

EVENT PROGRAMME

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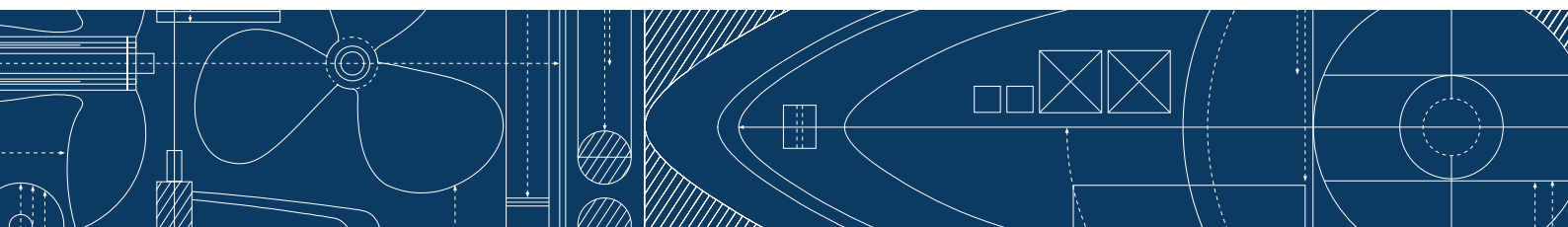


PINMAR

 **PRIVA**
by Global Eagle



THIS PROGRAMME IS SUBJECT TO CHANGE



DAY 1
MON 13 NOV

9.00 - 10.45
REGISTRATION AND NETWORKING BREAKFAST
/ FORUM LOUNGE

10.45 - 11.00
OPENING ADDRESS / FORUM
The chairman will open The Superyacht Forum to set the tone and agenda for the next four days.
MARTIN H. REDMAYNE, THE SUPERYACHT GROUP

11.00 - 12.00
THE 10 YEAR BLUEPRINT / FORUM
A look at the good, the bad and the ugly of the past 25 years of the industry; How can the industry ensure that the next generation of brokers, managers, crew, designers and shipyards inherit a strong and stable market and what needs to change for the future?
A J ANDERSON, WRIGHT MARITIME GROUP
WIM KOERSVELT, YACHT CONSULTANT
JOHN LEONIDA, CLYDE & CO
ADRIAN MCCOURT, MUNICH RE SYNDICATE

12.00 - 12.30
COFFEE AND NETWORKING BREAK

12.30 - 13.30
THE BLACK PEARL CASE STUDY / FORUM
The rare insight into the next-generation technology found on board this future-thinking vessel. Hear from the owner's representative, chief engineer and captain on how this owner has set a new standard for energy and efficiency.
CAPTAIN CHRIS GARTNER, S/Y BLACK PEARL
DEREK MUNRO, YACHT CONSULTANCY
RICHARD TATLOWE, S/Y BLACK PEARL

12.30 - 13.30
FUTURE TRENDS: YACHT MANAGEMENT / THE THINK TANK
Yacht operations have finally embraced and adopted construction standards and regulatory frames of commercial shipping. What recent developments and trends will infiltrate yacht operations and management in years to come?
MICHAEL ZERR, SWISS OCEAN

12.30 - 13.30
DIESEL ELECTRIC PROPULSION IN YACHTS / THE BRAIN BOX

A case study in the applications of successful DEP into superyachts, with discussion on the advantages and disadvantages of using this technology.

JON BURTON, CATERPILLAR

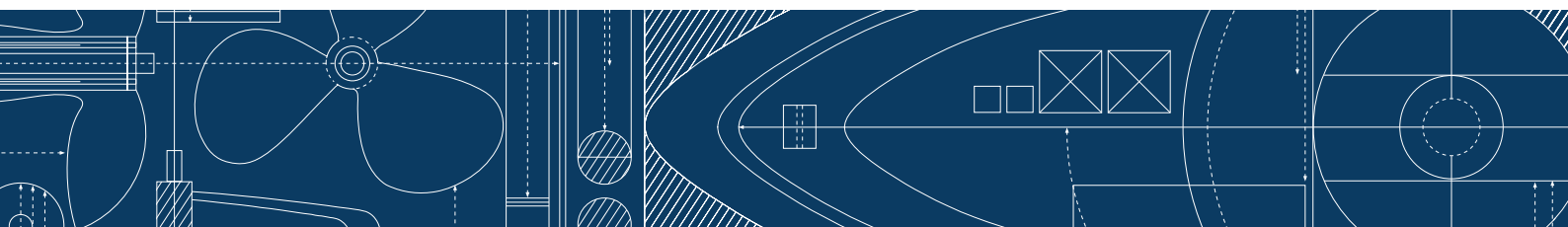
13.30 - 15.00
LUNCH

15.00 - 16.00
REDEFINING INTELLIGENCE / FORUM
How are Rolls Royce changing the face of AI and innovating the way that marine vessels navigate the waters? This presentation will give an insight into how one of the leaders in this field are driving forward the market - is this the future for superyachts?
OSKAR LEVANDER, ROLLS ROYCE

15.00 - 16.00
INTEL: MARINAS AND BERTHING / THE WORKSHOP
The Superyacht Intelligence Agency will present a detailed, data driven report about this area of the market.

