

Italian strategy for success

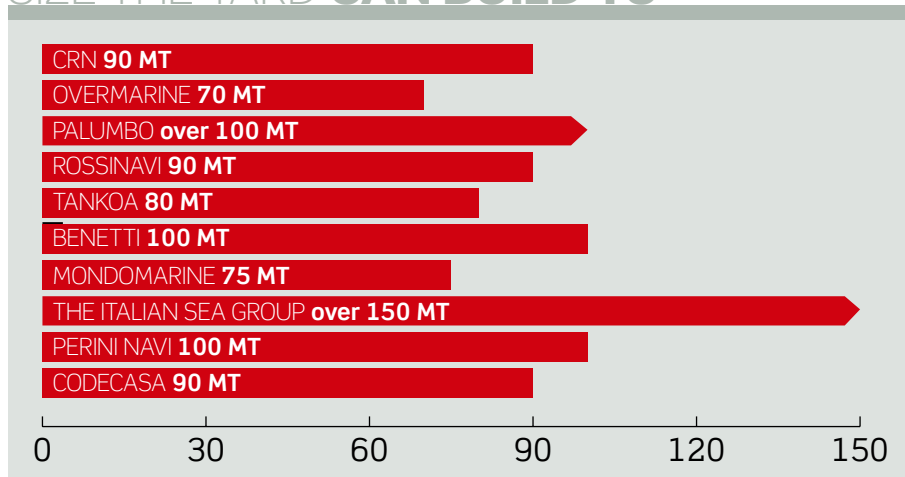
Times have been tough for the Italian shipbuilding market and now the present Italian government is looking to provide the industry with a productive future

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Italian yards are not facing an easy ride. Despite a strong euro some yards are still facing adversity and as we went to press the situation at ISA in Ancona looked uncertain, with the shipyard submitting a notice to the trade union and court authorities that it is seeking agreement with its creditors. CRN is another yard that, despite the recent launch of 55m *Atlante* and refit of *Eight*, has also met with union representatives to discuss a company reorganisation. This, it hopes, will create a strong production specialisation optimising and consolidating the know-how existing within the company. The shipyard has prepared itself for low workloads in future with the placement of an Extraordinary Redundancy Fund over a period of two years.

In the past the Italian nautical industry had been supported by a strong internal market but with the headwind of recession the Italian government is finally starting to adopt some strategies that will make for a more fertile future. The damage from the previous government made a lasting dent. Strong controls enforced by the fiscal authorities scared many boat owners who are still yet to return. Beniamino Gavio, president of Baglietto and Cerri yards, who recently acquired Bertram Yachts, says: "I think it will be very difficult to return to all the nautical touristic flow we had in the past. What happened with previous governments was a real catastrophe. Most of the people went to Spain, France, Turkey and Montenegro, and they will probably come back after some time, but this is not certain. We have to work on marinas' services for example, to offer day-by-day top services. We are lucky with our nature and history, but it's not enough to attract people with boats or big yachts. However something is changing and now we do have some very high-level destinations

SIZE THE YARD CAN BUILD TO



where owners can find everything they need for their holidays in a wonderful place, but we still need to work on all the territory to achieve the high-level tourism required for yachting."

However in late April UCINA, the Italian boating industry association, published figures that suggested the Italian marine market was showing certain signs of growth. 'Nautica in Cifre' (Boating in Figures), published yearly by UCINA, showed that total sales in the Italian nautical sector reached €2.5bn in 2014 – a 2.1% rise over the previous year. The best performance came from the accessories sector, which grew by 3.1%. Employment levels also increased by 1%. This positive trend was also confirmed by nautical leasing contracts, which grew by 15.4% in 2014 and by 30% in the first four months of this year.

In 2014, the Italian shipbuilding industry grew by 1.9% compared to 2013. Total sector growth has been mostly attributed to a 2.7% rise in exports, as the Italian market (i.e. Italian production boats sold in Italy, together

with imports) decreased by 6.2%.

Carla Demaria, the new president of UCINA, who has embraced her role with gusto, told SB: "The data is very encouraging and during the first quarter of this year we have recorded further improvement. We have confidence in the future and the Association wants to renew itself to better respond to new market and its associated needs. That's the reason why we are working very fast to change some of our internal rules to adopt a fast reform of the Association. We will be more effective and at the same time we will guarantee the effective and fully representative of the whole Italian boating industry."

Demaria, even within the first few months of her appointment, has been highly proactive in meeting with government officials for the good of the marine industry. In April, at a meeting held in Rome, Demaria met with Italy's vice minister for economic development, Carlo Calenda. The meeting focused on the 55th edition of the Genoa International Boat Show, which, it is hoped,

will inject life into the failing event. Subsequently the ministry confirmed its support for the boat show as part of its 'Made in Italy' 2015 plan. After the meeting Demaria declared, "We strongly agree on the importance of Genoa's boat show as the only event dedicated to leisure boating and this is also confirmed by the support we have received from the Liguria region and the city of Genoa."

Much of this positivity is coming from the export market. Italian branding still holds serious lustre with foreigners, and the Americans have a hearty appetite. Tilli Antonelli, founder of the Ancona-based shipyard Wider, reported good results in the US, Australia and Asiatic South East. But when asked about the future his response showed a recognition of the challenge ahead, "I think we have a lot of work to do to be attractive again for yacht tourism. Italy is, however, working in that direction. On the other hand there are some very good reasons why Italy is still attractive as the right place to construct a yacht. Our creativity, style and design are certainly appealing, as are the locations of the shipyards. Also thanks to the value of the euro we are more attractive."

Everyone spoken to for this report emphasised that an Italian-built yacht carried not only the branding of its shipyard but also that of the 'made in Italy' brand. Much of the marketing surrounding Italian shipyards exploits this rhetoric and emphasises the use of local artisan subcontractors.

Sergio Cutolo, founder of Hydro Tec, an Italian naval architect, explains, "Italian shipyards benefit from the idea people around the world have of Italy. That it is a positive concept based on culture, design, creativity and has the ability to deliver a quality build. Italy can be considered a brand in itself, and this brand, especially in the new markets, is very well appreciated. In the old markets like the US for example, this kind of brand has

Italian shipyards benefit from the idea people around the world have of Italy, based on culture, design and creativity

been consolidated."

With disappointing domestic sales and the export market growing so encouragingly, many Italian yacht builders have branched out with outposts across Latin America and Asia. At the Singapore Yacht Show in April Benetti outlined its growth strategy for the Asian market. The builder said it plans to open new offices in Hong Kong and has hired



a new executive team to handle its business in Asia. Benetti revealed it has sold "390 metres of superyachts" to clients in Asia over the last five years.

