



Association Alliance Member Feature—Superyacht Builders Association (SYBAss)

SYBAss unites and represents builders of large motor and sailing yachts. The member shipyards have built at least three custom or semi-custom yachts over 40 metres in length in the past decade. Monaco is the seat of the association and where the annual General Assembly is held, during which the elected board explains current policies and asks members for input. The secretariat is based in the Netherlands from where all of the association's activities are supported. SYBAss' focus is on three fields: promotion, regulation and professionalism.

Promotion: SYBAss facilitates communication with current and potential superyacht owners. A unique collective campaign, 'The Superyacht Life', promotes the unrivalled superyacht lifestyle to UHNWIs. SYBAss also supports and cooperates with four major yacht shows to optimise members' exposure, resulting in clustering exhibiting members in prime locations at the events.

Regulation: The purpose of SYBAss is to ensure regulators take into account the superyacht industry's interest. SYBAss' consultative status at the International Maritime Organisation (IMO) ensures that members are on top of developments in the regulatory field and informed about upcoming regulations.

Professionalism: Through studies, training and reports, structure and processes are provided to support members. For instance, the Annual Economic Report and Annual Statistics Report are published exclusively for members. Together with Delft University of Technology a superyacht specific Compensated Gross Tonnage factor has been developed, indicating the complexity and labour that goes into building superyachts. This enables comparison with other shipbuilding industries, thereby supporting lobbying activities. (For SYBAss reports, visit <http://www.sybass.org/downloads/>.)



International Maritime Organization

- SYBAss supports the ambition of ISS to build out the ISS Awards Gala, as the only neutral, non-profit awards ceremony organized by the industry itself.
- The mission of 'The Superyacht Life' is industry wide and deserves support from other industry stakeholders. ISS is the appropriate platform in which all stakeholders are united to contribute to this shared goal.
- There are occasions when a neutral and collective voice of the superyacht industry is required to advocate the interests of the industry as a whole. A joint approach will be developed for such occasions.

More information about SYBAss and its members can be found on www.SYBAss.org.



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SYBAss has a collaborative approach towards colleague industry associations and in this light a closer cooperation with ISS is a logical next step. Topics for alignment between SYBAss and ISS are:



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