15.00 - 16.00
REFIT: CAPTAINS & SHIPYARDS / THE THINK TANK
What do captains want from shipyards? What do shipyards want from captains? Hear from both sides and discuss how the industry can improve this relationship.
CAPTAIN GUY BOOTH, M/Y AURELIA
CAPTAIN MAURIZIO CAPITANI, M/Y JOHANNA
ROB PAPWORTH, COMPOSITWORKS
TRISTAN ROWE, PENDENNIS SHIPYARD
RASMUS TOEPSCH, NOBISKRUG

15.00 - 16.00
SUPERYACHT FISCAL / THE BRAIN BOX
What are the implications of regulations and tax in the superyacht industry? This session will look at fiscal policies; tax, law, regulations and topics influencing the management and operations of superyachts.
NIC ARNOLD, PWC
RENE VAN DER PAARDT, AKD BENELUX LAWYERS



DAY 1
MON 13 NOV

16.00 - 17.00

WINE AND NETWORKING BREAK

17.00 - 18.00

RED ENSIGN CODE - THE LAUNCH / FORUM

Hear from key figures behind the new code from the largest flag states across the globe. Is this indicative of an industry open to change? The panel will examine the intricacies of the code, as well as discuss the role of flags on a broader level.

JO ASSAEL, CAYMAN ISLANDS SHIPPING REGISTRY
STUART HANNAM, MARITIME & COASTGUARD AGENCY
ANGUS LAMMING, ISLE OF MAN SHIP REGISTRY.
SIR ALAN MASSEY, MARITIME & COASTGUARD AGENCY

17.00 - 18.00

ROLLS ROYCE: Q&A / THE THINK TANK

Complementing the earlier presentation, Levander will discuss situational awareness, remote operations, composite materials, advanced propulsion and lower emissions technology.

OSKAR LEVANDER, ROLLS ROYCE

17.00 - 18.00

BUILDING A TOTALLY CONNECTED OCEAN / THE BRAIN BOX

Good communication is the excuse most owners need to get afloat. Kymeta and KĀLO solution integrates seamlessly with the e3 HYBRID Total Communications Solution to create what the client really wants: a truly flexible, secure, reliable, scalable, future proof and customisable solution.

GREG BUTLER DAVIS, E3 SYSTEMS
HAKAN OLSSON, KYMETA
AMY KEMP, INTELSAT
CAPTAIN ANDREW SCHOFIELD, M/Y WHITE ROSE OF DRACHS
MALCOLM TAYLOR, G3

18.00 - 18.30

FIRESIDE CHAT / FORUM

Influential figures from the industry will discuss the past, present and future of superyachts. How have their businesses grown in the past 25 years; what mistakes have been made; and what lessons in business can the industry learn?

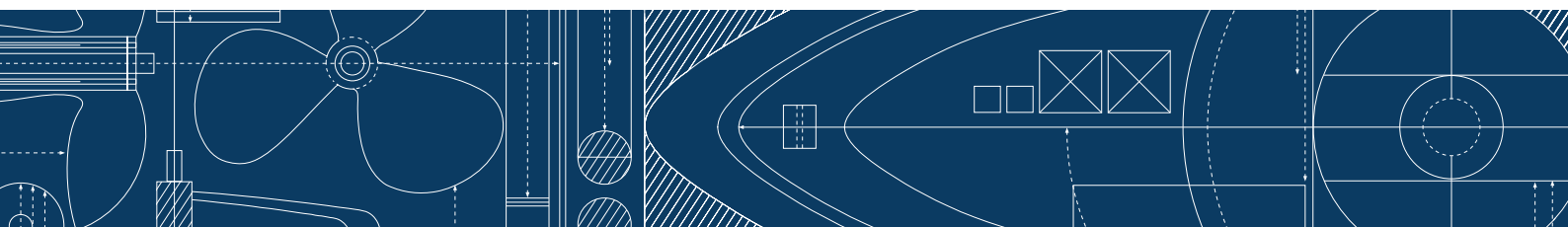
DEAN DUTOIT, NATIONAL MARINE
RICHARD GARDINER, GLOBAL SERVICES

18.30 - 19.30

WELCOME DRINKS RECEPTION

Join us for a refreshing drink in the Partners Lounge as we celebrate the first day of The Superyacht Forum 2017. Be sure to visit the Superyacht25 hub where you are invited to offer your views on the best superyachts, icons and innovations in the industry from the past 25 years.

