



SYBA Press Release

FOR IMMEDIATE RELEASE

8 February 2011

SUPERYACHT AUSTRALIA DRIVES MAJOR INITIATIVE

Superyacht Australia announced today that they will be organizing the first ever Australian Superyacht and Marine Export Conference immediately prior to the 2011 Sanctuary Cove International Boat Show.

The Australian Superyacht and Marine Export Industry Conference (ASMEX) will be a 2 day event 17 & 18 May, and will bring together key industry stakeholders, boat builders, service providers and marine industry manufacturers. A key focus of the conference will be promoting Australia as a key cruising destination plus looking at the excellent refit & repair services and facilities available. The conference will address key issues facing the Australian Superyacht and Export industry and explore current and future opportunities.

SYBA CEO MaryAnne Edwards said "this is an exciting initiative SYBA have been working on for some months. It is designed to profile the Australian Superyacht Industry and provide an excellent platform for the industry both in Australia and globally to network, share ideas, understand issues and work with key industry stakeholders to look at ways to grow the Australian Superyacht sector. The conference will also provide an overview of key global markets and in particular how Australia, NZ, Asia and the Pacific can work together to drive more business for the region."

Edwards advised that Barry Jenkins had been appointed conference chairman and he was excited by the prospect of hosting this inaugural conference at Sanctuary Cove. Jenkins commented "it is a timely initiative for the industry given the recent publicity generated globally as a result of the Queensland & Victoria floods, Tropical Cyclone Yasi and the fires in Western Australia. It is important for us to get a message to the rest of the world that the industry has been largely unaffected by these events and the Marine Industry in Australia is alive and well."

The conference is on very solid ground with support from the Queensland Government, The Dept of Innovation, Industry, Science & Research, The Gold Coast City Council, Austrade, AIMEX and Sanctuary Cove International Boat Show.

Jenkins said a very targeted and interesting programme has been developed involving relevant industry topics, quality guest speakers and key networking opportunities for both Australian and International attendees.

The conference will be the key Superyacht and Export specific event in Australia for 2011 and will bring together the main players in the industry value chain. It is envisaged the conference will attract a strong number of industry from both Australia and overseas

The key dates for the conference are 17/18 May 2011. Superyacht Australia will be distributing further information in regards to programme content and guest speakers over the next 2 weeks.

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