sister company Odlo, the Norwegian base layer specialist brand.

Henri-Lloyd is largely European-based, including over 70 employees at the company's wholly owned factory in Brodnica, Poland - the hometown of original founder Henri Strzelecki.

Strzelecki established the company in 1963 after moving to Manchester, England, with financing from Angus Lloyd. The fledgling 'Henri-Lloyd' quickly gained recognition for its innovative use of waterproof seams, Velcro and non-corrosive zips in producing waterproofs for sailing and mountaineering, and for supplying early sporting

pioneers including Sir Francis Chichester and Sir Robin Knox-Johnston. Today, the company has returned to its roots - there is a new head office in Manchester, with design taking place in Scotland and Italy, and development in Manchester.

Henri-Lloyd heydays

Strzelecki was awarded an OBE in 1985, and the brand twice won the Queens Award for Export Achievement. Worn by legendary sailors, from Tracy Edwards' Maiden crew to Sir Ben Ainslie, Henri-Lloyd led the way as an iconic British outdoors brand well into the 2000s.

Looking ahead to the next 60 years, it's that heritage that Henri-Lloyd is once again drawing on, together with the Scandinavian ethos of Monte Rosa (from which it receives finance and logistics support) of 'hurrying slowly'. That's according to Norwegian Olympian and two-time Ocean Race skipper, Knut Frostad, who joined Monte Rosa's board in 2022, bringing 18 years of expertise as CEO and president of the Navico Group, as well as CEO for three editions of the Ocean Race.

Frostad says he is excited to

"play an active role in getting this unique legacy brand back to a market leading position" but asserts "it's important to approach things in the right order".

Driving this strategic growth plan is what CEO Graham Allen describes as "responsible performance". Allen explains: "'Sustainability' has become a much over-used word in recent years. We want to behave as responsibly as we can to minimise impact, but know full well that no industry can be fully sustainable; therefore the single most important thing we can do to drive sustainability in the marine industry is to make sure things

last. Having Scandinavian owners means that ethos is hardwired in."

Such environmental considerations place an emphasis on the need for high quality products, and the company is now implementing a streamlined model closely referencing its original DNA - a love of foul weather.

Through its new range of highly durable offshore clothing, the company aims to grow through expanding market share within yachting; unlike some competitors, it is not targeting related or entry-level sectors, such as paddlesports, for instance.



Henri Strzelecki (centre) established the brand in 1963 after moving to Manchester

With offshore yachting kit seen as the pinnacle standard within the sector, this focus underpins a deliberate 'premium' positioning.

Unlike some competitors, Henri-Lloyd is not targeting related or entry-level sectors, such as paddlesports... the [offshore yachting] focus underpins a deliberate 'premium' positioning

Strategic mistakes

Henri-Lloyd's strategic plan also takes into account lessons learnt after aggressive range diversification ultimately led to the company going into administration in 2018.

While Henri-Lloyd's foray into fashion began as early as the 1980s, a growing tendency to favour fashion over functionality resulted in Henri-Lloyd's authenticity as a technical brand being gradually undermined as the company and retailers were left grappling with excessive range creep.

When the company was subsequently bought by Aligro UK, the new owners believed a direct-to-consumer retail strategy would revive the ailing brand. Henri-Lloyd's well-established global network of 150 retailers and distributors was shut down, limiting brand presence, and retail prices were slashed. With a technical range then centred almost exclusively on elite racing products, a significant proportion of consumers felt alienated, and the brand's relevance diminished.

Now, using knowledge gained from that period to move forwards, along with input from Odlo and Monte Rosa, Henri-Lloyd says their 2024 Yachting collection is the result of a well-considered strategy focussed on product quality and careful brand positioning.

"Time spent as a direct-to-consumer retailer has increased our empathy and increased our understanding of the issues retailers face, particularly in holding large amounts of stock and in the uncertainties the supply chain encountered post-covid. We also appreciate the importance of sales resulting directly from stock availability. As a result, our new collection is much more streamlined," explains Allen.

Reshaping the brand

Henri-Lloyd has worked hard to re-establish trust with retailers and distributors, and Allen says that the response has been positive. Initiatives such as incorporating

one pair of salopettes that can be paired with a number of different jackets has reduced the need to carry excessive stock. It's a significant departure from the model the company previously adhered to.

Removing the expectation on discounting – which Allen says challenges what was previously accepted as the industry norm – has also been well-received, further bolstering the range's 'premium' positioning.

The collection now comprises a full offering of cruising garments, enabling the brand to re-establish relevance with the largest consumer group; Allen indicates this is some 80 per cent of the market.

It's a significant departure from the 'fashion' model the company previously adhered to.