SPONSORED BY SUPERYACHT25



DAY 2
TUES 14 NOV

9.00 - 10.30
REGISTRATION AND NETWORKING BREAKFAST
/ FORUM LOUNGE

10.30 - 11.30
NOBILITY OF PURPOSE: THE REV PROJECT / FORUM
A unique case study on how an experienced yacht owner is creating one of the most advanced research superyachts, to prove that yachts can have a real purpose and deliver experiences and information that can make a difference.
GEORGE GILL, REV PROJECT
ESPEN OEINO, ESPEN OEINO INTERNATIONAL
JONNY HORSFIELD, H2 YACHT DESIGN
SEVERIN AKERVIK ULSTEIN, VARD

11.30 - 12.00
COFFEE AND NETWORKING BREAK

12.00 - 13.00
PINMAR STANDARD 2.0 / FORUM
A new industry standard for paint application? Hear from the team behind this updated initiative for the superyacht market.
REMY MILLOTT, PINMAR
KEN HICKLING, SHERPA 63 CONSULTANCY

12.00 - 13.00
CYBER HACKING: THE REAL DEAL / THE THINK TANK
There's been a lot of talk in the industry about cyber security and potential hacks on superyachts, but what are the actualities of these attacks? Hear from a former hacker-turned cyber expert who will demonstrate, in a live environment, how serious these issues can be.
CAL LEEMING, SECURITY ADVISOR

12.00 - 13.00
NAVIGATING OUTSIDE THE WESTERN CIRCLE / THE REG ROOM
A case study in moving away from the traditional cruise routes. This session will look at each aspect of operating a yacht in these conditions, from the vessel itself to crew training.
THOMAS ANDERSSON, VIKING ICE CONSULTANCY/
VIKING SUPPLY SHIPS
JOHN HOEVEN, CASTOR NETWORKS
TONY NICHOLSON, MEDAIRE
JASON ROBERTS, JASON ROBERTS PRODUCTIONS
CHRISTOPH SCHAEFFER, SUPERYACHT GLOBAL
MARK VERMULEN, DAMEN

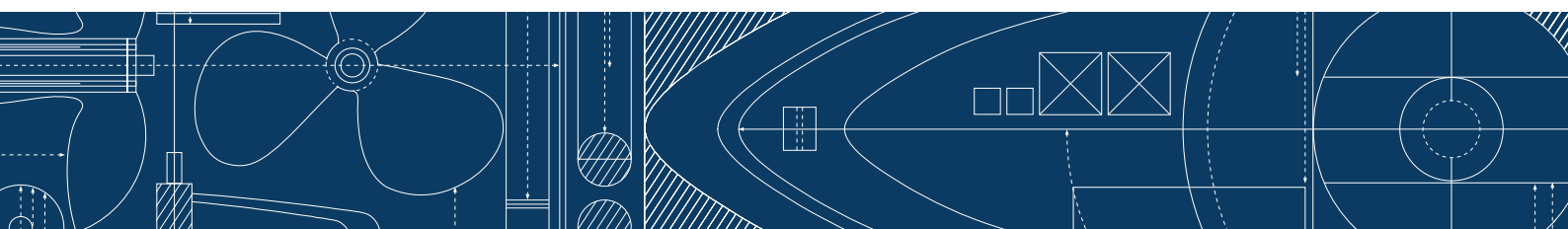
12.00 - 13.00
THE INTELLIGENT OWNER / THE PAINT SHED
This session will look at the different ownership models currently in the industry, as well as exploring the possibilities and future trends of the next generation of superyacht owners. Powered by Superyacht Intelligence.
ERWIN BAMPS, GULF CRAFT
LAURENT DEBART, YPI

13.00 - 13.30
DOMELESS FROM SEATTLE / FORUM
The yacht industry can now look forward to not only the possibility, but the reality, of domeless vessels and communication capabilities. The results are not just service related but have a big element involved with improving design.
MARTIN FRANCIS, FRANCIS DESIGN CONSULTING
ROGER HORNER, E3 SYSTEMS
HAKAN OLSSON, KYMETA
BENJAMIN JULIAN TOTH, INDUSTRIAL DESIGN (CEA)
ANDREW SCHOFIELD, PRESIDENT OF THE PYA;
CAPTAIN OF M/Y WHITE ROSE OF DRACHS

