



# THE SUPERYACHT SHOW

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FOR IMMEDIATE RELEASE

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**The Large Yacht Brokers Association (LYBRA\*) has today revealed plans for an exciting new superyacht show with a fresh, unique and appealing format. THE SUPERYACHT SHOW will take place from 2-5 May 2018 in OneOcean Port Vell, Barcelona. It will offer buyers and charterers, as well as their brokers and representatives, the opportunity to step on board some of the finest superyachts in the world, in an exclusive and private setting, alongside a hand-picked selection of some of the world's premier luxury products and lifestyle brands.**

Traditionally, boat shows have a strong business-to-business element whereby industry professionals come together to trade specialist products and services. These are essential elements for builders and operators, but they're not conducive to creating a truly "luxury experience" for yacht buyers. THE SUPERYACHT SHOW will be a client-centric showcase that delivers the optimum buyer experience by attracting the highest quality superyachts and yachting companies, the most prestigious sponsors, global luxury brands, and the most discerning visitors. The quayside experience for the ultra-high net worth clients and their representatives is specifically designed to be relaxed, elegant and enjoyable.

Jonathan Beckett, President of LYBRA comments: "Our long-term plans are ambitious but also realistic. The idea of a client-focused show was put forward several years ago and we've been working on the details for quite some time. We have a great team in place and while our expectations for the first year are modest, I'm confident we're laying a very solid foundation for the future. 2018 will see the participation of all our member companies and in 2019 we aim to incorporate a number of top quality shipyards and other exhibitors. Everyone is welcome to visit the show since our ultimate aim is to benefit the clients, brokers and the industry as a whole."

Eric Blair, Secretary General of LYBRA adds: "The collective fleet of superyachts that LYBRA members represent for sale and charter is hugely significant. Our members are acutely aware of their responsibility to exhibit their client's vessels at a time and place that is most likely to produce serious enquiries from qualified buyers. Over time, we therefore plan to develop the show into the definitive, pre-summer buying opportunity in the Mediterranean. The LYBRA members have both the ability and desire to bring together a world-class display. Our members' long-term vision is not simply to create another superyacht show; their vision is to create THE SUPERYACHT SHOW.

The inaugural event will be held in the private marina of OneOcean Port Vell\*\* in the heart of Barcelona. Ignacio Erroz, General Manager of OneOcean Port Vell observes: "The luxury world is changing. Affluent clients are now increasingly driven by lifestyle experiences, creativity and individuality. They seek experiences that are inspiring and interesting. OneOcean Port Vell and our beautiful, vibrant city of Barcelona can offer an abundance of incredible things to see and do. We're delighted to welcome THE SUPERYACHT SHOW and to host a world-class fleet that adds yet another attraction to the myriad wonders of our city."

*A strictly limited number of exhibitors and sponsors are being invited to participate in 2018. If you are interested in participating or would like further information, please visit:*

[www.thesuperyachtshow.com](http://www.thesuperyachtshow.com)

**\*About LYBRA:**

LYBRA is a trade association for superyacht brokerage companies who have a fleet of Central Agency yachts with a length greater than 30 metres. It aims to bring the biggest companies together to discuss current issues and to address the future concerns of the superyacht industry, which are common throughout each individual company, regardless of the industry competition they may face day-to-day. LYBRA aims to allow the large yacht companies the ability to speak as one voice on issues that affect them and to maintain one common policy for owners and purchase or charter clients. THE SUPERYACHT SHOW is one of several ways in which LYBRA aims to be a positive driver of change and improvements in the global industry.

**LYBRA Members:**

Burgess, Camper & Nicholsons International, Edmiston, Fraser, IYC, Merle Wood, Northrop & Johnson, Ocean Independence and Yachtzoo.

[www.lybra.org](http://www.lybra.org)

**\*\*About OneOcean Port Vell:**

OneOcean Port Vell is a world-class home port for superyachts, perfectly positioned in the heart of Barcelona. Originally built for the 1992 Olympic Games, the marina recently completed its transformation to a 148-berth luxury facility, creating the ultimate destination for yachts up to 190 metres. No-compromise luxury facilities ensure owners, guests, captains and crew have everything they need to enjoy the best in safety, security, comfort and entertainment while benefiting from all

the services a city can offer. As one of only a handful of genuine city-centre marinas in the world, we also have the best of Barcelona and Catalunya on our doorstep, while the Mediterranean hotspots and islands are only a short cruise away.

[www.oneoceanportvell.com](http://www.oneoceanportvell.com)