



Spotlight on Supporting Member-bluewater Yachting
One company, one complete service



Bluewater is a world leader in yacht services with offices in Antibes, Fort Lauderdale, Palma, Davos, Hong Kong and Moscow. As the only major yachting company with experienced and dedicated teams in the five main sectors of the superyacht industry—brokerage, charter, yacht management, crew training and crew solutions—bluewater can cater to your every need.

Last Autumn, the winds of change blew through Fort Lauderdale, Antibes, Palma de Mallorca and other major yachting centers with the announcement that bluewater Yachting, International Crew Training (ICT), and Crew Unlimited (CU) merged to offer a comprehensive package of crew training and placement along with yacht management, charter, and yacht brokerage.



The three companies bring strong elements together from both sides of the Atlantic. Many large brokerage houses have integrated crew operations into their program to provide four aspects of crew and owner services, but with ICT, CU, and bluewater joining forces, the missing fifth element of expertise—comprehensive training—has now been included under one umbrella.

Both ICT and bluewater have developed their already substantive courses a great deal over the last few years. Combining the two venerable training institutions is a strategic merger of intellectual properties, incorporating the best aspects of both training centers, and the instruction teams from both sides of the Atlantic to create the best training program in the world. This gives everyone a tremendous lift because of the collective push producing a product that exceeds what either party had prior to the fusion.

For crew, it means more scheduling opportunities, more resources, and more places to train. To solidify that training, courses are evolving to unify content and presentation. This makes a big difference when crew start school in Antibes or Palma and need to continue their education while working in Fort Lauderdale, or vice versa. Both training and crew training records are seamless. It can be thought of as a single international university with three campuses.

For both vessels and crew, bluewater has greatly improved the efficiency of the entire job and crew search process. The merger allows access to bluewater's One Account crew placement package, a yearly subscription program that enables vessels to review, contact, and hire on their own from the expansive bluewater crew network. For the vessel, the cost of this program is completely offset by an equivalent value of training vouchers, enabling the vessel to send their crew for necessary training for the deck, engineering and interior departments at any of



the bluewater training centers. Crew have greater placement options as part of the bluewater crew database.

Expertise in all five key areas of superyachting are now together on both sides of the Atlantic as one team, one company, one complete service, as **bluewater Yachting**.

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