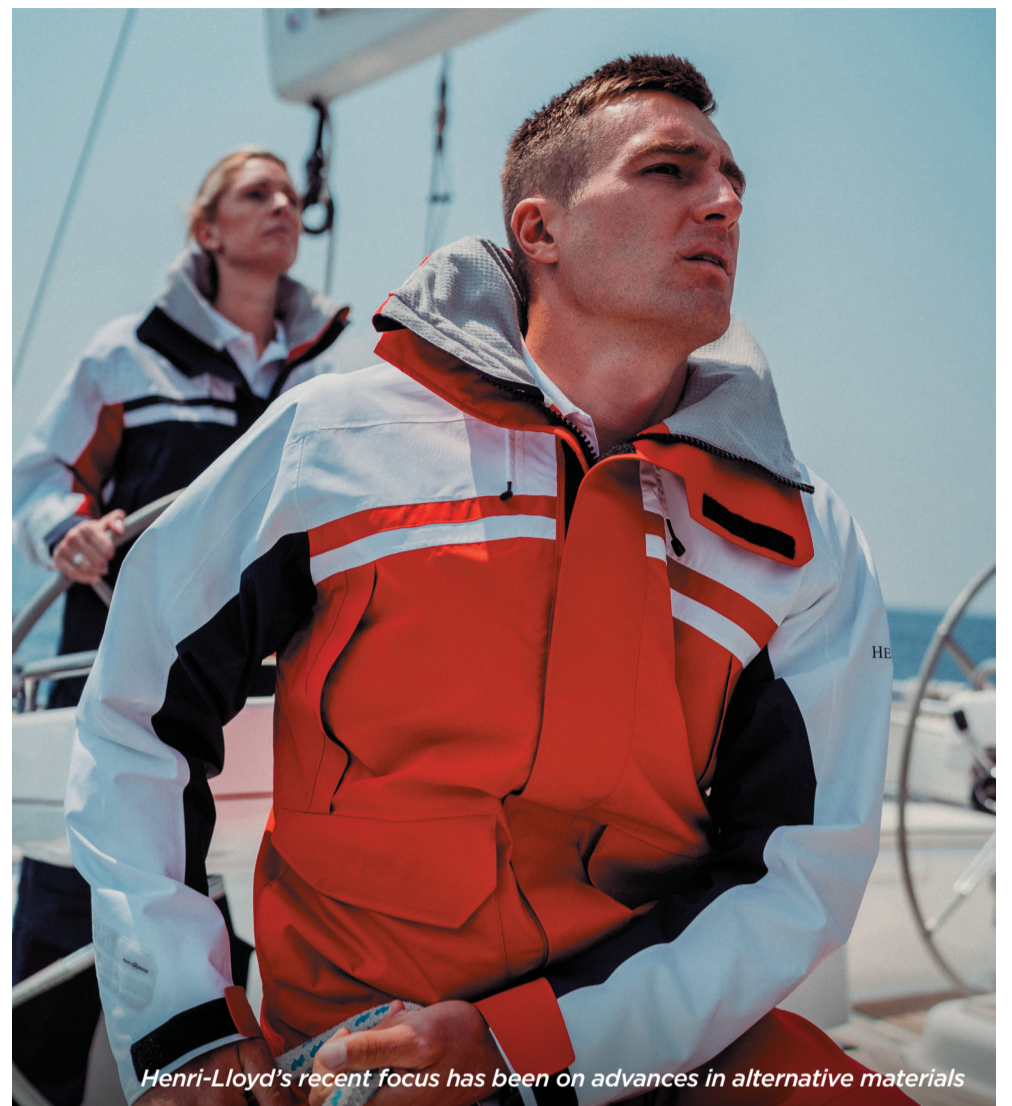
Henri-Lloyd's design and development process is based across three locations in Manchester, Scotland and Italy, and partnerships such as that with the British SailGP team contribute to R&D.

The new range's aesthetic draws directly on the brand's heritage – not only re-using familiar product names, but also incorporating past design features. The trademark stripes that debuted on the kit Dennis Connor wore when he won the America's Cup in 1988 for the fourth time will be familiar to many. But that's not to say the new collection lacks innovation. Far from it, according to Allen, who sees technological advance as fundamental to sustainability. With around 80 per cent of carbon involved coming from the production of technical clothing, ensuring longevity is imperative.

Advancing materials

Henri-Lloyd's recent focus has been on advances in alternative materials; for example, replacing durable water repellent coatings with hydrophobic fabric that achieves the equivalent waterproofing using minimal chemicals. For this, the firm liaised closely with Toray of Japan, the premium fabric supplier that Henri-Lloyd has worked with for over 25 years.

Allen hopes this approach to sustainability becomes more widely adopted across the marine industry, although he recognises the challenges facing small manufacturers, and therefore believes the onus is on higher output manufacturers – such as apparel companies – to lead the way.



Henri-Lloyd's recent focus has been on advances in alternative materials

It's a philosophy that Henri-Lloyd has experimented with in the past – launching the pioneering Blue Eco 'infinitely recyclable' range in 2009 to multiple DAME Awards. Allen describes it as "ahead of its time", but believes that the consumer is now more ready to pro-actively shop with such concepts in mind.

Henri-Lloyd CEO Graham Allen believes the onus is on higher output manufacturers – such as apparel companies – to lead the way in sustainability

The 2024 collection includes materials made from recycled bottles, and all packaging is home compostable.

Describing the company's fresh ethos as a "start-up mentality within an established legacy brand" Allen feels the outlook for this iconic British business is extremely positive.

"Our emphasis is firmly on long term sustainability, and away from using price as a weapon," he says. "Unlike some – largely opportunistic – business models in the immediate post-covid era, we have seen and learnt that that model is not sustainable as the world normalises. We feel the industry as a whole needs to focus forward."