13.30 - 15.00
LUNCH

15.00 - 16.00
PUSHING THE LIMITS: GRAVITY / FORUM
Richard Browning has spent his life looking at things from a different perspective; innovating businesses and technologies. The so-called 'Real Life Iron Man', Browning will take the audience through the journey behind his invention and inspire the audience to think further-afield, from design to best practices in business.
RICHARD BROWNING, GRAVITY

15.00 - 16.00
WELCOME TO THE AGE OF SMART IRON / THE PAINT SHED
This workshop will explore the different building blocks of digitally enabled services, using practical examples and case studies from work in real operations
BERT RITSCHER, CATERPILLAR MARINE ASSET INTELLIGENCE



DAY 2
TUES 14 NOV

15.00 - 16.00

CREW SKILLS & ISSUES / THE THINK TANK

The industry faces an approaching skills gap due to an alleged apparent hiring bias towards youthful vigour rather than long term experience. What is the solution to this problem and can we change industry attitudes?

FRANC JANSEN, JANSEN MARITIME SERVICES

LAURENCE LEWIS, YPI CREW

MICHAEL KURTZ, THE PANTAENIUS GROUP

ANDREW SCHOFIELD, PRESIDENT OF THE PYA;

CAPTAIN ADRIAN CROFT, PYA

15.00 - 16.00

REG CODE & FLEXIBILITY IN DESIGN / THE REG ROOM

Following the launch of the new REG Yacht Code, How can the code be used best to achieve the flexibility to produce unique designs. The new sections on Equivalent Arrangements, Alternative Design and Arrangements will be explained and put into context of the new REG-YC.

JO ASSAEL, CAYMAN ISLANDS SHIPPING REGISTRY

16.00 - 16.30

COFFEE BREAK

16.30 - 17.00

IMO III SOLUTIONS FOR SUPERYACHTS / FORUM

What are the design considerations for IMO III SCR solutions within the limited space for superyachts? This technical session will explore the advantages of integrated development and validation of engines, controls, mixing devices and SCR, as well as how joint development will lead to smaller footprint units.

LEIF GROSS, CATERPILLAR

17.15 - 18.00

FLOATING ON THE MARKET / FORUM

Global Yachting Group (GYG), is the only superyacht painting, supply and maintenance business to be listed on the AIM segment of the London Stock Exchange, a major milestone. How can the industry improve its financial security and credibility for the future?

REMY MILOTT, GYG

STEPHEN MURRAY, GYG

17.15 - 18.00

CYBER INSURANCE / THE PAINT SHED

Superyachts and businesses that work within the superyacht industry are becoming increasingly aware of the risk cybercrime poses, but has this been reflected in their insurance policies?

MICHAEL BLAKE, PALLADIUM TECHNOLOGIES

NICOLA KINGMAN, THE SHIPOWNERS' CLUB

PAUL MILLER, HISCOX

17.15 - 18.00

3D PRINTING / THE BRAIN BOX

3D printing is rapidly developing technology and is revolutionising industries – This session will examine the 'complexity for free' solution of 3D printing. How soon will this new technology take over from traditional means of building yachts?

ANXO MOURELLE, ATOLLVIC SHIPYARD

17.15 - 18.00

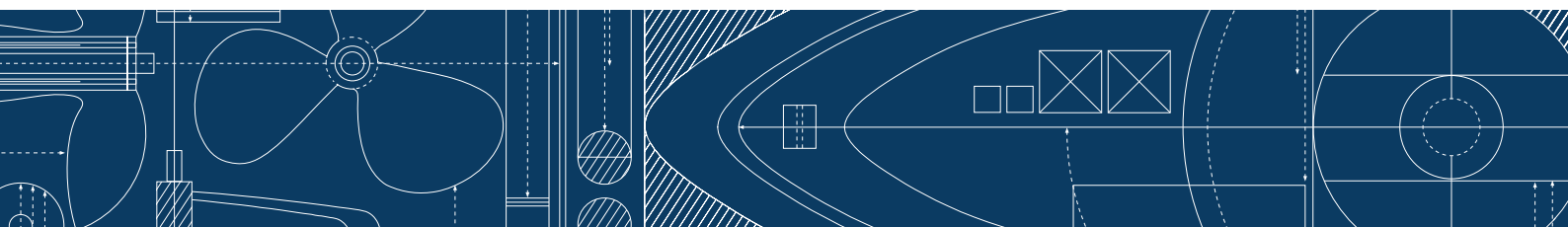
PUSHING THE LIMITS: GRAVITY Q&A / THE THINK TANK

An in-depth discussion and Q&A with the 'Real Life Iron Man'.