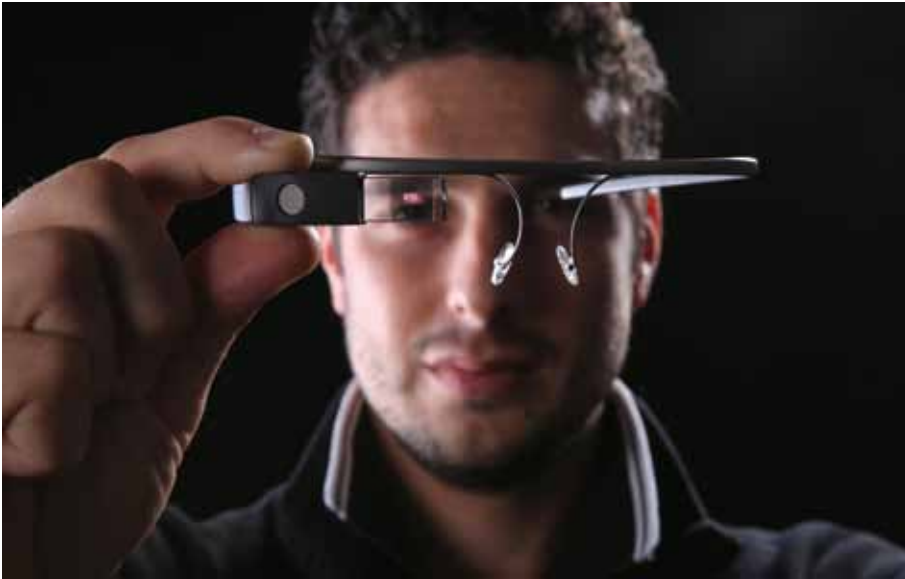
Luigi Adamo who was named as Benetti Asia's general manager said, "The first actions I wanted to undertake were directed towards increased attention to our brokers' regional

flagship showroom in Shanghai, a move which marks and consolidates its ten-year presence in China. The brand sees China as the strategic centre of a high-end leisure industry and sees it developing into a key market in the coming years. The decision has been backed by the boatbuilder's major shareholder, the Weichai Group.

Columbus Yachts has also anticipated the appetite of its potential Asian clients with its newly unveiled Oceanic Coupé line that are sporty and aggressive-looking yachts especially for the Asian and US markets.

Sanlorenzo has spotted a potential market in Australia and in partnership with Australian-based Ensign Brokers International has opened Sanlorenzo Australia, a new brand representative that will distribute the boatbuilder's products to the southern hemisphere market.

Arcadia Yachts has invested in its conviction in the American market with the appointment of Alessandro Diomedi, who is now in charge of the company's operations for the Americas. His new appointment



Videoworks has helped develop smart devices with its integrated software

coincided with the signing of a new Arcadia 85 destined for the South American market.

Despite the growth further afield, much of the Italian shipbuilding industry has struggled with its financial commitments at home. Attempting to sit out the recession, some yards ran with the same overheads, with some even speculating by investing in their facilities. Consequently huge debts were built up with banks. This seems a common theme in Italy, which has a very high public debt ratio, posing a significant vulnerability.

Equipment suppliers

Alongside the shipyards is a strong support network of suppliers. Italian yards are generally known for being patriotic towards their fellow countrymen when it comes to equipment suppliers and co-operating with local partners.

Videoworks, based in Ancona and well known for its entertainment systems, continues to work in close partnership with the most important Italian shipyards and at the same time keeps an open eye on the North European market, by inaugurating an office in Amsterdam and a one stop-shop in London, to deliver services, assistance and experience to clients everywhere. "Thanks to good and constant actions in terms of communication and marketing, we are now recognised abroad," says Sara Stimilli, communication and marketing director. "International shipyards, surveyors and brokers have started to include our offers and quotations in their bids and we have succeeded in winning some important projects."

The financially sound condition of the company has helped Videoworks invest and innovate in spite of a challenging market and

fiscal situation. "We are very good at creating new and beautiful things. We are flexible and creative and we want to protect our qualities and the value of 'made in Italy'. For this reason, we aim at expanding further, to promote and support our country," continues Stimilli.

Among the latest innovations, Videoworks has developed smart devices such as Google Glass and the smartwatch. The innovative Samsung Gear smartwatch, with integrated Videoworks software, allows clients to control curtains, lights, atmospheres, music and movies just by touching the customisable icons on the watch screen. On a more technical note, after having developed and patented Active Noise Cancelling to reduce navigation noise inside a cabin, Videoworks has also studied and developed the Sound Masking solution, which can also be activated from the smartwatch. "The sound spectrum and level is shaped to provide the degree of privacy desired by occupants. Masking operates by covering up or masking unwanted sounds, similar to one-way windows," explains Stimilli.

Finally, serious research is currently being undertaken in light design and engineering, sound assessment and the development of ad hoc applications to enjoy onboard or at home. More innovations will be presented by Videoworks at the upcoming Monaco Yacht Show.

Team Italia is another example of an Italian company that is growing in spite of a challenging market and is appreciated by shipyards all around the world. The company, founded in 2000, is renowned for its integrated managing systems and helm stations and specialises in the optimisation and functional integration of multiple

onboard systems with its I-Bridge and I-Chart Solutions. Its personalised systems are not only highly innovative from a technical standpoint, but also elegant, exclusive and perfectly safe. The company has five offices in Italy, located both on the Adriatic and Tyrrhenian coasts and liaises with carefully selected international associates, ensuring its presence in all of the most strategic areas of the yachting world.

"We work very closely with Italian shipyards. In 2015 we are going to integrate as many as 37 megayachts with our in-house I-Bridge technology. Benetti, Wider, Sanlorenzo, CRN, Columbus, Dreamline, Perini, Rossi Navi are just some example of our partners," says Massimo Minnella, Team Italia's CEO.

"Cooperation with non-Italian shipyards is still slow, most of them are used to cooperating with local partners, but we have the impression that now they are looking at the best technology available worldwide and they are starting to approach new collaborations," he continues. Since its creation, the company has developed around 345 projects, all installed on yachts measuring more than 35m. In particular, in the last two years Team Italia has worked hard to strengthen its technology, launching different products and systems (i.e. I-Chart I-Bridge Multitouch and BCM) and updating the existing ones. "Investing in R&D has allowed us to increase our brand awareness in a difficult market where the competition is very strong. I believe that this vision is the right way for the future, so we will continue with our investment and commitment," explains Minnella. **SB**

ITALIAN ECONOMY

A return to expansion in both France and Italy over the first three months of 2015 helped boost eurozone economic growth. Italy's GDP has grown by 0.3% in the first quarter of 2015 and is something to feel optimistic about, especially as it's the highest that the figure has been in four years. Economists predict further accelerated growth for the Italian economy in 2016. But the country has come under fire from European policy makers for having some economic failings including rigid labour markets and lagging competitiveness. Certainly Italian economic policy will be under heightened scrutiny from European authorities over the coming year.