Does this mean Henri-Lloyd will limit itself exclusively to ocean ranges in future? Allen doesn't rule out some diversification where it makes sense to do so. He hints at a new premium waterproof outerwear collection for 2024, and also says to expect a new base layer range developed in tandem with sister company Odlo, utilising its particular expertise in sustainable merino wool products.

The Yachting collection, meanwhile, will be launched to the trade at METSTRADE, on show at boot Düsseldorf and on sale to the public in March 2024. ■



Henri Lloyd has also partnered with Emirates Great Britain SailGP



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MIDDLE EAST DRIVE

Rapid growth of marinas signals a new age of yachting in the Arabian Gulf, says GMBA representative Kai Malmivaara



In recent years, the governments of the Arabian Gulf have invested millions into the yachting infrastructure of the region, building and planning world class marinas, yacht clubs, as well as crew and refit facilities. With an attractive climate for nine months of the year and beautiful coastlines, developers believe the Arabian Gulf and Red Sea will become one of the up-and-coming destinations for winter cruising.

Dubai and Abu Dhabi have built an infrastructure to accommodate yachting in general, while working on the bigger picture of attracting the international yachting community to these newer regions.

Saudi Arabia is also heavily investing in infrastructure to attract yachting to the region with more marinas, yacht clubs, beach clubs, hotels and shipyard facilities planned and opening. This will, however, take some time, but the first steps have been made.

In Oman and Qatar there have been expansion developments

“Soaring popularity of superyachts and commercial vessels stands out as the primary driving force behind this growth.”

Selcuk Balci, managing director, D-Marin Dubai

with many marinas and related services and some easing of regulations regarding yacht entry/exit operations.

Below is a snapshot report of some of the latest marina development projects in these regions.



UNITED ARAB EMIRATES DUBAI

Dubai Islands

Dubai Islands (formerly known as Deira Islands) is the largest manmade island in the world forming a cluster of five islands covering 17 square kilometres. Each island is intended to have its own exclusive offerings and the project will be home to over 80 resorts and hotels.

Dubai Islands has six marinas. These marinas were built three years ago but have not yet been in service. Now the master developer and manager of the marinas, Nakheel, is planning to open the marinas one by one and connect them to the electricity and water network. The total capacity of the marinas is about 720 wet berths, and they can cater all sizes of boats up to 60 metres (m). When fully operational, these

marinas will bring a substantial increase to the berthing capacity of Dubai.

Dubai Islands are located along Dubai’s northern coastline and are accessible by land and sea through road bridges and water transport. The islands are within a short distance from Dubai International Airport, Dubai Creek, Jumeirah, and downtown Dubai.

Marsa Al Arab Marina

Located next to the seven-star hotel Burj Al Arab, Marsa Al Arab opened on 1 January 2023 and is still in its soft opening stage. Operated by D-Marin, Marsa Al Arab offers 82 wet berths with a 4m draft for yachts up to 61m.

Selcuk Balci, managing director of D-Marin Dubai, says there is rising demand for berths in all size categories in the region but “soaring popularity of superyachts and commercial vessels stands out as the primary driving force behind this growth.”

According to Balci, the region attracts both high-end luxury boat owners and businesses operating in the marine sector, which presents a wide scope of opportunities within the UAE’s boating industry.

“Enhanced legislations for marina facilities have enabled marinas to develop and grow. D-Marin has

benefited from these changes. Continuous improvements to marina facilities, as well as the implementation of yachting-friendly rules and regulations, have significantly enhanced the development and expansion of marinas in the UAE,” he says.

Port De La Mer Marina

D-Marin’s Port De La Mer development is another project in the region and consists of 32 wet berths for yachts up to 40m. The site offers panoramic views of the ocean and Dubai skyline. The first phase of Port de la Mer is expected to open by end of 2023 and the marina will mainly cater to the needs of the residents of the La Mer urbanisation.

D-Marin is also set on further expansion in the Middle East. “We plan further marinas in other Emirates and across other Gulf Cooperation Council (GCC) countries. Our aim is to offer premium marinas for discerning clients seeking an enriched yachting experience in some of the best locations the world has to offer,” Balci says.

ABU DHABI

Marfa Al Jubail Marina

Jubail Island Investment Company awarded a contract for the new Marfa Al Jubail Marina, which is being built as part of the ‘marina district’ and tourism hub within Marfa Al Jubail. Once completed,



Plans for the Marsa Al Arab Marina



Marfa Al Jubail Marina



Old Doha port

the marina district will provide residents and visitors with a luxury waterfront destination built along a shoreline and overlooking the Abu Dhabi skyline.

Marfa Al Jubail Marina will have 66 berths and will serve boats from ten to 40m. Superyacht hammerhead pontoons will also act as wave attenuators protecting the inner marina. The marina will also have a luxury yacht club complex and a boardwalk containing restaurants, alfresco cafés, and eateries and will offer residents a holistic lifestyle within Jubail Island.

Saadiyat Marina and Rabdan Marina
Abu Dhabi Maritime is presently developing several marinas

and ferry terminals in close collaboration with the Department of Municipalities and Transport to elevate the maritime offering across the capital.

Two new marina developments, Saadiyat Marina and Rabdan Marina, have recently been completed and are ready for service. The new developments are designed to contribute to building Abu Dhabi's standing as a maritime capital as per the Abu Dhabi government's vision.