RICHARD BROWNING, GRAVITY

18.00 - 23.00

THE SUPERYACHT FORUM PARTY IN ASSOCIATION WITH THE RED ENSIGN GROUP



DAY 3
WED 15 NOV

09.00 - 10.00
REGISTRATION AND NETWORKING BREAKFAST /
FORUM LOUNGE

10.00 - 11.00
PROVOKING THOUGH, ENACTING CHANGE / FORUM
How can we challenge contemporary ideals and processes to grow our industry? Innovative strategist and thought-leader Alf Rehn will delve into how routine can suppress creativity. Hear from a man who has advised a range of Fortune 500 companies, as well as founding his own successful advertising agency, about how we can bring this method of business into the superyacht market.
ALF REHN, UNIVERSITY OF SOUTHERN DENMARK

10.00 - 11.00
REG CODE 'THE ANNEXES' / THE REG ROOM
A brief re-introduction to the new REG Yacht Code. The annexes will be listed, with discussions focusing on the Batteries, Oversight working systems, Passengers and Operational readiness; maintenance and inspections.
ANGUS LAMMING, ISLE OF MAN SHIP REGISTRY

10.00 - 11.00
THE CARIBBEAN UPDATE / THE BRAIN BOX
Following the hurricanes that hit the Caribbean earlier this year, we hear from a number of individuals from the area. What can the yachting industry do to give back to the region?
NORINA EDELMAN, IMM YACHTING
CAPTAIN TIM FORDERER, YACHTAID GLOBAL
NORMA TREASE, YACHT CONSULTANT

10.00 - 11.00
THE ART OF VALUATIONS / THE THINK TANK
Many sectors are asking for a workable model of valuing superyachts in order to improve the market's S&P performance. This session will delve into the world of superyacht brokerage, pricing and values.
OLIVIER BLANCHET, BNP PARIBAS GROUP
SAM TUCKER, VESSELSVALUE

10.00 - 11.00
METSTRADE
A dedicated time for The Superyacht Forum attendees to explore METSTRADE, the world's largest marine equipment trade show.

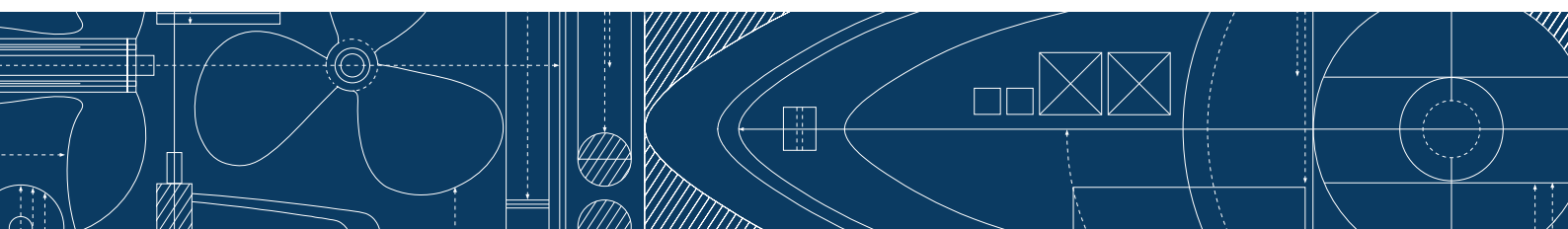
11.00 - 12.00
COFFEE AND NETWORKING BREAK

12.00 - 13.30
FILM SCREENING: 'A PLASTIC OCEAN' / FORUM
The superyacht industry is waking up to the issues of plastic pollution. This screening of the powerful film provides an unflinching look at the devastating effect of plastic on our oceans and marine ecosystems. The screening will be followed by a Q&A with a representation from the Plastic Oceans Foundation and industry members who are taking a stand against ocean pollution.
DAVID JONES, EXECUTIVE ADVISER TO THE FILM 'A PLASTIC OCEAN'

12.00 - 13.00
ASSOCIATIONS / THE THINK TANK
In this dynamic discussion, representatives from various different industry associations will discuss their work within the market. What are their aims and how can we work better together?
MARYANNE EDWARDS, AIMEX
DIETER JAENICKICKE, ISS
THEO HOONING, SYABASS
LORENZO POLLICARDO, ITALIAN MARINE INDUSTRY ASSOCIATION
RICHARD SELBY, BRITISH MARINE & SUPERYACHT UK
JEROEN SIRAG, HISWA HOLLAND YACHTING GROUP
JOHN WYBORN, MYBA

12.00 - 13.00
SUPERYACHT INTELLIGENCE: SHIPYARDS (REFIT AND NEW BUILD) / THE BRAIN BOX
The Superyacht Intelligence Agency will present a detailed, data driven presentation with information from The Superyacht Annual Reports: Refit and new build.

