



'ASMEX 2011'

2011 AUSTRALIA SUPERYACHT & MARINE EXPORT CONFERENCE

17 & 18 May 2011 Sanctuary Cove, Queensland



THE LEADING AUSTRALIAN MARINE INDUSTRY EVENT FOR 2011

YOUR PERSONAL INVITE TO EXPERIENCE 'DOWN UNDER'

The Australian superyacht industry plays an important role in this exciting global industry.

As Chairman of Superyacht Australia it is a pleasure to invite you to Australia in May to the inaugural Australian Superyacht and Marine Export Conference to be held just prior to the Sanctuary Cove International Boat Show on 17/18 May.

The management committee has assembled an extraordinary line up of speakers and interspersed the program with excellent networking opportunities and exceptional social get togethers.

Supported by Government and Industry the 2011 ASMEX Conference promises to be an excellent information and networking opportunity not to be missed by those in the superyacht and or marine export sectors.

Holding the conference on site at Sanctuary Cove immediately prior to the Boat Show provides an excellent opportunity for you to attend the conference

and network with key players in the region and also to see what's happening in this part of the world by visiting the boat show.

All international guests will be provided complementary entry to the show and access to the highly acclaimed International Business lounge where you can hold meetings, enjoy complimentary refreshments and happy hours each night.

I look forward to welcoming you to Sanctuary Cove – Australia in May for this exciting event.

Sincerely

Barry Jenkins

*Chairman Superyacht Australia
Chairman 2011 Australia Superyacht
& Marine Export Conference
Director – Australian International Marine Export Group*



SOCIAL EVENTS - DON'T MISS OUT!

A key part of the conference will be the Social Programme. Included in your registration is the Welcome Reception on Monday 16 May 6-8pm and Conference Dinner on Tuesday 17 May 6-10pm. Our social gatherings will be unique, ensure a good laugh, flowing wine, excellent networking and good Australian food.

...And for those with a good swing a round of golf on Wednesday afternoon is also available for just \$70pp for 9 holes including electric cart. They say this is where the real business is done!



REGISTER FOR ASMEX AND BE INSPIRED BY KEY GLOBAL IDENTITIES...

Carla Demaria

Founder of award winning Monte Carlo Yachts, an Italian company driven by 'a genuine search of innovation with the mission of building luxury motor yachts 19m and above'.



Sandy Oatley

Hamilton Island Enterprises Executive Chairman who with his family is responsible for the internationally acclaimed Hamilton Island which has set standards for luxury and quality tourism development globally.



Ron Holland

Ron Holland world acclaimed designer of Ron Holland Design. Ron combined the demand for comfort and style with his talent for achieving performance and sea-keeping ability.



Iain Murray

Iain Murray AM CEO & Regatta Director of Americas Cup Race Management (ACRM) which will oversee the organisation of the 2013 Americas Cup to be held in San Francisco.



CONFERENCE AGENDA OVERVIEW

TUESDAY 17 MAY 2011 | 9AM – 5.30PM | THE INDUSTRY TODAY

Australia's Marine Industry

Overview of Australian Superyacht & Marine Export Industry.

Speakers

- Barry Jenkins SYBA Chairman
- Alistair Murray AIMEX Chairman

Western Australia's Capabilities

Outline of 2011 ISAF World Sailing Championships and overview of the capabilities in Western Australia and the highlights of WA as a destination.

Speaker

- John Longley AM, Event Director, Perth 2011 ISAF World Sailing Championships

Impact

The significance of the Superyacht Sector to the state of Queensland.

Speaker

- The Hon Peta-Kaye Croft, Parliamentary Secretary Assisting the Premier on the Gold Coast and Commonwealth Games.

America's Cup

Update on the America's Cup, key issues and the benefits to the International marine sector.

Speaker

- Iain Murray, CEO and Regatta Director, America's Cup Race Management (ACRM)

Great Barrier Reef

GBRMPA and its role and function on the Great Barrier Reef including Superyacht access to these waters.

Speaker

- Chris Briggs, Director of Tourism & Recreation, Great Barrier Reef Marine Park Authority

Panel Discussion – Charter Operations

Discussion of the current charter industry in Australia, the issues and opportunities.