Saadiyat Marina is set to become a hive of activity, catering to the yachting community, watersports enthusiasts, residents, and tourists. Rabdan Marina is situated in a key residential and business location.

Saadiyat Marina facilities include 63 berths and 62 dry berths while Rabdan Marina has 18 berths and 19 dry berths.



QATAR
Old Doha Port Superyacht Marina
In 2022, the Supreme Committee for Delivery and Legacy (SC), the committee responsible for all projects related to the FIFA World Cup Qatar 2022, greenlighted the design and build of new superyacht marina and megayacht berthing facilities for the Old Doha

Port, with – controversially – only three months to execute the whole development.

This marina project was the first of its kind in the State of Qatar. The project included two parts; a floating pontoon with Med-mooring for yachts up to 70m long and Med-mooring installation to a fixed pier for vessels up to 131m.

The floating marina consists of 20 superyacht pontoons, moored with a combination of chain and rope connected to up to concrete anchors. The total number of 20-ton concrete anchors for the marina is 165, which are embedded down to the seabed level. The second part of the project was the Med-mooring installation on the



Jeddah aims to boost its yachting status



Deira Island Marina



Dubai Marina. Credit: Freepik

marina's fixed pier for vessels up to 131m. The project was delivered on time before the World Cup, and the new marina continues to serve superyachts, with space for 56 yachts from 40m to 131m.



**KINGDOM OF SAUDI ARABIA
JEDDAH**

Jeddah Yacht Club and Marina

The new Jeddah Yacht Club and Marina is located in the heart of Jeddah, by the Corniche F1 Circuit. It is recognised by the Saudi Arabian authorities as a Port of Entry to the Kingdom. It provides customs clearance and immigration services and is a gateway to the Red Sea cruising grounds for yachting and sailing visitors and yacht charter companies.

The marina has its own helipad and is a 20-minute drive from the King Abdulaziz International airport.

The Jeddah Yacht Club is the first 'green marina' in the Red Sea... In a boost to Jeddah's maritime status, the second preliminary regatta of the 37th America's Cup will be held on the waters of the Red Sea in Jeddah

Jeddah Yacht Club and Marina provides 95 berths for yachts and boats up to 120m. Mooring allocations can be based on an annual or short-term basis.

The Jeddah Yacht Club is the first 'green marina' in the Red Sea and has been accredited by top international associations for the best security, safety, and environmental practices. It offers access to the Arabian Peninsula and fuelling options enroute between the Mediterranean and the Indian Ocean, catering to those looking to extend their Med season and those boaters travelling beyond.

In a boost to Jeddah's maritime status, the second preliminary regatta of the 37th America's Cup will be held on the waters of the Red Sea in Jeddah from 30 November to 3 December 2023 - the only venue outside of Spain to host an America's Cup regatta during the 37th America's Cup cycle.

The event is in partnership with the Ministry of Sport and the Saudi Sailing Federation, which have significant ambitions for the rapid growth of sailing in Saudi Arabia across many top-level sailing events and classes as part of its 'Vision 2030'.

"As the pinnacle of sailing, I know the 37th America's Cup and this preliminary regatta can be utilised as an event for positive influence on a number of fronts," says AC37

event CEO Grant Dalton. "When standing back and looking at the opportunity for the growth of our sport that exists in the region it is truly significant. 67 per cent of the country's population is under the age of 34 years old, women's participation in sport or physical activity is up 149 per cent in recent years. So, we have a unique chance to grow sailing and create new connections with the unprecedented sustainability projects within the Red Sea that can transform lives through sailing and the technologies associated with it," he adds.

According to organisers, the global audience of the America's Cup grew by a factor of three after the 36th America's Cup and having a tangible presence in the Middle East aims to harness a new audience in the region.

"This is one of the fastest growing sports markets in the world and has a maritime heritage that is ready to be reignited for all Saudi women and men," says Samia Bagdady CEO of the Saudi Sailing Federation, a kite surfer and sailor herself.

"Sailing is in its infancy at the moment, but the potential is huge with 9 million people living on the Red Sea coast and fantastic sailing conditions all year round. The America's Cup and the exciting foiling AC40's racing with the world's best sailors is the perfect catalyst to inspire our people toward sailing and widen access

to the Red Sea, which has always been an important part of Saudi Arabia's history and heritage and is integral to Saudi's sustainable future."

Jeddah Central Marina

Jeddah Central Project occupies 5.7 million square metres in the centre of Jeddah. The project intends to establish a world destination, capitalising on Jeddah's geographical location on the Red Sea coast and proximity to Makkah and Madinah.

The marina is scheduled for completion by the end of 2023, and when completed it will increase substantially the berthing capacity in Jeddah and the Red Sea.

The site includes a waterfront of 9.5km, featuring a world-class marina ready to receive yachts from inside and outside the Kingdom, complemented by 2.1 km of sandy beach on the Red Sea coast embracing a natural 100-metre wide, walkway that helps preserve the environment and limit the movement of vehicles to and from the beach.

The Jeddah Central Marina provides 474 berths from 10m up to 70m yachts. ■





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Policy maker



Why did Haven Knox-Johnston restructure and how is it adapting to niche markets and new consumers?

In September 2023, Howden UK & Ireland launched its new business structure, essentially bringing all brands under one umbrella to offer a full spectrum of insurance solutions to the marine industry.