12.00 - 13.00
TOMORROW'S CONNECTIVITY, TODAY / THE REG ROOM
What is the power behind global connectivity? This workshop, will explore the revolution behind the technologies getting us to connect. The first steps to going flat, the installation options and the experience.
ADAM AQUILINA, E3 SYSTEMS
ROGER HORNER, E3 SYSTEMS
HAKSAN OLSSON, KYMETA
DANNY REMKES, E3 SYSTEMS



DAY 3
WED 15 NOV

13.00 - 13.30

INNOVATION SPACE SHOWCASE / INNOVATION LOUNGE

A time to explore the event and the innovative products changing the future of the industry.

13.30 - 15.00

LUNCH

14.15 - 14.45

THE CLEARWATER CAMPAIGN / THE THINK TANK

Superyacht brokerage house, Y.CO and Emily Penn, ocean conservationist, are collaborating to educate and inform the market with a new #CLEARWATER campaign. Learn about their initiative and find out why they are teaming up to fight against ocean pollution.

CHARLIE BIRKETT, Y.CO

EMILY PENN, OCEAN ADVOCATE AND CONSERVATIONIST

15.00 - 16.00

TAKING OWNERSHIP OF OUR OCEANS / FORUM

A panel of ocean conservationists and superyacht industry professionals will discuss how our market can take an active role in protecting our oceans.

CHARLIE BIRKETT, Y.CO

CAPTAIN MICHAEL DUNKER, MY AWATEA

VIENNA ELEUTERI, SYBASS

DAVID JONES, 'A PLASTIC OCEAN'

EMILY PENN, OCEAN ADVOCATE AND CONSERVATIONIST

RICHARD VEVERS, THE OCEAN AGENCY

15.00 - 16.00

SUBMERSIBLE INTEGRATION FOR SUPERYACHTS / THE THINK TANK

What do designers and builders need to know about including a submersible on their vessel? This practical discussion will cover the dos and do nots of design for launch, recovery and integration of submersibles.

ALEXANDER FLEMMING, R/V ALUCIA

JOHN RAMSAY, TRITON SUBMARINES

HECTOR SALVADOR, TRITON SUBMARINES

15.00 - 16.00

ELECTROSTATIC PAINT / THE PAINT SHED

Electrostatic spraying vs standard spraying. How is this technology changing the face of the superyacht paint industry?

KEN HICKLING, SHERPA 63 CONSULTANCY

STEVE MANNOUCH, CARLISLE FLUID TECHNOLOGIES

REMY MILOTT, PINMAR

GARETH THOMAS, AKZONOBEL (AWLGRIP)

15.00 - 16.00

CHARTER: A NEW APPROACH / THE BRAIN BOX

The session will provide insights into the global movement of the sharing economy and how it's changing not only the yachting industry but how HNW invest and use their time, from an owners perspective.

MATTY ZADNIKAR, SEANET EUROPE

15.00 - 16.00

REMOTE MONITORING - HYPE OR REALITY? / THE WORKSHOP

What are the benefits and challenges of remote monitoring on vessels? How do we apply knowledge and improved functionality for ship owners, manufactures, and suppliers? Is remote monitoring a hype or reality?

