



OPENING THE ASIA-PACIFIC TO SUPERYACHTS



About APSA

Asia-Pacific Superyacht Association (APSA) is a non-profit association fully incorporated in Hong Kong in April 2011. 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 also aims to work with governments to make access easier for visiting yachts, and help to maintain high standards and procedures. APSA is financed through membership, sponsorship, ad revenues and donations. Members will be presented with 'a member of APSA' logo which can be used across all of their marketing materials.

The Region

The Asia-Pacific footprint is Japan to New Zealand and Hawaii to the Seychelles.



Benefits of APSA

Among other activities the Asia-Pacific Superyacht Association aims to:

- Directly promote the region to yacht owners, captains, brokers and other interested parties
- Promote the region at major international events such as the Monaco Yacht Show and Fort Lauderdale Yacht Show
- Distribute APSA newsletters to members with industry news and discussion topics as well as organising networking events and conferences
- Provide an online knowledge base for use by registered subscribers
- Provide an online knowledge base to enable the confidential sharing of information among members
- Collate useful industry information and conduct research
- Act as a representative body for the Industry in liaison and consultation with government, public agencies or regulators involved in the formulation of legislative policies which may affect the Industry.
- Promulgate a code of ethics or code of conduct as a foundation for developing and encouraging high standards of service and conduct within the Industry.
- Disseminate news on behalf of members and their companies to other members or to industry press.
- Organise familiarisation trips for editors and journalists to visit the facilities and cruising grounds of the region
- Set-up an exclusive APSA members' lounge at all key yacht shows
- Work to attract more and make it easier for superyachts to visit the Asia-Pacific region
- Promote the region's industry events; conferences, yacht shows, awards and regattas
- Give members exposure to industry professionals, yacht owners, captains and crew from around the world via the website and other activities arranged.

A General Committee of five has been formed Chairman Colin Dawson (The George Group, Hong Kong), Jean-Jacques Lavigne (ONE15, Singapore), YP Loke (Spinnaker International, Singapore), Vice Chairman Simon Turner (Northrop and Johnson, Singapore) and Gareth Twist (Yacht Solutions, Thailand) as well as an Advisory Board which consists of eight people. These people have been chosen for their experience around the whole region and they will head up working groups to target specific issues affecting the superyacht industry. The work of the Committee to date has been to establish a solid foundation for an Association that is legal, not for profit and a proactive industry body. Having now been created this allows individuals and companies to join APSA thus adding their weight to an interactive industry body. At the inaugural AGM elections will be held for the various positions of office. The membership will be able to amend the Constitution (if necessary), review, agree and confirm the precise objectives, plans and activities to enable the Association to grow and to make an impact.

Working Groups

Working Groups will be set-up across the Region and these will be headed up by members of the General and Advisory Committees. These groups will work to assist the superyacht industry by establishing good working relationships with local governments and the yacht industry in assisting with the issues affecting them. The working groups will also work towards highlighting the economic impact and social benefits of making it easier for superyachts to cruise between countries across the Region.

There are some immediate issues where we hope to make a difference and it is these working groups which will tackle specific problems and issues raised by the membership as important to help the growth of the industry.



Membership

(full details are listed out in the Constitution of the Asia-Pacific Superyacht Association):

MEMBERSHIP TYPE	CLASSIFICATION	ANNUAL MEMBERSHIP FEES						
Ordinary Members	<p>Ordinary Membership shall be open to all organisations, firms or legally constituted bodies registered or domiciled in the Region.</p> <p>An Ordinary Member shall appoint an Authorised Nominee who shall be the official representative and shall be entitled to attend and participate in General Meetings, and to vote at such meetings.</p> <p>Number of employees/associates relates to those within the organisation who are directly related to the yacht industry.</p>	<p>Number of employees/associates</p> <table> <tr> <td>0-10</td> <td>US\$1,000</td> </tr> <tr> <td>11-50</td> <td>US\$2,500</td> </tr> <tr> <td>51+</td> <td>US\$5,000</td> </tr> </table> 	0-10	US\$1,000	11-50	US\$2,500	51+	US\$5,000
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11-50	US\$2,500							
51+	US\$5,000							
Associate Members	<p>Associate Membership shall be open to all organisations, firms or legally constituted bodies registered or domiciled outside the Region.</p> <p>An Associate Member shall enjoy the same benefits as an Ordinary Member, except that they shall not be entitled to vote.</p> <p>Number of employees/associates relates to those within the organisation who are directly related to the yacht industry.</p>	<p>Number of employees/associates</p> <table> <tr> <td>0-10</td> <td>US\$1,000</td> </tr> <tr> <td>11-50</td> <td>US\$2,500</td> </tr> <tr> <td>51+</td> <td>US\$5,000</td> </tr> </table>	0-10	US\$1,000	11-50	US\$2,500	51+	US\$5,000
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Sponsoring Members	<p>For the purpose of securing the financial wellbeing of the Association the General Committee shall introduce the category Sponsoring Members. Sponsoring Members shall be acknowledged as such in the Association's corporate public relations information and its website.</p> <p>Sponsoring Members shall be entitled to attend and participate in General Meetings but have no voting rights.</p>	At the discretion of APSA in return for sponsorship						
Affiliated Association	Open to organisations which qualify as an Affiliated Association or qualify as a public agency, statutory body, or NGO which will work alongside the Association in furtherance of its Objectives.	<p>At the discretion of APSA</p> 						
Individual Members	This category is specifically for yacht owners, captains or crew of private yachts over 30 metres.	US\$250 per individual or yacht						
Honorary Members		At the discretion of APSA						

Membership fees are annual and the number of members we have will dictate exactly what we will be able to do. As a non-profit organisation we are very much there for our members and hope that most members will see this as an opportunity to work together to improve the region. Being a member of APSA not only will show your support for the superyacht industry but will obviously increase your exposure in this increasingly important sector of the region's economy.

Contact Details

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