The new business practice now operates under three distinctive trading styles, as Haven Knox-Johnston, Haven Knox-Johnston Specialist and Haven Knox-Johnston Commercial and brings together the existing Howden Group marine businesses: Haven Knox-Johnston, A-Plan Marine, Howden Fastnet, Euromarine Insurance Services, plus Howden's most recent marine acquisition, Curtis Marine.

Why reorganise and restructure?

Paul Knox-Johnston, sales and marketing manager (marine), says adding the Haven Knox-Johnston Commercial and Haven Knox-Johnston Specialist sister brands simplifies the company's market offering while logically organising and bringing together a huge amount of marine insurance

expertise. "We are now able to offer a hugely expanded product offering with arguably unrivalled service," he explains.

"We have the main Haven Knox-Johnston (Haven K-J) brand for everyday boating and the bulk of leisure marine market coverage. Haven K-J itself remains at the forefront of our direct and wholesale business where leads come from direct marketing, other insurance brokers and our network of introducers within the marine industry itself."

Knox-Johnston continues: "Haven K-J Commercial (comprising A-Plan Commercial Marine in Worcester and Howden Fastnet in Southampton) is able to support marine businesses across the industry as well as a wide variety of commercial vessels. And our Specialist team has access to niche markets that are able cover some of the more interesting and unusual risks, which the underwriters at Haven K-J cannot place on its books."

The Specialist team has access to a wide range of insurers with appetite for a broad range of more unique and challenging risks and so are the 'open market' team for coverage in specialist areas such as boats used for Airbnb or personal watercraft, foiling boards, blue water cruising yachts, racing yachts, higher valued superyachts and the more

extensive requirements that these risks require.

"It means that a call into any of the Haven K-J offices can lead to cover for any type of boat you own," explains Knox-Johnston.

Knox-Johnston says the Haven K-J Specialist arm was launched in response to the growth in bespoke



Paul Knox-Johnston at SIBS



“[The Specialist team works in] areas such as boats used for Airbnb, personal watercraft, foiling boards, blue water cruising yachts, racing yachts and superyachts.”

Credit: Unsplash

yachts and niche on-water activities. “Haven K-J Specialist has access to insurers which Haven K-J does not... and can try to find homes for risks which Haven K-J might not be able to. As new, niche and bespoke vessels are launched the Specialist team are best placed to source cover.”

New consumers – new challenges

The company maintains that opportunities are huge as the marine industry keeps developing with new client needs and desires regularly arising. Yet it also predicts a lot of change in the coming years as a new generation of customers more used to renting and not owning will grow.

“Anecdotal evidence from the Southampton Boat Show is that we have now passed the post-covid glow where boats were being sold like confetti and we are adjusting to the market normalising to how things were prior to covid,” says Knox Johnston. “From this we are also still seeing growth in areas such as people living aboard as house prices spiral and people search for alternative ways to live.”

What is clear to the company is that it now serves a diverse range of consumer types.

“Covid brought in so many new entrants to our market diluting the pool of customers in a good way,”

“As house prices spiral and people search for alternative ways to live... we are also still seeing growth in areas such as people living aboard.”

Paul Knox-Johnston, sales and marketing manager, Haven Knox-Johnston

says Knox-Johnston. “We have a new younger profile of customers coming through taking part in a wide variety of watersports and we must cater for them now and ensure they stay engaged in boating. The new marine industry consumer is far more digitally aware than in the past and we have seen an uptick in customers coming to us online. However, we need to keep in mind that it is not all digital and our marketplace is still considerably top heavy when it comes to age. You need a team of dedicated people available to talk in person to customers as their journey is not always a clear one and they need help through the process. So don’t always think it’s all digital, digital, digital - we are fully aware of how important our crew is.”

The entire company is adapting to shifting economic trends. With more participants, logically, there will be more claims and, if claims

rise, so do premiums. The changing climate and more extreme weather events also risks causing an increase in the number of claims. The costs involved with keeping a boat abroad and the weaker pound means claims can also be more expensive for boats kept in other countries. “Brexit was a challenge, but we are now settling into the new normal with our office in Ireland able to cater for all of our EU boating customers.

“The specialist market has also changed as people become more adventurous and want to live their lives to the full. Therefore, as they do this the risk profile changes and we need to have a home for the type of customer who is looking to venture further afield.”

In the commercial sector, the commercial team also finds challenges as businesses are being hit left, right and centre with increased costs from interest rates to energy costs, parts and supplies.

“You need a team of dedicated people available to talk in person to customers as their journey is not always a clear one...”

Paul Knox-Johnston, sales and marketing manager, Haven Knox-Johnston



Some of the Haven Knox-Johnston team at SIBS 2023

Insurance is another expense to add to business outgoings but is a hugely important one and, as everything else increases, so does insurance as the costs are escalating on claims too.

Retaining reputation

The Haven Knox-Johnston boat insurance brand dates back to 1992 when Haven merged with Knox-Johnston Insurance Brokers to create Haven Knox-Johnston under the ownership of Amlin. The ownership of Haven K-J then remained pretty stable for 18 years, despite a brief name change to MS Amlin Boat Insurance. In 2020 Aston Lark purchased the boat insurance book of business from MS Amlin and relaunched the firm using the Haven K-J name.