► BAGLIETTO

KEY FACTS

- **Founded:** 1854
- **Size of yard:** 35,000m²
- **Direct employees:** 50
- **Size it can build to:** 65m
- **Largest yacht build so far:** 62m
- **Web:** www.baglietto.com

In 2014 Baglietto celebrated 160 years in the marine and naval industry. Baglietto is a very strong Italian brand, both for its success in the pleasure boating industry and because of the special forces vessels it produced in the past.

160

Number of years
in the marine and
naval industry



► YARD OVERVIEW

The yard began at the end of the 19th century, when Pietro Baglietto started to build sail boats in a small shack near the beach in Varazze. Since then, Baglietto has gone through several different phases, from the years of racing boats to the construction of the first motoryachts in wood. From the production of military vessels for the Italian Navy during the two world wars, to the introduction of aluminium in the 1980s. The company has grown in size, quality and product range, though is always faithful to its tradition of technological excellence and design.

Since 2012 Baglietto has been part of the Gavio Group, an international group operating in different businesses such as highways, construction and transport. The acquisition has meant new investments and ideas, as well as a great respect for the history and legacy of the brand.

Beniamino Gavio, chairman of Gavio Group, tells *SB*: “Baglietto is not only a commercial brand, it is something connected with the history and the development of the Italian marine industry. The technical and cultural heritage of the yard is something to look after. We will continue to produce yachts that establish new standards in terms of technology and based on the concept that first of all they are Bagliettos.”

Baglietto is open to any requests from clients suggesting a particular design, but the designer who defines the lines of the current Baglietto range is the well-known Francesco Paszkowski, who drew a total of eight different models.



“**Baglietto is not only a commercial brand, it is connected with the history and the development of the Italian marine industry**”

Beniamino Gavio | chairman

The shipyard has just launched a new 46m displacement yacht and is currently working on a 43m Fast that will be launched this summer. A new 54m displacement yacht, which has already been sold, is currently under construction and will be launched before the end of 2015. The shipyard is also working on the new MV 19m, as well as on a 55m and a 48m displacement hull.

The facilities in La Spezia are located on a 35,000m² site which was recently redesigned

and renewed by the Gavio Group, turning the production site into a cutting-edge, environmentally friendly shipyard, so staff now work in clean and spacious surroundings.

The new shipyard dedicates a large area to refitting services, an important business for Baglietto. Each project is followed from start to finish, thanks to a dedicated staff ranging from electronic engineers to expert craftsmen and state-of-the-art technologies. “We can also rely on Baglietto’s historical database for any type of information on all kinds of ships and yachts built by Baglietto since its first founding,” explains Gavio.

Production of military vessels is another important area of business for the shipyard, under the brand Baglietto Navy. “We are strongly developing our military production, with models ranging from 13 to 35m. We have just signed contracts with the Paraguay Navy and with other countries in South America,” reveals Gavio.

Europe remains the most important market for Baglietto, but the shipyard has recently also made sales in Russia and Mexico. “We are investing a lot of effort in the Americas. We have recently rented new offices in Fort Lauderdale which we will inaugurate in September and we are reorganising our sales and service structure in order to be closer and more attentive to our local clients,” explains Gavio. **SB**



PROJECT OF INTEREST

- **Project name:** 43m Fast
- **Length:** 43.5m
- **Beam:** 8.3m
- **Draft:** 1.7m
- **Engine:** 2x3.440kW MTU 16V4000 M93L
- **Maximum speed:** 33kt
- **Cruise speed:** 29kt
- **Hull construction:** aluminium
- **Superstructure:** aluminium
- **Naval architecture:** Francesco Paszkowski
- **Interior design:** Francesco Paszkowski and Baglietto S.p.A.

BENETTI

KEY FACTS

- ▶ **Founded:** 1873
- ▶ **Size of yard:** 467,000m²
- ▶ **Direct employees:** 560
- ▶ **Size it can build to:** over 100m
- ▶ **Largest yacht built so far:** 86m
- ▶ **Web:** www.benettiyachts.it

Benetti was founded in 1873 and was one of the first shipyards to abandon wood in favour of building in composite construction in the 1960s. The yard was acquired by Paolo Vitelli in 1985.

86m
Largest yacht built to date



YARD OVERVIEW

Azimut | Benetti has again been ranked as the top producer (in units) of superyachts in the world according to the global order book. This is a position the group has maintained for years and it currently has 45 yachts under construction in Livorno and Viareggio, having already launched 19 so far in 2015, seven of them over 50m. The yard is now moving steadily into the 100m+ sector having recently secured orders for two 107m yachts, due to launch in 2018 and 2019.

Vincenzo Poerio, CEO of Azimut | Benetti megayacht division, explains the shipyard's thinking, "We have been building for a long

"The Far East is a very important market for Benetti, especially with the economic growth in the Asia Pacific area"

Vincenzo Poerio | CEO

time – 140 years of history in the yachting industry. We like to make slow, steady progress; we research new solutions and apply them once we are sure they will keep our client out of harm's way. We don't need to impress customers, we look for excellence."

market for Benetti especially with the economic growth in the Asia Pacific area. Now this market covers about 10% of the global revenue for Benetti, so we are trying to invest more to develop the market." Benetti said it has sold "390 metres of superyachts" to clients in Asia over the last five years. Luigi Adamo, named as Benetti Asia's general manager in early 2015, says of his new role, "The first actions I wanted to undertake were directed towards increased attention to our brokers' regional network. It is fundamental to keep them up to date on our products, improving the definition of the brand."

In April Benetti launched a new service operating under the brand name Dedicato. It will provide new owners with a full support package option. Chief commercial officer Fabio Ermetto says, "The new service is not a management service but it will provide owners with a full support service for the first five years. The owners will have to sign-up for the new service before they take delivery and will pay a fixed fee. They have to agree to a five-year period and cannot take less. We have not yet decided if we will extend it beyond the five years."

Benetti Asia is planning to exhibit at the SO! Dalian event in June, the Yachting Gala in Italy in late June and at one of the two boat shows in Sanya in late November/early December. **SB**

Global presence

Benetti's prolific output of yachts is not just down to the size of its yards but also through Benetti NET, an initiative where Benetti subcontractors are responsible for all the work carried out onboard. This means the yard's project managers are freed up for increasing the efficiency of the production processes. There are 17 partners in Benetti NET, which cover the complete supply chain during production.

