



Asia Pacific Superyachts Annual AGM moved to Phuket

November 21, 2011

Thailand flooding impacted many events scheduled for Bangkok, including the annual AGM meeting for Asia Pacific Superyachts. The event was moved to the Thai superyacht capital, [Phuket](#), which turned out to be a good move.



Asia Pacific Superyachts Directors at AGM-Phuket

Organisers for leading superyacht management care & services company, [Asia Pacific Superyachts](#), had a tough decision to make in moving 4–6 November AGM meeting away from Bangkok, due to outlying area flooding (the center of the capital was not flooded), especially as many of the directors are sea captains with years of experience under their belt dealing with storms and roaring waters. After evaluating input from fellow agency directors, Captain Charlie ('Champagne Charlie') Dwyer of Asia Pacific Superyachts Samui, made the decision to move the annual event to Phuket.

In hindsight it turned out to be a good move. Moving quickly, Asia Pacific Superyachts PR guru Linda Cartlidge and Asia Pacific Superyachts Phuket GM, Gordon Fernandes, worked with Captain Charlie in securing a new host hotel in Phuket for the AGM meeting. Charlie and Gordon noted it was important to keep to the schedule as regions need to meet every year to share information and support one another: "It is the extra effort, personal attention and local knowledge of each member that keeps Asia Pacific Superyachts the leading Agents in [Asia](#) year after year. In fact, we have more knowledge and experience in and of Asia than any other agency. APS is the leader in the Asian regions for a reason and that reason

is personal service, we take care of our customers in every way possible and meeting together helps keep us all at our top game.”

In moving AGM from Bangkok to Phuket, Gordon and Captain Charlie alerted the Asia-Pacific Superyacht Association (APSA) of the synchronistic timing as the APS AGM meeting would now open the same date as the APSA party in Phuket, November 4th.

APS directors flying in to Phuket were delighted to join APSA's special event welcoming the latest superyachts and yacht crews to arrive in the region. The Dockwise Yacht Transport's combi lift ship, 'Combi 1', had arrived in Phuket with an unprecedented five superyachts on-board just one week prior. Almost all the crews from the superyachts were in attendance along with APSA members, local businesses, APS directors and event sponsors, Northrop & Johnson Asia and Helm Superyacht Asia-Pacific magazine. Thanks to the new Phuket location Bart Kimman of Northrop & Johnson Asia, also the director of Asia Pacific Superyachts Hong Kong and Asia Yacht Services in [Hong Kong](#), was delighted to join his colleagues from both companies at the APSA party.

The Asia Pacific Superyachts Managing Directors in attendance at AGM 4-6 November 2011 included Charlie Dwyer of APS Koh Samui, [Thailand](#); Gordon Fernandes of APS Phuket, Thailand; Bart Kimman of APS Hong Kong; Scott Walker of APS [Singapore](#); Mohamed Hameed of APS [Maldives](#); R. Rathnam of APS [Andamans & India](#); Nick Coombes of APS [Malaysia](#); Richard Loftshouse and Made Gerip of APS [Indonesia](#); and Linda Cartlidge, APS PR & Communications Director. Held at the Patong Paragon Resort & Spa in Phuket, the AGM meeting drew APS agency managing directors and general managers of nearly a dozen countries / regions in Asia.

The agencies represented take care of the greatest number of visiting superyachts to Asia. As an example, Asia Pacific Superyachts Indonesia holds a 90% market share of all superyachts coming to Indonesia and a 100% market share of all superyachts over 50 meters that come to Indonesia. Other APS agencies as well report extremely high percentages of superyacht service statistics in their respective regions. APS Phuket GM Gordon Fernandes noted, "The reason for the high percentage in all agencies is that the offices offer an exceptional service." Captain Charlie added, "APS is far and away recognized by Captains as the best logistic and service providers for superyachts and luxury boats in general."

Keen to keep on top of worldwide superyacht movements and needs, APS regions look forward to meeting together to bring about more and better superyacht services as they enjoy the camaraderie, share challenges and exchange sea tales of superyacht voyages. A focus of AGM 2011 was on electronic marketing and quality public relations with high content presentations, including: 'Social Media Engagement' (SME), 'Search Engine Marketing' (SEM) and 'Search Engine Optimization' (SEO) by experts from India followed by a presentation on optimal public relations and media communications with past year's results by APS PR & Communications Director, Linda Cartlidge.

Among discussions of increasing superyachts in and to Asia, was an interesting interview with a distinguished economist: "Despite Asia's comparatively small superyacht fleet size, [US](#) economist Jonathan Galaviz, who follows Asia's luxury sector, estimated the region's superyacht industry at \$5 billion, from boat purchases to maintenance and crew. It would not be unreasonable for the industry to grow by double-digit figures over the next five years", Mr. Galaviz told AFP. He noted this growth means more superyachts visiting Asia to hop to popular hot spots like Phuket and [Bali](#) and more discovery voyages to remote areas in Asia. And with more superyachts visiting from [Europe](#) and the Med, requirements for quality care management along with mooring and refit locales were issues of prime concern and important topics in the various regions' discussions.

As the AGM meeting drew to a close all attending expressed deep sympathy and compassion for those impacted by the flooding in Thailand, suffering personal and professional losses. Several directors have been helping relief efforts and all agencies and directors were encouraged to find ways to help flood victims and businesses.