The insurance market has undergone considerable consolidation over the last few years and in 2022 Aston Lark was then acquired by Howden, one of the top 10 largest insurance brokers in the world. Both Howden and Aston Lark owned other marine insurance businesses in their portfolios including A-Plan Commercial Marine, A-Plan Marine, Euromarine and Howden Fastnet.

To benefit from the wide depth of knowledge across all these brands, the last 12 months has been spent creating one marine practice,

“Brexit was a challenge, but we are now settling into the new normal with our office in Ireland able to cater for all of our EU boating customers.”

Paul Knox-Johnston, sales and marketing manager, Haven Knox-Johnston

bringing all brands together under the Haven K-J brand.

Hot topics

With decades of experience in the field, it is little surprise that the market looks to companies including Haven K-J when potential issues emerge. Haven K-J’s Tony Malkin, Karl Davis and Paul Knox-Johnston are involved with British Marine’s working group on the use of lithium-ion batteries and Knox-Johnston says it is fundamental to be on top of emergent trends.

Paul Knox-Johnston says: “There have been many articles written and forum discussions on this subject and, as we try to move to a greener future, the alternatives must be safe and insurable. We must set out the parameters clearly and concisely of what customers of the emerging technology can expect to be covered for and what is not covered.”



Paul Knox-Johnston

Reflecting on where the marine industry goes next, Knox-Johnston says his first hope would be to encourage more young people to think of the marine industry as a career of choice. “It isn’t all about boat sales, charter companies, chandlers, marinas and boatyards,” he adds. “Our industry also boasts insurance, finance, legal, marketing and many more career paths for those wanting to build a career in an industry where there is a lot of fun to be had alongside the usual hard work.

“We also need to look at our environmental impact. The number of boats I see sitting on moorings, which have not been

touched in years... We need to find an environmentally friendly way to deal with end-of-life boats and equipment. All of these issues need solutions and, believe me, I do not have them, but there must be people out there with the skills we need to help find the answers.” ■



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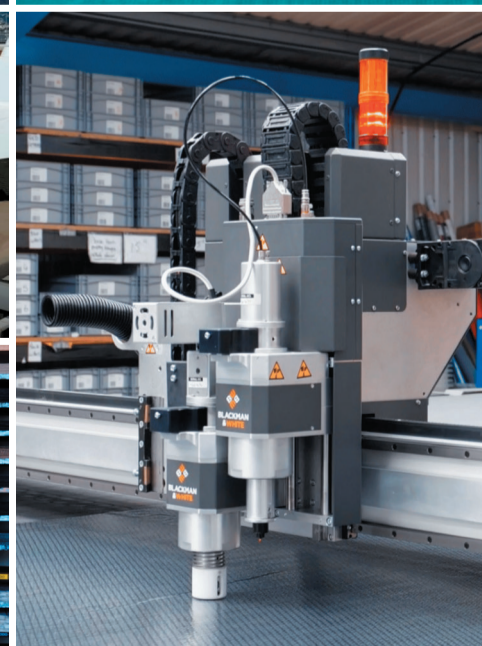
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Photo credit: Marlen textiles



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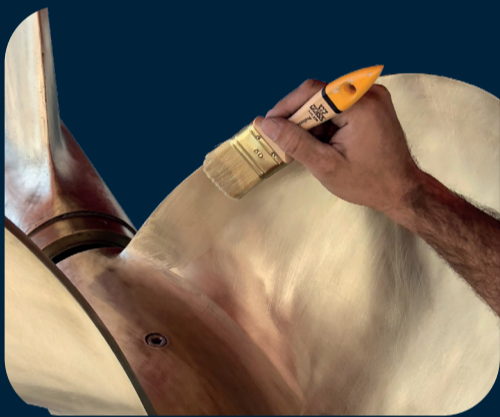
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CRYSTAL PROP ELLERS

The Next Generation of Marine Coatings

Marine enthusiasts and professionals alike are always on the lookout for advancements in nautical technology. The ocean environment is demanding, and vessels require protection against a myriad of elements, from salt to barnacles. Enter the Crystal Prop by Coverplast - a groundbreaking coating that promises to revolutionise the way we think about boat maintenance.



Understanding the Need

Any boat owner will attest to the challenges of keeping a vessel in top condition. Beyond the apparent threats of corrosion from saltwater and UV damage from the sun, there's the relentless growth of marine organisms. These critters, while seemingly harmless, can compromise the vessel's performance and efficiency. Barnacles and algae, for example, can increase drag, making boats slower and less fuel-efficient.

Traditional antifouling paints have been the go-to solution, but they come with their own set of issues. They often contain heavy metals and biocides, which can leach into the water and harm marine life. Furthermore, their effectiveness diminishes over time, necessitating frequent reapplications.

Crystal Prop's Innovative Approach

Crystal Prop by Coverplast is not just another antifouling paint. It's a complete shift in marine coatings. Instead of relying on toxins to deter marine growth, Crystal Prop utilises a unique non-toxic formulation that's both eco-friendly and long-lasting.

The secret behind its efficacy is its crystal-like structure. This innovative design makes it incredibly challenging for organisms to latch onto the surface. As a result, boats retain their pristine condition for longer, without the buildup of unwanted marine guests.

Given that Crystal Prop doesn't rely on toxic components, it will utilise its full advantage when the ship sails. The water flow will produce the necessary friction to keep the component clean.