Benetti has also been consistently investing in its global presence.

At April's Singapore Yacht Show the company outlined its growth strategy for Asia, saying it will open new offices in Hong Kong and has hired a new team to handle its business in Asia. Poerio tells *SB*: "The Far East is a very important



Vincenzo Poerio CEO of Azimut | Benetti

LAUNCH OF INTEREST



- ▶ **Project name:** FB257 M/Y *Illusion V*
- ▶ **Length:** 58m
- ▶ **Beam:** 10.80m
- ▶ **Draft:** 3.27m
- ▶ **Engine:** 2x1380kW Caterpillar 3512 C
- ▶ **Maximum speed:** 15.5kt
- ▶ **Cruise speed:** 15kt
- ▶ **Hull Construction:** steel
- ▶ **Superstructure:** aluminium
- ▶ **Naval architecture:** Benetti
- ▶ **Interior Design:** Benetti/ Green&Mingarelli Design

▶ ITALIAN SEA GROUP

KEY FACTS

- ▶ **Founded:** Admiral 1966, Tecnomar 1987, NCA 1942, Italian Sea Group 2012
- ▶ **Size of yard:** 100,000m²
- ▶ **Direct employees:** 200
- ▶ **Size it can build to:** 200m
- ▶ **Largest yacht built so far:** 55m (plus commercial ships over 130m)
- ▶ **Web:** www.theitalianseagroup.com

The Italian Sea Group encompasses Admiral, Admiral Sail and Tecnomar. It acquired Nuovi Cantieri Apuania (NCA) in December 2013. The group is gearing up for projects thanks to its new yard and headquarters located in Marina di Carrara, Italy.

55m

Largest yacht built to date



▶ YARD OVERVIEW

With the acquisition of NCA, the Italian Sea Group has grown into a formidable force. The 100,000m² facility features access to the sea, 11 sheds and a total lifting capacity of 1,000 tonnes, including a hoist capable for lifting 200 tonnes. All four brands are located at the Carrara base.

The Group supplemented its shipbuilding might with a floating barge in spring 2014, allowing the shipyard to launch yachts of up to 90m. Yard operation focuses on lean production. It has a shed with allocated workshops for each subcontractor to work

PROJECT OF INTEREST



- ▶ **Project name:** Admiral Maxima 47
- ▶ **Length:** 47m
- ▶ **Beam:** 9.1m
- ▶ **Engine:** 2x1,400HP MAN 2862 LE 463
- ▶ **Fuel capacity:** 70,000l
- ▶ **Maximum speed:** 15
- ▶ **Cruise speed:** 14
- ▶ **Hull construction:** steel
- ▶ **Superstructure:** aluminium alloy
- ▶ **Navale architecture:** Admiral – The Italian Sea Group
- ▶ **Interior design:** Admiral Centro Stile

“We have customers from all over the world but the US market is out of crisis, as well as the advantage offered by the US dollar value”

Giovanni Costantino | chairman

on-site. All subcontractors and suppliers are Italian-based companies. The yard works with a strong emphasis on organisation and tidiness, as chairman Giovanni Costantino explains, “I think that we have to work to obtain the best result in terms of quality, beauty and luxury. To do it, all of us need to work in a place that is neat, clean and efficient. I believe that in the right shipyard it is possible make the right yacht, and the right yacht is something that cannot come out of dirty place.”

Prolific output

With a longstanding tradition in the commercial shipbuilding industry, the yard has completed 145 vessels up to 200m. A prolific output in 2014 saw the launch of six vessels. Further to these launches, the group has also been focused on the production of the Admiral Impero 40 RPH, Admiral Impero 37 RPH as well as the Admiral E-motion 52 and 55 which is currently in the late stages of production along with the Admiral C force 50.

In March 2015, the company announced the launch of Franck Muller Yachts; a new smaller yacht brand from the collaboration of the yard with the Swiss watch manufacturer. The first model Franck Muller 55 is currently under construction and will be officially unveiled at the Monaco Yacht Show in September 2015. The yard says other

larger models (up to 30m) will follow soon.

The Italian Sea Group also unveiled the X-Force 145m concept at last year’s Monaco Yacht Show. The project has been developed on the same naval platform of M/N Messina, the last commercial diesel-electric vessel delivered by the group in 2013. The 200m drydock at Carrara would facilitate the building of such an ambitious project.

The group has made a strong commitment to the upcoming market in the US and Latin America. It appointed FYI Superyachts as the exclusive distributor for its custom brands Admiral and Tecnomar in Venezuela, Peru and Colombia. Costantino tells SB, “We have customers from all over the world, but the US market is out of the crisis and it is an opportunity, also for the advantage offered by the US dollar value.” **SB**



Chairman Giovanni Costantino

MONDOMARINE

75m

The size the yard
can build to

KEY FACTS

- ▶ **Founded:** 1915 as Cantieri Navali Campanella
- ▶ **Size of yard:** 35,500m²
- ▶ **Direct employees:** 90
- ▶ **Size it can build to:** 75m
- ▶ **Largest yacht built so far:** 60m
- ▶ **Web:** www.mondomarine.mc



YARD OVERVIEW

In 2015 Mondomarine acquired Cantieri di Pisa for an undisclosed sum. The company, which won the call for bids established by the court of La Spezia, will take on Cantieri di Pisa's trademarks, warehouses and facilities, and six boats currently under construction. The transaction also includes 33 employees working at the yard.

SB reported in May that as per the agreement, all of the concessions for 12,000m² of land, 6,000m² of warehouses and 800m² of basin will be revoked and immediately reassigned to Mondomarine.

"The operation is part of the development strategy of Mondomarine,

"To be competitive we focus on quality, attractive design and what we offer with our experience in naval and yachting construction"

Roberto Zambrini | CEO

which aims for leadership in the field of high-end yachts," Mondomarine chairman and owner Alessandro Falciari said at the time of the acquisition. "The historical line of Cantieri di Pisa, Akhir, will be redirected towards the production of high quality, semi-displacement aluminium yachts from 30m."

Demand for larger superyachts

Mondomarine, which made its name building yachts in the 40 to 50m range, has made a concerted effort to move into the 60m+ range, in line with the growing demand for larger superyachts. Over the last nine years, Mondomarine has sold 20 yachts over 40m in length, of which eight were over 50m. Six units with a total length of more than 300 metres are currently in build.

Mondomarine's own facilities in Savona covers an area of some 35,500m², 9,500m² of that being under cover. It has 100m worth of mooring, an 820tonne travel lift and extensive refit capabilities.

