

18th Annual Monaco Superyacht Forum

Tuesday, September 23rd, 2025
Le Meridien Beach Plaza, Monaco



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Steady Through the Storm

Against a backdrop of economic and geopolitical uncertainty, the global superyacht market has remained resilient. The sale and purchase market is active, orderbooks at pedigree yards are robust and creating opportunities for others, consolidation continues, financiers are hitting annual budgets ahead of schedule and law firms, especially in the large yacht segment, report being "busier than ever." At the same time, the industry pushes forward, embracing technology and adapting to the preferences of the next generation of buyers and the requirements of increasing regulation.

Marine Money's Monaco Superyacht Forum is designed to leverage your Monaco Yacht Show experience. Timed to take place the Tuesday before MYS opens and featuring a market focused agenda, Marine Money's Monaco Superyacht Forum offers valuable business intelligence and brings together the people you want to see in an atmosphere designed for networking and business development.

8:30 Conference Registration Opens

Welcome coffee and light refreshments

9:20 Welcome

Mike McCleery, Marine Money

Conference Chairman: Bob Allen, Founding Partner, Robert Allen Law

9:25 Superyacht Market Update

Historical versus current Data on the Orderbook, Sales, Charter Market, Trends, Builders and Market Outlook

Heather Parkman, Director of BOATPro, Boat International

9:45 The Long-Awaited New Marina in Hong Kong: Not 1 but 4!

Hong Kong is building four new marinas and yacht sales will follow. Learn the latest on the opportunities that will come from these new marina developments.

Benjamin K.F. Wong, Head of Transport, Logistics and Industrials, Invest Hong Kong

10:00 U.S. Trade Policy and its Impact on the Superyacht Industry

Louis E. Sola, Former Chairman of the United States Federal Maritime Commission, Founder, Evermarine, Partner, Thorn Run Partners

10:20 Superyacht Builder Summit

- **Market Agility & Resilience:** Are the current orderbooks “robust” because of genuine demand or backlog inertia?
- **Client & Product Evolution:** How do next-gen buyers (first-time HNWI, younger demographics, new regions) change the product brief? How are sustainability mandates, and propulsion tech influencing buyer/investment decisions?
- **Globalised Industry:** How does your region help/hinder the following: Client Geography, Supply chains and labour composition (in-house v outsourced), Geopolitical Issues & global shipping costs?

Barbara Amerio, CEO, Amer Yachts - Permarmare Group

Tim Kershaw, Sales & Marketing Director, Dunya Yachts

Chris Blackwell, Sales & Marketing Manager, Echo Marine Group & Echo Yachts

Erwin Bamps, CEO, Gulf Craft

Moderator: Jo Assael, Yachts Commercial Director, IRI/The Marshall Islands Registry

10:45 Break

11:20 Navigating HNWI Relationships in Yachting

- Understanding the Modern HNWI Client: Values, Expectations & Mindset
- First Impressions Matter: Acquisition Strategies That Work
- Relationship Management: Trust, Transparency & Long-Term Value
- The Power of Storytelling & Communication in the Sales Process
- Standing Out in a Crowded Luxury Market

Nada Serafini, Head of Sales, Pershing and Itama Yachts

Carmen Lau, Senior Advisor, Camper and Nicholsons

Eleonora Pitasso, Superyacht Industry Expert

Vivika Pascoli, Private Clients Manager, Döhle Yachts, Monaco

Moderator: Andrea Tagliaferro, Marketing Strategist, Growth Marketer, Host of Yacht Femme

11:45 Crew Excellence: The Foundation of a Flawless Yachting Experience!

The session will highlight the essential role of crew in delivering a safe, efficient, and enjoyable superyacht experience. It will explore what defines an excellent crew and how the industry can promote professionalism, teamwork, and continuous improvement.

Julian Smith, Regional Director, Europe and Middle East, Maritime Authority of the Cayman Islands

Laura Beard, Welfare of Yacht Crew Project Manager, International Seafarers' Welfare and Assistance Network (ISWAN)

Graeme Lord, Director, Professional Yacht Crew Cayman Ltd

Moderator: Peter Southgate, Regional Director Americas/Yacht Code Specialist, Maritime Authority of the Cayman Islands

12:10 Today's Superyacht Finance Market

A variety of capital providers to the sector discuss the opportunities and challenges in today's market and provide an update on their activities and offerings.