Environmental Considerations

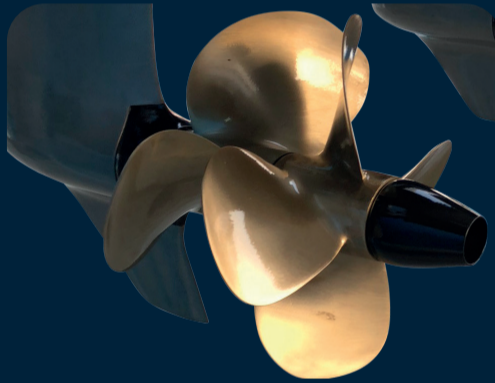
In an era where environmental conservation is paramount, the nautical industry cannot afford to lag. Crystal Prop's non-toxic formulation is a breath of fresh air. By eliminating the release of harmful chemicals into our oceans, this coating supports marine biodiversity and reduces the environmental footprint of boating.



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Economic Implications

While environmental benefits are undeniable, boat owners will also appreciate the economic advantages of Crystal Prop. With its long-lasting performance, there's a reduced need for frequent haul-outs and reapplications. This translates to cost savings in maintenance and increased time enjoying the open waters.



Conclusion

Crystal Prop by Coverplast stands out as a beacon of innovation in the marine coatings industry. It addresses both the practical needs of boat owners and the critical environmental concerns of our time. As we sail into a more eco-conscious future, products like Crystal Prop will undoubtedly lead the way.

More info over Coverplast and product range

Our company was founded in

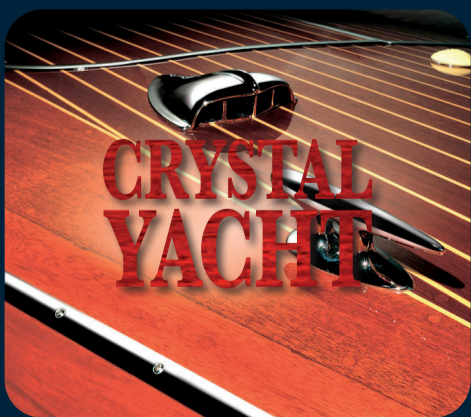
1972 as a manufacturer of paints under the name "Coverplast". The dedicated development activity and tireless R&D work to achieve

extraordinary quality immediately made our products stand out and allowed us to expand our range of products and fields of application.

The innovative and customisable nature of our products allowed, over time, to establish cooperation and supply arrangements with some of the most renowned companies in Italy and abroad, thus bringing our company to the forefront of innovation in a variety of sectors, among which the automotive, textile, real estate, nautical and alternative energy sectors.

In the last five years, the excellent results in the field of research led to the need to create a corporate group and split the corporate operation in two internal divisions: the former holding the original name Coverplast, specialised in manufacturing special paints; the latter, Covernanotech, specialised in the design of cleaning and treatment products that make use of applied nanotechnology. Nowadays, Coverplast boasts high-performance solutions and high-quality products that allow us to be present on the main international markets.

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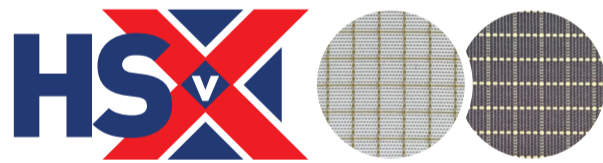
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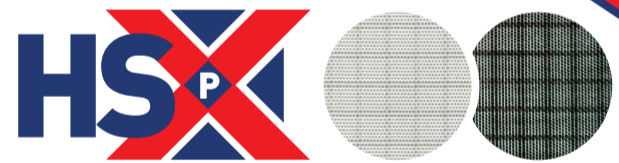
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BoatLife – powered by Suzuki will be held in February 2024 in Birmingham, UK

ON SHOW

BoatLife MD Richard Dove says new boat shows are energising the market and urges exhibitors to maximise what is on offer

BoatLife – the boat show held in Birmingham, UK in February – is now approaching its third year. And while some thought another UK boat show may not draw the crowds, Richard Dove, MD of BoatLife Events, says the event is energising new customers.

“We absolutely need a show like BoatLife and certainly now. The market needs help at the moment to get back up and running with a new enthusiasm. Aside from Southampton, other UK boat shows are generally regional with a limited catchment area and are all south of Watford. BoatLife helps to complete the annual dealer and manufacturer sales cycle, especially due to its central location and time of year.”

The 2023 SBS BoatLife show welcomed 14,000 visitors to the NEC in Birmingham with 200-plus boats on show, 175 exhibitors including power and narrow boats, dinghies, RIBs and watersports. The next BoatLife show opens its doors in February 2024 and plans to build on the success.

“We experienced a significant increase in exhibitors from all sectors from 2022-2023, especially the inland and angling markets, with a great improvement in the quantities of those representing the mid-range yacht market. For 2024 we are experiencing a positive development of event sponsors and

partners, such as Suzuki, Elite Marinas as well as Pelagic Sales Network, SBS Trailers & GJW continuing from 2023.”

New for 2024 is a VIP lounge area, BoatLife beach and a yet-to-be announced in-show feature.

“Boats are an emotional purchase and buyers often need to at least see and touch the boat they are buying, meet and connect with the company and sales exec they are buying from. Leisure marine is one of the industries where shows really work.”