PAUL SMULDERS, CEO, RADIO HOLLAND

16.00 - 16.30

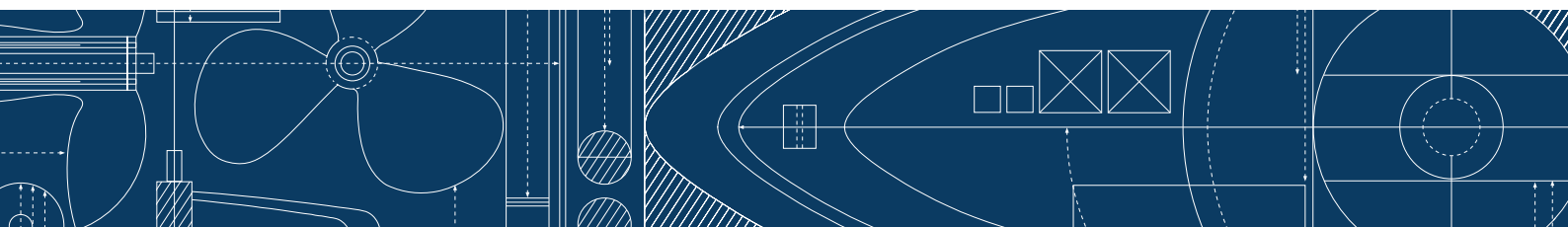
COFFEE BREAK

16.30 - 17.30

FILM SCREENING: CHASING CORAL / THE THINK TANK

This award-winning documentary highlights the massive destruction to coral reefs, due to global warming and climate change, and how scientists and conservationists are working tirelessly to rebuild these ecosystems. Introduced by Richard Vevers, founder of The Ocean Agency.

RICHARD VEVERS, THE OCEAN AGENCY



DAY 3
WED 15 NOV

16.30 - 17.30

THE FUTURE OF DATA / THE FORUM

What sort of data is being produced from equipment and systems on board yachts, what are the challenges facing yachts and engineers, what are the opportunities that all this additional data offer, and how do we cost-effectively get data on and off the yachts?

LESLIE BELL-FRIEDEL, CATERPILLAR MARINE ASSET

MICHAEL BLAKE, PALLADIUM TECHNOLOGIES

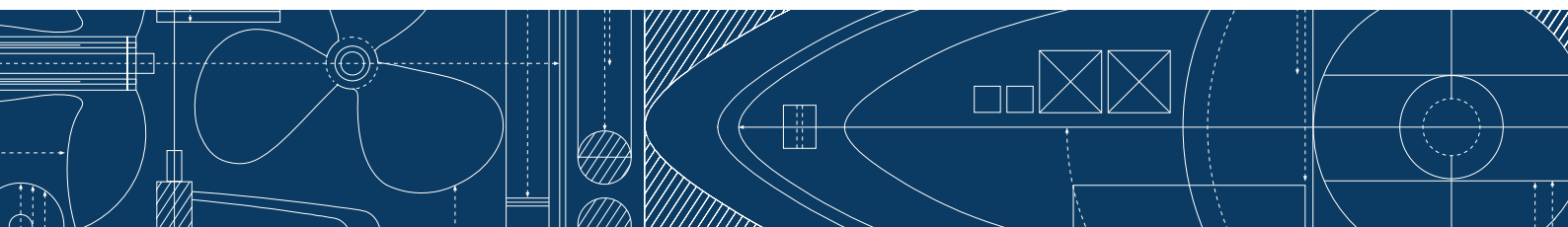
MATTHEW BULEY, PRIVA

ROGER HORNER, E3 SYSTEMS

17.30 - 19.00

THE SUPERYACHT PARTY IN ASSOCIATION WITH
METSTRADE / INNOVATION LOUNGE

The Superyacht Party, in association with METSTRADE, brings together Superyacht Forum delegates and Superyacht Pavilion exhibitors, giving you the chance to broaden your network with the top influencers in the industry.



DAY 4 THU 16 NOV

PLEASE NOTE: DESIGN DAY WILL TAKE PLACE IN THE AMTRIUM, THIS IS A SEPARATE AREA OF THE RAI. PLEASE MAKE YOUR WAY TO THE AMTRIUM AT ENTRANCE L, JUST AROUND THE CORNER FROM ENTRANCE E

09.30 - 10.30
REGISTRATION AND NETWORKING BREAKFAST /
AMTRIUM

10.30 - 11.30
WHAT DESIGN CAN DO / THE BLUEPRINT
Richard van der Laken is a designer, maverick, innovator, artist and social activist. Using his experience at De Designpolitie and his campaign 'What Design Can Do', Van Der Laken will give an insight into his unique perspectives on design from outside the industry, inspiring superyacht designers to try something a little different.
RICHARD VAN DER LAKEN, FOUNDER OF WHAT CAN DESIGN DO AND DE DESIGNPOLITIE.

10.30 - 11.30
CHANGING THE FACE OF YACHTING / THE DRAWING BOARD
"We can remove the carbuncles from the face of an old friend" – Prince Charles.
Does the advent of flat panels give designers more freedom to express their creativity?
BEN TOTH, CEA INDUSTRIAL DESIGN
HAMID BERKRADI, HBD STUDIOS

10.30 - 11.30
SUPERYACHT LIFE OR DEATH: MARKETING THINK TANK / THE BLANK CANVAS
Marketing is how ideas spread and where recognition begins; This workshop is designed to explore what the industry is doing well and where it is wasting energies and budgets, linking to the marketing initiatives from SYBAss called Superyacht Life.
MARK DUNCAN, LUXURY YACHTING
FAROUK NEFZI, FEADSHIP

