



## **ASIA-PACIFIC SUPERYACHT ASSOCIATION OFFICIALLY LAUNCHES WITH PRESS CONFERENCE IN HONG KONG**

**For immediate release**

**May 6<sup>th</sup> 2011**

HONG KONG – Marking the launch of the Asia-Pacific Superyacht Association (APSA), a press conference was held at The Royal Hong Kong Yacht Club today which was well attended by journalists and industry professionals from all around the region.

After a year and half of planning, the Founding Committee of APSA were proud to announce that the Asia-Pacific Superyacht Association is fully incorporated in Hong Kong and is officially ready for business. The primary objective of the Asia-Pacific Superyacht Association is to promote the Asia-Pacific region to the global superyacht community both as the world's "third cruising destination" and as a superyacht construction, refit and services location.

APSA has been set up by 5 key industry professionals who make up the Directors on the Committee; Chairman Colin Dawson (The George Group, Hong Kong), Jean-Jacques Lavigne (Superyacht Singapore Association, Singapore), YP Loke (Spinnaker International, Singapore), Simon Turner (Northrop and Johnson, Singapore) and Gareth Twist (Yacht Solutions, Thailand).

In this photo: Gareth Twist, Simon Turner, Colin Dawson, YP Loke



APSA Chairman Colin Dawson said that 'after a significant amount of discussion with industry professionals and much behind the scenes work we hope that we have created an Association that will serve the needs of superyachts who wish to visit the region, inform those who did not know about the fantastic cruising and services we have to offer and assist regional owners to further enjoy our amazing coastlines.'

Mr Dawson went on to say that "we've been delighted with the support we have received so far from both the industry and the media. There is, without a doubt, significant interest from owners and Captains who do not know the region and are keen to explore cruising grounds beyond the more traditional Mediterranean and Caribbean. With the growth in ownership of large yachts and their increasing ability to explore more remote areas this is an exciting time for both the superyacht industry and the Asia-Pacific region."



Memberships are now available and there are various categories to suit all sizes of operation. Being a not for profit organization the aim is to have an inclusive Association with members working together to grow the region as a whole.

Superyachts have an enormous impact on the economic success of countries and can hugely boost local communities. The need for individual countries to have a strategic plan for the superyacht business is critical. High on the APSA agenda is to establish good working relationships with Government agencies to enable them to effectively plan and participate in order to benefit their cities and coastal communities.

Mr Dawson commented “By visiting a number of countries in the region a yacht owner can be confident that he will have everything needed to make the time spent in the region a success. By combining all of our strengths we ensure that the region offers everything a traditional superyacht destination does with the added advantage of enjoying the enormous diversity we have from cruising the almost deserted archipelagos of Indonesia and the Pacific to the busy metropolis of Hong Kong and Singapore.”

Captain Neil Fraser usually based in the Mediterranean but now coming towards the end of a circumnavigation believes that ‘the Asia-Pacific region offers a unique and unspoilt cruising area with many diverse cultures and this really is the appeal for owners, guests and crew’

Asia-Pacific Superyacht Association Founding Memberships are available until 30<sup>th</sup> June 2011.

#### **Notes to the Editor**

Asia-Pacific Superyacht Association (APSA) is a non-profit association fully incorporated in Hong Kong in April 2011 by a representative of five of the superyacht industry professionals from around the Asia-Pacific region. These five make up the Directors on the Committee; Chairman Colin Dawson (The George Group, Hong Kong), Jean-Jacques Lavigne (Superyacht Singapore Association, Singapore), YP Loke (Spinnaker International, Singapore), Vice Chairman Simon Turner (Northrop and Johnson, Singapore) and Gareth Twist (Yacht Solutions, Thailand). In addition, there is also an advisory board of nine people. The primary objective of the Asia-Pacific Superyacht Association is to promote the Asia-Pacific region to the global superyacht community both as the world’s “third cruising destination” and as a superyacht construction, refit and services location. APSA is working towards attracting more superyachts and helping the industry to overcome any challenges which may arise. APSA is financed through membership, sponsorship, ad revenues and donations.

**For further information on APSA, high resolution images and for membership enquiries please contact:**

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