



MYBA shows the way

Fiona Maureso looks at MYBA's commitment to setting standards of excellence in international yacht commerce

MYBA The Worldwide Yachting Association has always been characterised by a vision. It is no secret that its formation in 1984 was actually the expression of a dream of establishing and promoting standards of professionalism and ethics in the yachting industry and, above all, of having one reliable contract to replace the many variations in use at the time.

This pursuit of excellence requires continuous effort, a willingness to adapt to the times and a carefully thought out reaction to the developing needs of the industry. One of these needs is to be able to inspect and appraise not only a growing fleet of yachts, but also new destinations that are popping up and redefining the seascape. And this is where the Shows play an integral role. The MYBA Charter Show is perhaps the best example of MYBA's expertise in organising a boat show of international acclaim. Now in its 27th year, it has become synonymous with quality and innovation, bringing together the best of the charter industry. MYBA certainly possesses the know-how that is vital for organising a boat show but it does not rest at that. The Association believes in safeguarding the future of the superyacht industry and part of that belief is that knowledge is to be shared for the good of all which has led to its active role in supporting other boat shows that display potential and adhere to the values of the Association.

Fiona Maureso, President of MYBA, says: "We take particular pride in our partnerships. Our focus is on collaborations that have the sustainability of the whole yachting industry at heart and which will help define its future. Partnerships forged have the potential to flourish and are a combination of strengths, skills and resources essential to this industry". The truth of these words is clearly reflected in the increasingly successful Palma Superyacht Show, conducted in partnership with MYBA. The Show has gone from strength to strength and has already firmly established itself as the season opener in the Mediterranean. With its unique 50:50 ratio between motor and sailing yachts, it provides attendees with the opportunity to view a choice selection of vessels from every segment of the market... in a location that was recently voted as the "Best Place to Live in the World". The Palma Superyacht Show is beneficial for the industry in Spain,

but also for Palma as a destination and is an excellent example of the strength that can be found in collaborations.

It is in this light that 2015 will see yet another "joining of forces" by the Association. In recognition of the need to showcase new destinations and possibilities, the inaugural MYBA Pop-Up Superyacht Show will be held in Montenegro, from the 4th to the 6th of September. There was nothing random in the choice of location. Over the last few years, Montenegro has been appearing as a new superyacht hotspot in the Mediterranean. It is a cruising ground of outstanding natural beauty, with yacht-friendly tax and legislation benefits, and a rapidly growing infrastructure that makes it an ideal destination for yachts of any size.

The MYBA Pop-Up Superyacht Show, an industry-only event, will see MYBA and Porto Montenegro working closely together to ensure its success which could mark the beginning of a new concept of boat shows. Oliver Corlette, Porto Montenegro's Managing Director, said: "We are delighted to be working alongside MYBA and to be the host destination of this new event concept. It will be a great opportunity to showcase the exceptional conditions Montenegro offers to superyachts where we are investing significantly to create a new commercial centre for the superyacht industry."

The MYBA Pop-Up Superyacht Show is open to all MYBA-qualified yachts that are over 20m, charter agents and brokers. There will be automatic acceptance for MYBA Members, YACHTFOLIO subscribers, and MYBA E-Contract subscribers. Fiona Maureso, President of MYBA, agrees that this promises to be a very exciting event; "Yachts that are finishing up the summer season in the Adriatic or planning on wintering in Porto Montenegro will find the timing and location of this event very convenient and, for brokers, this will be a wonderful chance to inspect charter and brokerage yachts in a stunning location that they may not be familiar with yet!"

Registration is open for the MYBA Pop-Up Show, for more details contact info@mybapopupshow.com or visit www.mybapopupshow.com Registration deadline August 3rd 2015