



BY RORY JACKSON
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Monaco Yacht Show 2019: Business



With a proliferation of boat shows globally, MYS remains the primary shop window for the 30m-plus market...



It is no secret that the superyacht market is now littered with boat shows. While many individuals throughout the market complain about the sheer number of shows, as well as questioning the relevance of some, I am personally of the belief that introducing new markets to the superyacht industry, as well as educating a new crop of professionals about the nuances of the market, is no bad thing, although it is undeniably difficult and expensive to attend, or indeed exhibit, at every show. However, I thoroughly believe that when it comes to talking specifically about the 30m-plus superyacht market and the business thereof, there is one show that reigns supreme, Monaco Yacht Show (MYS).

For those who are seriously engaged in the business of superyachting, MYS is as relevant today as it ever has been, no matter whether you are a buyer, a potential charterer, a shipyard, a broker, a lawyer, insurer, tax adviser or one of the many suppliers and service providers in attendance. The simple fact of the matter is, MYS remains the shop window of the superyacht industry no matter your interest, be it professional or recreational.

"We put a great deal of effort into attracting new entrants to the market..."

"If we compare MYS today with the show 15 years ago, initially it was a boat show with a number of exhibitors on the docks and some yachts in the harbour," says Gaëlle Tallarida, managing director of MYS. "This remains the case today, but the scale of the two projects are unrecognisable. There was a time when there were only six exhibitors. But our role and mission has changed. We put a great deal of effort into attracting new entrants to the market and the yacht show by promoting worldwide during the year and adding a variety of services to the show itself.

"We introduced the Sapphire Experience, wherein we produce a package for newcomers to ensure that they get a good experience of the show and speak to the right individuals and businesses. The show

itself is huge and could be a little overwhelming without direction. However, this is not something that we offer to anybody. The Sapphire Experience is a service that we offer to preselected individuals who have the capacity to charter or buy superyachts. This also enables exhibitors to distinguish serious buyers. We have also created a series of services, such as the Monaco Yacht Summit, that have been designed to educate new entrants to the market. There is no promotion of brands; it is purely there to educate on the nuances of charter, ownership and operation.”

MYS 2019 will bring together around 120 superyachts, some 600 exhibitors and a whole host of potential buyers, both new and old. The strength of MYS is not just in its ability to bring together buyers, suppliers and service providers, it provides an unrivalled opportunity for businesses to educate themselves about the market and keep abreast of current trends. SuperyachtNews and The Superyacht Report are proud to be the official Media Partners of MYS 2019 and will provide market relevant news before, during and after the show. See you all there.

The Superyacht Business Report, which will be published on 20 August and will be attending MYS 2019, features 'Editor's Picks' which showcases some of the superyachts attending MYS 2019 that are worthy of special attention. Elsewhere the issue will consider various elements of the superyacht business, including the health and future of the brokerage market, infrastructure developments, the status of the Côte d'Azur and Monaco as the superyacht capitals of the world, as well as providing an opportunity for the next generation of superyacht professionals to have their say on the market and much much more. [Click here](#) to subscribe and get your copy.

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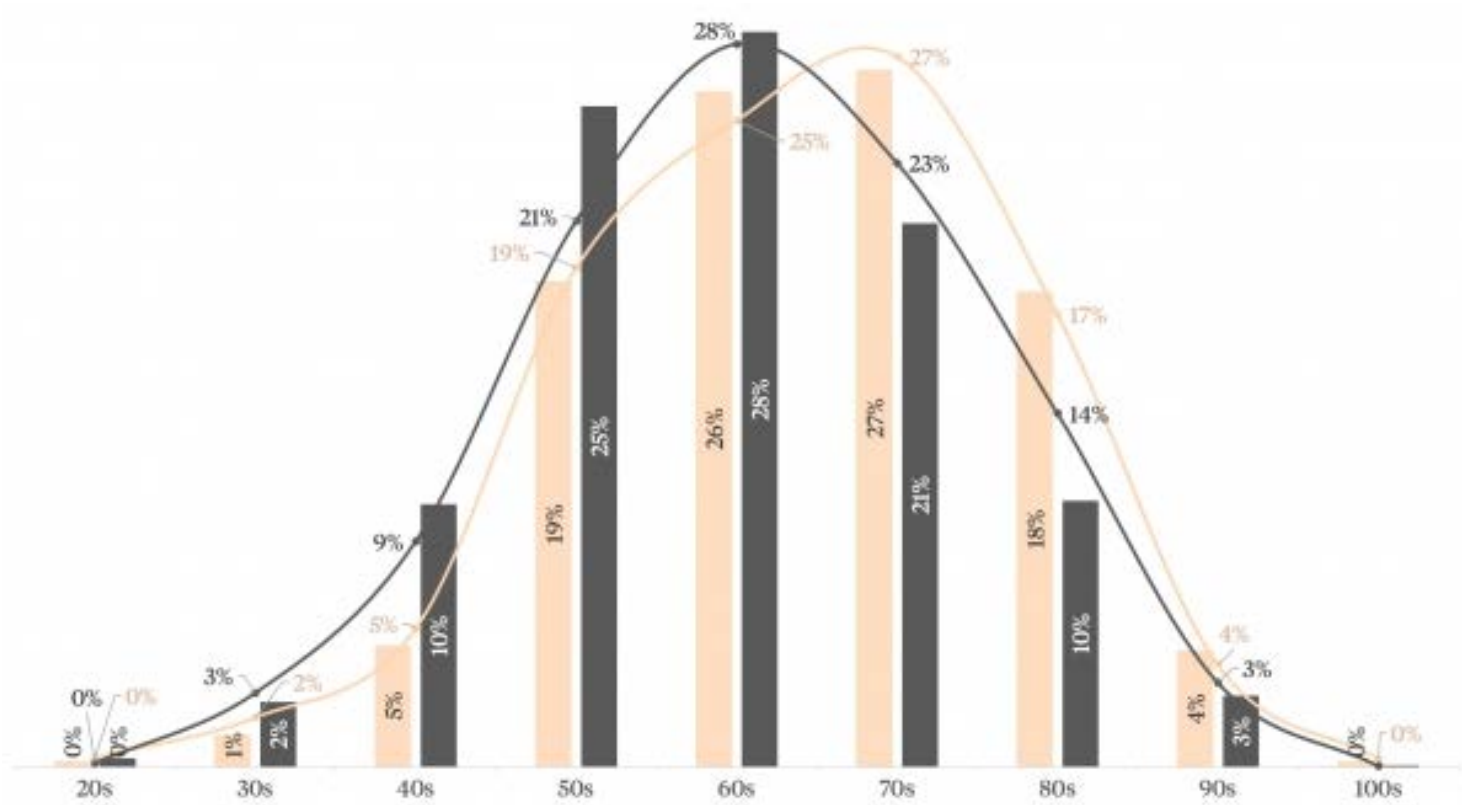




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