Speakers

- Kim Cleggett, Int. Maritime Services
- Richard Morris, Superyacht Sydney
- Cpt Jack Brenac, of Emerald Lady

Lunch

Sponsored by Marine Tech Industries Australia & Networking.

Design

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.

Speaker

- Ron Holland, Ron Holland Design

Australian Government Support

Austrade and how they support Australian business.

Speaker

- Peter Grey, CEO, Austrade

Manufacturing

The issues facing Australian manufacturers – pros and cons of manufacturing offshore.

Speaker

- Richard Ward, Seawind Catamarans MD and AIMEX Director

Overview of key issues

Government officials from DIISR, Customs and Border Protection and The Treasury present an overview of key issues:

- Bringing Yachts to Australia
- Key issues affecting the Superyacht and Marine Export industry covered by the Marine Industry Working Group
- Discussion concerning GST legislation

Speakers

- Representatives from Customs and Border Protection
- Peter Hancock, DIISR
- Laurene Edsor, The Treasury

Grey Imports

How they are affecting the Australian export market and impact on refit and repair services. Is it an even playing field?

Speaker

- Don Jones, Boating Industry Alliance Australia

European Market

Overview of what is happening in the European equipment market.

Speaker

- Senior International Manager, MTU

Panel Discussion – Freight & Logistics

A key expense item for many is freight and logistics – breaking down the barriers.

Speakers

- FedEx, Kim Garner, MD Australasia
- Aurora Global Logistics, Jason Roberts
- TNT, Ross Gluer, GM Export

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Global Economy

The global economy and where we fit in.

Speaker

- Roger Donnelly, Chief Economist, Export Finance and Insurance Corporation

Tourism

The future of the Superyacht industry in Australia and meeting the needs of a global market.

Speaker

- Sandy Oatley, Hamilton Island Enterprise, Executive Chairman

WEDNESDAY 18 MAY 2011 | 8.30AM – 2PM | DRIVING BUSINESS

The Australia Unlimited Brand

How will the Superyacht and Marine Export sectors be able to benefit from this initiative. What are the opportunities?

Speaker

- Freya Campbell, Brand Australia

Panel Discussion – Crew

Issues facing Australia's crew and our high market share of crew on superyachts globally. How do we maximise this opportunity?

Speaker

- Mike Ebsworth, Maritime Projects
- Donna Morris, Aust. Superyacht Crew Recruitment & Training
- David Clarke, former Captain of Laurel

Safe Passages to Australia

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.

Speaker

- Ben Marshall, Medaire

Marketing the Asia Pacific Region

How we can work collaboratively with our Asia Pacific partners and create greater awareness of this region as the idyllic cruising destination.

Speakers

- Representatives from Middle East, Singapore, Indonesia, NZ and Australia.

European Trends

Developing trends in the European "big boat" world.

Speaker

- Carla Demaria, Monte Carlo Yachts

Emerging Markets

An overview of key emerging markets and the opportunities that exist for Australian business.

Speakers

- Austrade – Taiwan, Middle East, Korea, Thailand & China

China's BinHai New Area

International opportunities in the next boating hub for Northern China.

Speaker

- Zong Guoying, BinHai New Area

**Correct at time of publication – Management reserves the right to change or substitute speakers if extenuating circumstances dictate.*

SANCTUARY COVE INTERNATIONAL BOAT SHOW 19-22 MAY 2011

Recognised as one of the Asia-Pacific region's largest and most significant on-water shows, the 2011 Sanctuary Cove International Boat Show will feature on-water, pavilion and hardstand displays. The annual four-day event is staged at Sanctuary Cove in the tourism region of the Gold Coast, within the state of Queensland in Australia.

The Show attracts internationals from Asia, North America and Europe with more than 400 exhibitors covering the full range of marine products including superyachts, luxury cruisers, sail boats, engines, electronics and marine services.

The 2011 Australia Superyacht & Marine Export Conference, 17-18 May, will be held prior to this years show.

For more information contact marketing@superyachtbase.com or visit www.superyachtbase.com

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