CEO Roberto Zambrini explains his vision, "I think that history and quality, together with the ability of the designers in our country is a resource that is appreciated all over the world. In my opinion the right choice is working with more than one designer, that's the reason why

we are working with several professionals, for example Luca Vallebona, Hot Lab, Luca Dini and Sergio Cutolo. We are working on four projects with them for four already sold yachts. Our success is achieved by our capacity to offer high technology, quality and technical solutions at the right price."

"To be competitive we focus on quality, attractive design and what we can offer with our experience in naval and yachting construction," Zambrini reveals.

Yachts presently under construction are the SF40 by Luca Vallebona for delivery at the end of summer, a 50m designed by Hot Lab for delivery in February 2016, a 60m designed by Luca Dini and construction of a new 40m Explorer designed and engineered by Hydro Tec. A fifth unit under construction is the 54m designed by Luca Dini. Mondomarine will exhibit the new SF40, a 42m modern alloy motoryacht at the Monaco Yacht Show.

Like other Italian yards Mondomarine has established a network of official dealerships overseas. Mondomarine North America was opened in Fort Lauderdale in partnership with Dension Superyacht Division. Other offices are in Shanghai and Dubai. **SB**

CEO Roberto Zambrini



PROJECT OF INTEREST



- ▶ **Project of interest**
- ▶ **Project name:** SF 40
- ▶ **Length:** 42.33m
- ▶ **Beam:** 8.80m
- ▶ **Draft:** 2.20m
- ▶ **Engine:** 2x1.080kW MTU 12V2000M72
- ▶ **Maximum speed:** 16kt
- ▶ **Cruise speed:** 15kt
- ▶ **Hull construction:** light alloy
- ▶ **Superstructure:** light alloy
- ▶ **Naval architecture:** Mondomarine Engineering
- ▶ **Interior/exterior design:** Luca Vallebona – SF Yachts

PERINI NAVI

KEY FACTS

- ▶ **Founded:** 1983
- ▶ **Size of yards:** 88,786m²
- ▶ **Direct employees:** 200
- ▶ **Size it can build to:** 100m
- ▶ **Largest yacht built so far:** 88m
- ▶ **Web:** www.perininavi.it

Perini Navi was founded in 1983 with a vision of building a large sailing yacht that could be handled by one person. This radically changed the way large yachts were designed. The group also encompasses historic Italian motoryacht shipyard Picchiotti.

88m

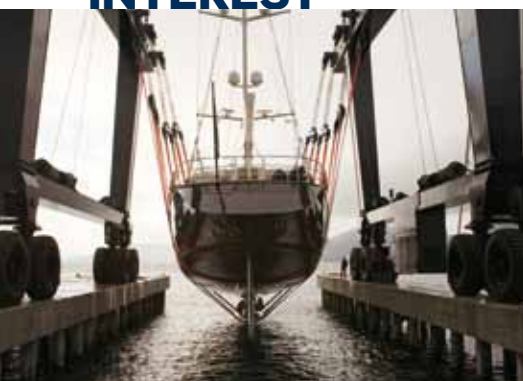
The largest yacht built to date



YARD OVERVIEW

Innovation and imagination have been a driving force at Perini Navi since its inception. Burak Akgul, director of sales, marketing and design explains, "Italian yards continue to be the most important in our sector, thanks to a special ingredient: creativity. I'm not talking only about the ability to create something new in terms of aesthetics – I mean it as a way of finding new technical and engineering solutions."

PROJECT OF INTEREST



- ▶ **Project name:** C2270 Sybaris
- ▶ **Length:** 70m
- ▶ **Beam:** 13.24m
- ▶ **Draft:** 4.54m
- ▶ **Engine:** 2x1.440kW MTU 16V2000M72
- ▶ **Maximum speed:** 17.5kt
- ▶ **Cruise Speed:** 17kt
- ▶ **Hull construction:** aluminium
- ▶ **Superstructure:** aluminium
- ▶ **Naval Architecture:** Perini Navi and Philippe Briand
- ▶ **Interior design:** PH Design

“We are continuously investing a lot of efforts in to research and new technologies” Burak Akgul | director of of sales, marketing and design



Picchiotti era

Perini Navi Group has delivered 56 sailing yachts, and since 2010 three motoryachts under the Picchiotti brand, with which the yard has begun a renewed philosophy. The first motoryacht *Exuma*, delivered in 2010 was a real surprise for many people who were expecting something classic. The designer involved in the new Picchiotti era is Philippe Briand, who designed a high-efficiency hull, with the potential to cut fuel consumption and, at the same time, created a favourable combination with alternative propulsion systems. With his experience in sail design, Briand was involved in the development of this series of one-of-a-kind yachts, well known for their efficiency and, with the latest unit, *Grace E*, also for the combination of high-end solutions for low consumption and low environmental impact thanks to diesel-electric combined propulsion systems.

Launched in 2011, the 55m *Galileo* represents another yacht that surprised the market due to its high level of technology. Innovation is still the gasoline of the Perini Navi Group and each of the shipyard's creation is an example of this, like the 88m sailing yacht *The Maltese Falcon* launched in 2006, one of the most impressive projects ever constructed by Perini. "In order to stay ahead it is necessary to innovate

and propose different products, to build their own uniqueness", explains Akgul. Perini Navi has four different projects currently under construction, two of which are for owners in Europe and in the US. The main target market for Perini is Europe, but the group is dedicating an increasing attention to Asia and Latin America.

"We are continuously investing a lot of efforts in to research, which means new designs, but also new technologies", declares Akgul. "This is what enables us to be always one step ahead. We are currently working in different directions, for example designing new sail handling systems and controls, like winches, furlers, control softwares, rig loading monitoring systems. From the engineering point of view, we are working on electrical generation handling – diesel electric, batteries, power supply, efficiency. Finally, we are further developing our building techniques in order to improve comfort and safety and to reduce noise and vibrations onboard."

The group is also committed to providing a high level of service to its owners. After renovating the service and refit activities by constituting a new, dedicated business unit, the group has also signed an Authorised Service Facility agreement with Rybovich to provide professional service and support to its fleet on both sides of the Atlantic. **SB**

IN BRIEF**Columbus Yachts' 40m Sport Hybrid****CRN**

- ▶ **Location:** Ancona
- ▶ **Web:** www.crn-yacht.com

CRN has been part of the Ferretti Group since 1999 and specialises in producing fully custom and semi-custom displacement yachts ranging from 40m to 90m. CRN, like all the brands in the group, is now run by SHIG-Gruppo Weichai with Lamberto Tacoli at the helm as CEO and chairman. The yard is based in Ancona and has its own private marina as well as a yard of 80,000m². In 2014 it launched 61m *Saramour* as well as 73m *Yalla* and 2013 saw the launch of 80m *Chopi Chopi*. It has an established pool of designers with which it works including Francesco Paszkowski, Omega Architects and Studio Zuccon. In 2015 it launched 55m *Atlante*, a distinctive looking yacht with exterior lines by Nuvolari Lenard and naval architecture by CRN's engineering department. In June last year, Burgess sold a 74m new-build project CRN with a completion date of 2016. A refit was completed on 46m *Eight* in May. A 77m was also signed end of 2014.