11.30 - 12.00
COFFEE BREAK

12.00 - 12.15
ACTIVATE - INNOVATE: AN INTRO / THE BLUEPRINT
Ahead of the afternoon's 'Activate-Innovate' workshop, Robert Henderson asks design questions for the audience to ponder over the course of the day, and bring ideas to work with in the afternoon.
ROBERT HENDERSON, ETCETERA DESIGN & INNOVATION

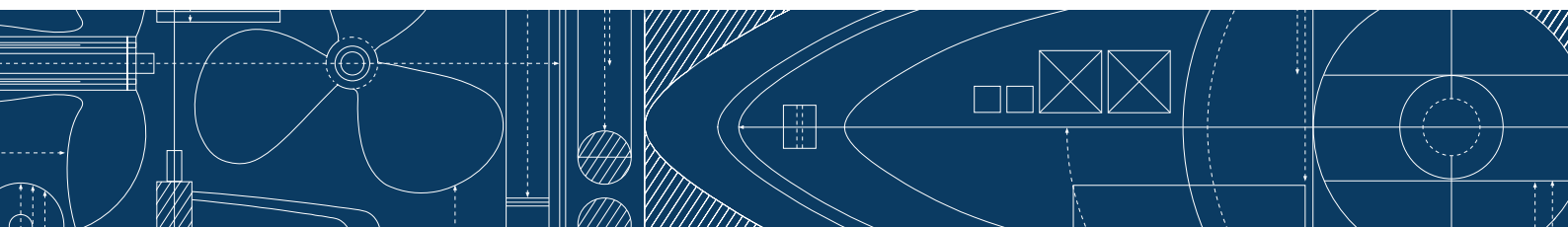
12.15 - 13.30
10 BRANDING COMMANDMENTS / THE BLUEPRINT
The mind behind Contagious, a global intelligence source that helps marketers navigate the complexity of modern marketing, Kemp-Robertson will identify the trends and innovations being deployed by future-facing brands. What lessons are to be drawn when engaging with the ever changing UHNW audience, and what is his 10 step guide to brand bravery?
PAUL KEMP-ROBERTSON, CONTAGIOUS

12.15 - 13.30
DESIGNING AROUND 500GT / THE BLANK CANVAS
This session will look at the implications of designing around 500gt. What are the consequences of these regulations for shape, materials and a designer's approach to concepts?
EIZE VAN DEN HEUVEL, LLOYD'S REGISTER

12.15 - 13.30
DETAILED DESIGN: VIRTUALISATION / THE DRAWING BOARD
Is the industry aware of its own capabilities? This session will take a look at the current technologies changing the way we look at design, improving the efficiency and pushing the industry's boundaries for change.
JEFF CHRISTIANSEN, CERUQUA / PROJECT NARWHAL

13.30 - 15.00
LUNCH / AMTRIUM FOYER

15.00 - 16.00
DESIGNERS' DEN / THE BLUEPRINT
Established, superyacht design experts designers will take to the stage to discuss design trends and advise younger designers on a concepts, providing their unique viewpoint on the next-generation.
TONY CASTRO, TONY CASTRO DESIGN
MARTIN FRANCIS, FRANCIS DESIGN CONSULTANCY
KEN FREIVOKH, KEN FREIVOKH DESIGN
GREG MARSHALL, GREGORY C. MARSHALL DESIGN
HANS KONINGS, AMELS



DAY 4 THU 16 NOV

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15.00 - 16.00

ASK REG / THE DRAWING BOARD

A Q&A concluding the previous REG Code Workshops. Themes will be taken from questions raised during previous workshops and the opportunity to further explain the technical background to the Code.

STUART HANNAM, MARITIME & COASTGUARD AGENCY.

15.00 - 16.00

ACTIVATE-INNOVATE / THE BLANK CANVAS

The workshop will function as a fun, intense and divergent investigation on two topics of growth and development concerning the superyacht industry: 'Realising Concepts' and 'Advanced Materials and Manufacturing implementation'. This workshop will be an open forum, crowd-sourcing ideas using a few of our favourite creative methods.

ROBERT HENDERSON, ETCETERA DESIGN & INNOVATE

16.00 - 17.00

CLOSING ADDRESS, INNOVATOR SHOWCASE AND CLOSING DRINKS / THE BLUEPRINT

The chairman will close the event, looking at the topics that have been discussed over the past four days. Afterwards, please join us in the Amtrium to celebrate another successful event and explore the innovation showcases

MARTIN H. REDMAYNE, THE SUPERYACHT GROUP