Dove says he has noted a rise in interest in foiling, electric boating and boat angling at the show. The growth of a younger demographic is also evident. “We had nearly 25

per cent attendance of under 50 year olds, which actually is quite high. It was also really promising to see many European and international brands at BoatLife 2023. It could be a sign of the UK market starting to pick up and grow, hopefully back to the same sales demand levels (but this time with supply) as covid times.

“I haven’t had vast experience with the canal boat scene over a significant number of years, but if our show is anything to go by, I would definitely make the point that it is in demand and a popular way people are turning to as a lifestyle/new way to live, even in London.”

With every passing year Dove says lessons are learnt and development plans build. “An element of work-

in-progress is the atmosphere for the visitors,” he explains. “This improved greatly for 2023 but there is still much to be done and there will certainly be a noticeable improvement for 2024.

“Another challenge is keeping up the show momentum and growth, during a time where there has been a slowdown in the market, especially for an event that hasn’t even completed its third cycle. However, with the support of exhibitors and our fantastic team this is becoming more self-perpetuating.”

Dove encourages exhibitors and businesses to “make the most out of events”, advising them to spend some time internally looking at ways pre-show, on their stand and around the show to “creatively squeeze every bit out of the opportunity.”

“It seems an obvious thing to do but you’d be surprised how many actually don’t maximise what is available,” says Dove. “While it’s absolutely an organisers top priority to bring new quality leads, exhibitors can really make a significant improvement to their results if they spend some time on this. After all, boat shows are the place where more or less everyone is a boating enthusiast and a potential client. Exhibitors should really lean on their marketing teams, and also the organiser, to try and optimise exposure.” ■





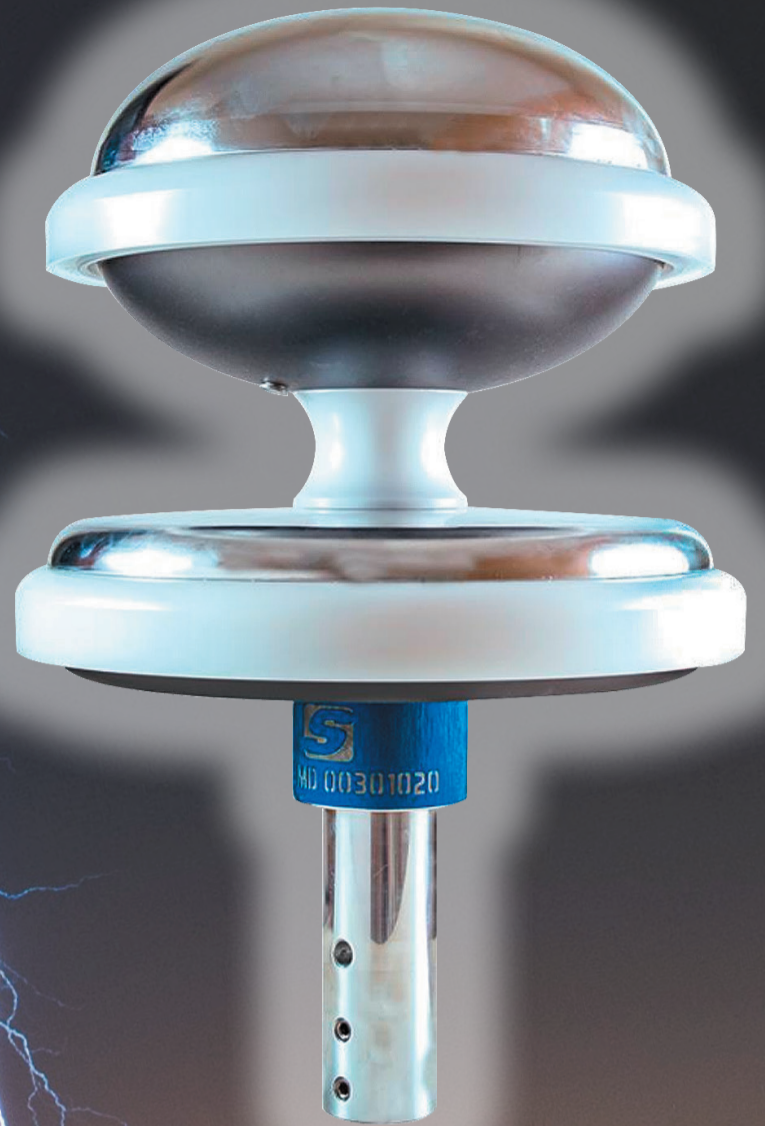
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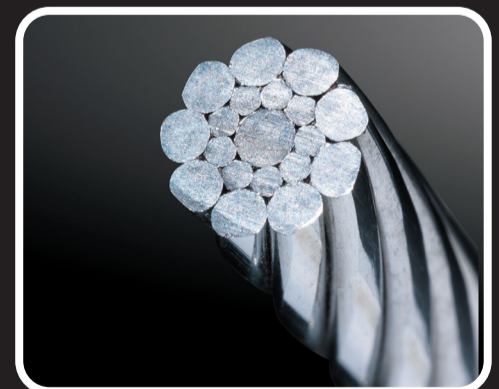
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www.scanstrut.com/air/atmos



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