The 74m yacht will be the yard's first collaboration with Andrew Winch. Despite this signing, in January the yard had met with union representatives to discuss an industrial plan aimed at relaunching the shipyard and safeguarding the occupational levels and its workers with an Extraordinary Redundancy Fund

for a period of two years. In April, at the Singapore Yacht Show, Ferretti CEO Alberto Galassi revealed, "We will be announcing in the future a new venture between Pershing and CRN using a light alloy."

FERRETTI

- ▶ **Location:** Fano
- ▶ **Web:** www.ferrettigroup.com

Founded in 1968, the Ferretti Group acquired other Italian yachting brands such as Riva in 2000 and CRN in 1999. This was then followed in 2001 by Mochi Craft and Apremare, following Pershing and Itama. In 2012 the Chinese Weichai Group took ownership of 75% of the group's shares with Royal Bank of Scotland owning 25%.

At the Singapore Yacht Show briefing mentioned above, Ferretti CEO Alberto Galassi provided information about the group's Asia-Pacific operations as well as the schedule for the already announced three-year €50m investment including 27 new models. The model programme will include 11 Rivas, six Ferretti Yachts, six Pershings and four Custom Line models. Ferretti Yachts will launch the 550 and one new Flybridge model in 2015. In 2016 and 2017 respectively two new models will be launched.

"Because our debt is now at its lowest level of around €20m, we have been strong in developing new models and this puts us in the best position to expand," Galassi said. "Our sales have exceeded our budgets in the first quarter which is the low season.

Ferretti is here to stay for a long time. What is significant is that we are no longer selling using discounts."

OVERMARINE

- ▶ **Location:** Viareggio, Pisa, Massarosa, Massa
- ▶ **Web:** www.overmarine.com

Overmarine Group has 10 production facilities spread throughout Italy, with additional premises in Miami, Florida and Golf Juan, France. The Group has delivered over 300 yachts up to lengths of 50m. The company says the success of its Mangusta line comes from the high level of quality achieved using strict controls on the construction technique. The company carries out all processes from design of the hull, the creation of the mould of the yacht in composite materials, to lamination.

In August 2014 the group opened an office in the Cote d'Azur which supplies Mangusta yachts to the French market. In March 2015 further commitment to the Asia-Pacific region was made with the appointment of Henry Goulding as a new sales partner based in Singapore. The company also reported commercial success in March having sold a Mangusta 165 and a Mangusta 94 to US clients. The company says it has also benefited from the appointment of Miami-based Stefano Arlunno as its dedicated area manager for the Americas.

COLUMBUS YACHTS
(part of Palumbo Group)

- ▶ **Location:** Naples, Malta, Marseille
- ▶ **Web:** www.palumbo.it
www.columbusyachts.it

Palumbo Group was founded in 1967 and traditionally was a strong player in the production, refit and repair of large commercial ships in Naples. Today it has around 300 employees and five yards in the central Mediterranean, making it one of the largest marine groups in the Med. It is still owned and managed by its central family.

In 2011 under the name Columbus Yachts it launched its first yacht, *Prima*, a 54m motoryacht with exterior lines by Hydro Tec. In May 2015 it launched MY Classic 57m and 40m Sport Hybrid, both designed and engineered by Sergio Cutolo's Hydro Tec. It also has a Liberty 33m

IN BRIEF

in build to be launched in September and a Sport Oceanic 70m which will be launched in 2016. Alongside these builds Columbus Yachts has developed the new Oceanic Coupé line especially for the Asian and US market. The first two models of the series are all aluminum, semi-displacement yachts of 45m and the 50m.

ROSSINAVI

- ▶ **Location:** Viareggio
- ▶ **Web:** www.rossinavi.it

The Rossi shipyard was founded in the 1970s as a general partnership company dedicated exclusively to metal carpentry. Today the company considers the custom field to be its strength. Rossi Navi operates across three production sites; Polo Nautico, its headquarters in Viareggio, DR12 in Viareggio Harbour and Navicelli in Pisa. Its mechanical workshop

cruising. The yacht is due for launch in 2017. The shipyard celebrated further success in April with the launch of 39m 1930s replica *Taransay*. Previous launches have included 49m *Polaris* in 2014, 49m *Param Jamuna IV* in 2013 and *Vellmari* in 2013.

SANLORENZO

- ▶ **Location:** Viareggio, La Spezia and Massa
- ▶ **Web:** www.sanlorenzoyacht.com

Sanlorenzo, established in 1958, has its headquarters in Ameglia, La Spezia. The second division, dedicated to the production of superyachts, is based in Viareggio. In 2005 the company was acquired by Massimo Perotti, who remains at its helm as chairman with Fulvio Dodich appointed as its new CEO in 2013. In late 2014 Ferruccio Rossi was appointed as the company's new president/

sale of its first semi displacement 126' series. Sanlorenzo remains one of the most prolific builders of yachts over 24m in the world.

In April 2015 the yacht builder announced a new and strategic collaboration with US designer Chris Bangle. The agreement, on an exclusive basis for the next 10 years, marks the beginning of a new chapter for Sanlorenzo yachts and involves not only yacht design, but the entire shipyard, including the production site and the construction process.

TANKOA

- ▶ **Location:** Genoa
- ▶ **Web:** www.tankoa.it

Tankoa Yachts is a Genoa-based company that can build yachts from 40 to 100m. It has two climate-controlled sheds of 3,600m² both measuring 90m in length. Additionally a large 250m long quay provides space for berthing.

The shipyard has not yet launched a yacht but has a 69m in build slated for a technical launch that will take place in the second half of June. The Tankoa S693 results from a contract signed in March 2014 between Tankoa Yachts and Yacht-Ology, a Michel Karsenti company, for one of Karsenti's clients. Yacht-Ology is Tankoa's global sales and marketing agent. After delivery she will cruise on the Cote d'Azur sometime in late August and will be officially introduced to the public and the yachting industry during the 2015 Monaco Yacht Show.

