

# 'ASMEX 2011'

2011 AUSTRALIA SUPERYACHT & MARINE EXPORT CONFERENCE



...the leading Marine Industry event for 2011

## DAY ONE

**The Industry Today - Tuesday 17 May 2011**

**Sanctuary Cove, Queensland 9am – 5.30pm**

### AGENDA OVERVIEW

Registration & Networking	MC – Dean Miller
Chairman's Welcome	Barry Jenkins ASMEX & SYBA Chairman
Overview of Australian Superyacht & Marine Export Industry	Barry Jenkins SYBA Chairman Alistair Murray AIMEX Chairman
Outline of 2011 ISAF World Sailing Championships & overview of the capabilities in Western Australia & the highlights of WA as a destination	John Longley AM Event Director Perth 2011 ISAF World Sailing Championships
The significance of the Superyacht Sector to the state of Queensland	The Hon Peta-Kaye Croft Parliamentary Secretary Assisting the Premier on the Gold Coast and Commonwealth Games
Update on the America's Cup, key issues and the benefits to the International marine sector	Iain Murray CEO and Regatta Director America's Cup Race Management (ACRM)
GBRMPA and its role and function on the Great Barrier Reef including Superyacht access to these waters	Chris Briggs Director of Tourism & Recreation Great Barrier Reef Marine Park Authority
Panel Discussion - Charter Operators Discussion of the current charter industry in Australia, the issues and opportunities	Kim Cleggett – Int. Maritime Services Richard Morris - Superyacht Sydney Cpt Jack Brenac of Emerald Lady
<i>Lunch sponsored by Marine Tech Industries Australia &amp; Networking</i>	
Hear about the challenges Ron Holland and the European industry have faced and how Ron has interfaced with the builders in Europe to be so successful	Ron Holland Ron Holland Design
Austrade and how they support Australian business .....	Peter Grey CEO - Austrade
The issues facing Australian manufacturers <i>Pros and cons of manufacturing offshore</i>	Richard Ward Seawind Catamarans MD & AIMEX Director

Government officials from DIISR, Customs and Treasury present an overview of key issues: <i>:Bringing Yachts to Australia</i> <i>:Key issues affecting the Superyacht and Marine Export industry covered by the Marine Industry Working Group</i> <i>:Discussion concerning GST legislation</i>	Representatives from Customs and Border Protection Peter Hancock - DIISR  Laurene Edsor – The Treasury
Grey Imports – <i>how they are affecting the Australian export market and impact on refit &amp; repair services.</i> <i>Is it an even playing field?</i>	Don Jones Boating Industry Alliance Australia
Overview of what is happening in the European equipment market	Senior International Manager MTU
A key expense item for many is freight and logistics - <i>Breaking down the barriers</i>	FedEX - Kim Garner, MD Australasia Aurora Global Logistics – Jason Roberts TNT – Ross Gluer, GM Export
The global economy and where we fit in	Roger Donnelly Chief Economist – Export Finance and Insurance Corporation
The future of the Superyacht industry in Australia and meeting the needs of a global market	Sandy Oatley Hamilton Island Enterprise Executive Chairman

## DAY TWO

### Driving Business - Wednesday 18 May 2011 Sanctuary Cove, Queensland 8.30am – 2pm

The Australia Unlimited Brand - How will the Superyacht & Marine Export sectors be able to benefit from this initiative <i>What are the opportunities?</i>	Freya Campbell Brand Australia
Panel Discussion - Crew <i>Issues facing Australia's crew &amp; our high market share of crew on superyachts globally.</i> <i>How do we maximize this opportunity?</i>	Mike Ebsworth – Maritime Projects Donna Morris ( <i>Aust. Superyacht Crew Recruitment &amp; Training</i> ) David Clarke former Captain of Laurel
South East Asia and the safe passage to Australia including Global Piracy Overview 2011, threats to yachting, breakdown by attack type and Safety Management Systems	Ben Marshall Medaire
How we can work collaboratively with our Asia Pacific partners and create greater awareness of this region as the idyllic cruising destination	Representatives from Middle East Singapore, Indonesia, NZ & Aust.
Developing trends in the European “big boat” world	Carla Demaria Monte Carlo Yachts
An overview of key emerging markets	Austrade – Taiwan, Middle East,

and the opportunities that exist  
for Australian business

Korea, Thailand & China

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China's BinHai New Area – international  
opportunities in the next boating hub for  
Northern China

Zong Guoying  
BinHai New Area

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Conference Summary

Barry Jenkins  
ASMEX & SYBA Chairman

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Lunch sponsored by BinHai New Area Government