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FTR **HR** **Fraser Yachts launches major expansion of Asian network**

By **David Robinson**

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New offices opened in five countries

Fraser Yachts has significantly expanded its Asian office network, reflecting the growing importance of the Asia-Pacific market. New offices have been opened in Hong Kong, the Philippines, Thailand, Indonesia and Vietnam.

Fraser is the world's largest yacht services provider and it is a division of Italy's Azimut-Benetti Group.

Raphael Sauleau, CEO of Fraser, commented: "Asia is an increasingly important and growing market for Fraser and we are seeing the region become ever-more popular as a yachting destination. As the infrastructure and regulations improve, we want to be in a key position to respond to the growing market."

The initiative involves Fraser Yachts linking up with Asia Marine, a well-established boat dealer and services provider. The new offices will be managed by Eric Noyel, CEO of Asia Marine in Hong Kong, the Philippines, Indonesia and Vietnam, and Vincent Tabuteau, CEO of Asia Marine in Thailand. Both have extensive experience in the superyacht market and manage expert teams of diverse nationalities who have built up a loyal clientele in the region.

The five new offices join the already existing Sydney and Singapore Fraser offices in the Asia-Pacific region. Fraser CEO Raphael Sauleau adds: "Asia Marine's well-established and wide network of offices made them an obvious choice to help expand our presence in the region."

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Asia Marine's Eric Noyel comments: "We are delighted to be joining forces with such a well-known brand as Fraser. Our highly-experienced sales, charter and management teams will be able to combine their local knowledge with that of the experts at Fraser and offer the best service to all our clients."

"Over the years we have seen an increasing number of superyachts visiting Phuket where many are now based permanently," says Vincent Tabuteau. "We are enchanted and honoured to be associated with Fraser for the future development of the superyacht market in Thailand and also the promotion of Fraser's yachts in other worldwide destinations."

Several of the leading brokerage and yacht services providers now have a presence in Asia, including Burgess, Edmiston, Y.CO, YPI, Camper & Nicholsons International, Northrop & Johnson and Yachtzoo.

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