Other future projects are under development in the yard are a new 50m and a new 70m, then, Tankoa management is talking about two new 75m – all these projects will be presented at the Monaco Yacht Show 2015. The shipyard has also unveiled a 50m project as well as concepts of 70 and 80m which it says have stirred great interest in the brokerage community. Michel Karsenti, sales and marketing director of Tankoa, says, "Our aim is not to compete with our Italian colleagues, it is to compete with Northern European shipyards. There is a highly tangible reason why our price is higher. But our Italian business model and regulations mean that we will be more competitive than Northern Europe." **SB**

“Our aim is not to compete with our Italian colleagues, it is to compete with Northern European shipyards”

Michael Karsenti | Tankoa

specialises in the construction of naval accessories exclusively in stainless steel.

At last year's Fort Lauderdale Boat Show Rossinavi communicated that it had signed a contract for a new 62m semi-displacement motoryacht, although details to date have been minimal. In March 2015 it announced the sale of *Endurance 50*, an all-aluminium 50m explorer yacht designed for blue-water

general manager.

In 2014 Sanlorenzo launched the first vessel of the new 36.5m SL118 line as well as the first of its new SD112 line of motoryachts. Six SD112 units have already been sold and are in an advanced stage of production. Its first explorer model – the 460Exp, a 42m vessel of 460 gross tonnes was also launched in 2014. In May 2014 Sanlorenzo Americas also announced the



Rossinavi's strength is in the custom field



Sanlorenzo's 42m 460Exp, launched in 2014

ORDER BOOK 2015-2017

BAGLIETTO

Name	Length	Motor/Sail	Designer	Delivery
MY 10219	54m	M/Y	Francesco Paszkowski Design	2015
MY 10217	46.3m	M/Y	Francesco Paszkowski Design	2015
MY 10221	46.3m	M/Y	Francesco Paszkowski Design	2015
MY 10223	43.6m	M/Y	Francesco Paszkowski Design	2015

BENETTI

Name	Length	Motor/Sail	Designer	Delivery
FB262	90m	M/Y	Benetti Stefano Natucci/ Green & Mingarelli	2015
FB265	63m	M/Y	Benetti Benetti/Cristiano Gatto	2015
FB264	62m	M/Y	Benetti Benetti/FM Architetti	2015
FB255	60m	M/Y	Benetti Benetti/Sinot Design	2015
FB257	58m	M/Y	Benetti Benetti/Green & Mingarelli/Green & Mingarelli	2015
FB267	56m	M/Y	Benetti Benetti	2015
FB266	54.8m	M/Y	Benetti Benetti	2015
FB802	50m	M/Y	Benetti Benetti	2015
BF202	42.6m	M/Y	Benetti Stefano Righini/ Redman Whiteley Dixon	2015
BF203	42.6m	M/Y	Benetti Stefano Righini/ Redman Whiteley Dixon	2015
BY004	41.9m	M/Y	Benetti Stefano Righini/ François Zuretti	2015
BY005	41.9m	M/Y	Benetti Stefano Righini/ François Zuretti	2015
BY006	41.9m	M/Y	Benetti Stefano Righini/ François Zuretti	2015
BS006	40.2m	M/Y	Benetti Stefano Righini/ François Zuretti	2015
BF101	38.1m	M/Y	Benetti Stefano Righini/ Redman Whiteley Dixon/AKJ Design	2015
BC132	36.9m	M/Y	Benetti Stefano Righini/ François Zuretti	2015
BK003	31.7m	M/Y	Benetti Stefano Righini/ Benetti	2015
BK004	31.7m	M/Y	Benetti Stefano Righini/ Benetti	2015
BD009	28.5m	M/Y	Benetti Stefano Righini/Carlo Galeazzi	2015
BD010	28.5m	M/Y	Benetti Stefano Righini/Carlo Galeazzi	2015
BD011	28.5m	M/Y	Benetti Stefano Righini/Carlo Galeazzi	2015
BD012	28.5m	M/Y	Benetti Stefano Righini/Carlo Galeazzi	2015
MY10225	55m	M/Y	Francesco Paszkowski Design	2016
FB275	107m	M/Y	Benetti Benetti	2019
FB272	98.4m	M/Y	Benetti Benetti/Zaniz Interiors	2018
FB259	56m	M/Y	Benetti Benetti/Bannenber & Rowell	2016
BF204	42.6m	M/Y	Benetti Stefano Righini/ Redman Whiteley Dixon	2016
BY007	41.9m	M/Y	Benetti Stefano Righini/ François Zuretti	2016
FB701	41.8m	M/Y	Benetti Benetti/Carlo Galeazzi CAT ST/AL 14.5/13.5	2016
BS007	40.2m	M/Y	Benetti Stefano Righini/ François Zuretti	2016
BS008	40.2m	M/Y	Benetti Stefano Righini/ François Zuretti	2016
BF102	38.1m	M/Y	Benetti Stefano Righini/ Redman Whiteley Dixon	2016

BF103	38m	M/Y	Benetti Stefano Righini/ Redman Whiteley Dixon	2016
BF104	38m	M/Y	Benetti Stefano Righini/ Redman Whiteley Dixon	2016
BC133	36.9m	M/Y	Benetti Stefano Righini/ François Zuretti	2016
BK005	31.7m	M/Y	Benetti Stefano Righini/ Benetti	2016
BD014	28.5m	M/Y	Benetti Stefano Righini/Carlo Galeazzi	2016

CRN

Name	Length	Motor/Sail	Designer	Delivery
CRN 134	55m	M/Y	Nuvolari & Lenard	2015
CRN 131	74m	M/Y	Studio Zuccon	2015
CRN 135	77m	M/Y	Studio Zuccon	2017

FERRETTI CUSTOM LINE

Name	Length	Motor/Sail	Designer	Delivery
Custom Line 124	37.8m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Custom Line 108	33m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Custom Line 108	33m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Custom Line 108	33m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Custom Line 97	29.7m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Navetta 33 Crescendo	32.6m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Navetta 33 Crescendo	32.6m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Navetta 28	28.3m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Navetta 28	28.3m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Navetta 28	28.3m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015

FERRETTI YACHTS

Name	Length	Motor/Sail	Designer	Delivery
Ferretti 960	29.2m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Ferretti 960	29.2m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Ferretti 870	26.6m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Altura 840	25.8m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Ferretti 800	24.7m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015
Ferretti 800	24.7m	M/Y	Ferretti Group Engineering- Zuccon International Project	2015

ITALIAN SEA GROUP

Name	Length	Motor/Sail	Designer	Delivery
Admiral Impero 37	37m	M/Y	Luca Dini Design	2015
Admiral Maxima 47	47m	M/Y	Luca Dini Design	2015
Admiral Regale 45	45m	M/Y	Luca Dini Design	2015
Admiral Custom 35	35m	M/Y	Admiral/Owner	2015
Tecnomar Nadara 40	40m	M/Y	Luca Dini Design	2015
Admiral Sail Silent Gigrega	24m	S/Y	Jacques Faroux/De Benedetti & Fiordi	2015