Toby Robilliard, Head, Marine & Aviation Finance, Investec Bank plc.

Steven Hawkins, Managing Director, JP Morgan Private Bank

Willem Steenkamer, CEO, St Julian's Maritime Finance Ltd.

Zack Hamric, SuperYacht Financing Specialist, Azul Marine Lending LLC

Olivier Blanchet, Head of Jet & Yacht Finance, BNP Paribas

Moderator: Claudia Casalis, Partner, Robert Allen Law

12:35 In Focus: Marco Valle, Chief Executive Officer, Azimut I Benetti Group

in conversation with: Bob Allen, Founding Partner, Robert Allen Law

1:00 Luncheon

2:20 Social Media and the Superyacht Industry

From “it's interesting, but there's no way you'll sell a boat from it,” to accounting for 20% of sales for some companies today, social media is an ever-growing force in the market. Here we discuss the differences in social media approaches (the individual vs. the company), recent trends in lux buying, best platforms to reach different audiences (Gen Z, Baby Boomers), and much more with leaders in superyacht social media.

Alex Jimenez, aka TheYachtGuy – social media and content creator for the superyacht industry

David Seal, Founder, Yachts For Sale, Yachts For Charter, and Yacht Builders YouTube Channel

Matthijs Rhee, aka MrSuperyachts

Moderator: Bob Denison, President, Denison Yachting

2:50 Mercy Ships

Bryce Wagner, Executive Director for Global Corporate Partnerships, Mercy Ships International

3:00 One Big Beautiful Panel: The Builders' Perspectives from the United States

- The Impact of the One Big Beautiful Bill (OBBB) on the Market
- Tariff Effects
- US Buyer Behavior, Preferences
- Post Covid Market Update

Pietro Berardi, CEO, Sanlorenzo of the Americas

Federico Ferrante, President, Azimut I Benetti Americas

Timothy Hamilton, Director, Lürssen Americas

Simone Meletti, CFO & Managing Director, Ferretti Group of America

Moderator: Umberto C. Bonavita, Partner, Robert Allen Law

3:25 Break

3:50 The Broker's Cut: Who, When, and How Much?

- What happens when a broker not named in the MOA or in a building contract for a yacht sale claims that they introduced the buyer and are entitled to be paid commission? Who is primarily liable to pay, and what rights do the various parties to the transaction have?
- What is the amount (percentage) of commission typically paid in the market and for different types of yachts (i.e. what's at stake)?
- What does a broker typically have to prove as a matter of law, in order to have a valid claim for commission if this is not otherwise acknowledged?
- Would regulating brokers reduce this issue? What about non-traditional brokers or 'introducers'?
- How can parties protect themselves, if at all, to ensure that they are not vulnerable to claims from people who did not have a material involvement in the deal?

Consuela Parvescu, General Counsel, MarineMax Superyachts Division

Avv. Georgia Agù, Group General Counsel, Azimut I Benetti Group

Moderator: Linda Roxburgh, Partner, Stephenson Harwood LLP

4:10 Executive Update: Developments in the Online Auction Market for Yacht Sales

As the market fluctuates, there is more and more need for expedited sales for larger yachts. Learn about advances in the online auction market for yacht sales including the criteria that make an online auction the optimal solution.

G. Robert Toney, Founder, National Liquidators / YachtAuctions.com

4:25 Brokers Summit – The Year Behind and the Year Ahead in the Sale (New orders and S&P) and Charter Markets

Bob Denison, President, Denison Yachting

Mike Carlson, Founding Partner, 26 North

Kevin Merrigan, Chairman, Northrop & Johnson

Jim Evans, Managing Director, SuperYachtsMonaco

Moderator: Ezio Dal Maso, Partner, Head of the Yachting Team, Stephenson Harwood

4:55 Closing Remarks

Cocktail Reception to Follow – Graciously sponsored by