Admiral C Fforce 50	50m	M/Y	Uniellè Yacht Design	2016
Admiral E Motion 52	52m	M/Y	Dobroserdov Design	2016
Admiral E Motion 55	55m	M/Y	Dobroserdov Design	2016
Admiral Impero 38	38m	M/Y	Luca Dini Design	2016
Admiral Impero 40	40m	M/Y	Luca Dini Design	2016
Strato Dynamiq 39	39m	M/Y	Dobroserdov Design	2016

▶ MONDOMARINE

Name	Length	Motor/Sail	Designer	Delivery
SF40	40m	M/Y	Luca Vallebona	2015
M50	50m	M/Y	Hot Lab	2016
M60s	60m	M/Y	Luca Dini Design	2016
M40 Explorer	40m	M/Y	Hydrotec – Sergio Cutolo	2016
M54	54m	M/Y	Luca Dini Design	2017

▶ OVERMARINE GROUP

Name	Length	Motor/Sail	Designer	Delivery
94/03	28.7m	M/Y	Stefano Righini/Overmarine Group	2015
94/04	28.7m	M/Y	Stefano Righini/Overmarine Group	2015
110/02	33.8m	M/Y	Stefano Righini/Overmarine Group	2015
132/01	39.8m	M/Y	Stefano Righini/Overmarine Group	2015
Oceano 42	42.3m	M/Y	Alberto Mancini/Overmarine Group	2016
Mangusta 165/10	42.3m	M/Y	Alberto Mancini/Overmarine Group	2016
-	40m	M/Y	Stefano Righini/Overmarine Group	2017
-	33.5m	M/Y	Stefano Righini/Overmarine Group	2017
Mangusta 165/11	42.3m	M/Y	Stefano Righini/Overmarine Group	2017
Oceano 46	45.5m	M/Y		2017

▶ PALUMBO GROUP

Name	Length	Motor/Sail	Designer	Delivery
40s n.2	40m	M/Y	Hydrotec	2015
57 Classic	57m	M/Y	Hydrotec	2015
Unknown	70m	M/Y	Giorgio e Stefano Vafiadis	2016
Liberty	33m	M/Y	Marco Casali – Too Design	2016

▶ PERINI NAVI

Name	Length	Motor/Sail	Designer	Delivery
C2130	38m	S/Y	Philippe Briand	
C2227 Sybaris	70m	S/Y	Perini Navi	2015
C2232	60m	S/Y	Ron Holland	2016
C2239	60m	S/Y	Ron Holland	2017

▶ ROSSI NAVI

Name	Length	Motor/Sail	Designer	Delivery
Polaris	48m	M/Y	Team For Design	2014
Taransay	39m	M/Y	Rossi Navi/STB Italia	2015
FR031	62m	M/Y	Rossi Navi	2017
FR032	49m	M/Y	Team For Design	2017

FR034	46.8m	M/Y	Fulvio De Simoni	2017
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▶ SANLORENZO

Name	Length	Motor/Sail	Designer	Delivery
MY 46 Steel	46m	M/Y	Francesco Paszkowski	2015
MY 46 Steel	46m	M/Y	Francesco Paszkowski	2015
EX 460 Exp	42m	M/Y	Francesco Paszkowski	2015
EX 460 Exp	42m	M/Y	Francesco Paszkowski	2015
EX 460 Exp	42m	M/Y	Francesco Paszkowski	2016
MY SD 126	38.4m	M/Y	Francesco Paszkowski	2015
MY SD 126	38.4m	M/Y	Francesco Paszkowski	2015
MY SL118	36m	M/Y	Francesco Paszkowski	2015
MY SL118	36m	M/Y	Francesco Paszkowski	2015
MY SL118	36m	M/Y	Francesco Paszkowski	2015
MY SD112	34m	M/Y	Francesco Paszkowski	2015
MY SD112	34m	M/Y	Francesco Paszkowski	2015
MY SD112	34m	M/Y	Francesco Paszkowski	2015
MY SL106	32.3m	M/Y	Francesco Paszkowski	2014
MY SL106	32.3m	M/Y	Francesco Paszkowski	2015
MY SL106	32.3m	M/Y	Francesco Paszkowski	2015
MY SL106	32.3m	M/Y	Francesco Paszkowski	2015
MY SL106	32.3m	M/Y	Francesco Paszkowski	2015
MY SL96	29.2m	M/Y	Francesco Paszkowski	2014
MY SL96	29.2m	M/Y	Francesco Paszkowski	2015
MY SL96	29.2m	M/Y	Francesco Paszkowski	2015
MY SL96	29.2m	M/Y	Francesco Paszkowski	2015
MY SL96	29.2m	M/Y	Francesco Paszkowski	2015
MY SL96	29.2m	M/Y	Francesco Paszkowski	2015
MY SL96	29.2m	M/Y	Francesco Paszkowski	2015
MY SL96	29.2m	M/Y	Francesco Paszkowski	2015
MY SD92	28m	M/Y	Francesco Paszkowski	2015
MY SL86	26.2m	M/Y	Officina Italiana Design	2015
MY SL86	26.2m	M/Y	Officina Italiana Design	2015
MY SL86	26.2m	M/Y	Officina Italiana Design	2015
MY 62 Steel	61m	M/Y	Officina Italiana Design	
MY 60 Steel	58.8m	M/Y	Stefano Natucci	2017
MY 52 Steel	52m	M/Y	Officina Italiana Design	2016
MY 52 Steel	52m	M/Y	Officina Italiana Design	2016
MY SL118	36m	M/Y	Francesco Paszkowski	2016
MY SL118	36m	M/Y	Francesco Paszkowski	2016
MY SD112	34m	M/Y	Francesco Paszkowski	2016
MY SD112	34m	M/Y	Francesco Paszkowski	2016
MY SD112	34m	M/Y	Francesco Paszkowski	2016
MY SD112	34m	M/Y	Francesco Paszkowski	2016
MY SL106	32.3m	M/Y	Francesco Paszkowski	2016
MY SL106	32.3m	M/Y	Francesco Paszkowski	2016
MY SL86	26.2m	M/Y	Officina Italiana Design	2016
MY SL86	26.2m	M/Y	Officina Italiana Design	2016
MY SL86	26.2m	M/Y	Officina Italiana Design	2016
MY SL86	26.2m	M/Y	Officina Italiana Design	2016

▶ TANKOA

Name	Length	Motor/Sail	Designer	Delivery
S693	74m	M/Y	Francesco Paszkowski Design	2015
S501	49.9m	M/Y	Francesco Paszkowski Design	2017
S701	70m	M/Y	Francesco Paszkowski Design	2017