



ISAF CONNECT TO SAILING SEMINARS Speakers and Panel of Experts

ISAF Annual Conference November, Estoril, Portugal
1430-1800 hours on Sunday 4 November 2007

Alistair MURRAY - Managing Director and partner, Ronstan International Pty. Ltd.
Founder and Chairman of "International Sailing Summit".

Ronstan is an Australian based manufacturer of sailboat hardware and architectural fittings. Now one of the three largest in the world, they sell to 40 countries and have offices in 7 countries, with manufacturing in Australia and Denmark. The range includes blocks, cleats, travelers and rigging components for boats ranging from Optimists to Maxis.

The first International Sailing Summit (ISS), was conceived and run by Alistair in Geelong, Australia in 1999 and has now been held in five countries with the 9th ISS scheduled for the Paris Boat Show in December, 2008.

The ISS is a gathering of the leaders of the sailing industry and the top administrators of the sport to promote participation in sailing. Outcomes include the concept for Connect to Sailing and the establishment of many national sailing industry groups that share best practice for initiatives to increase participation.

Alistair is the Recipient of the "Victorian Governor's Award" in 1989 for outstanding contribution to export by an individual; the Melbourne Marine Week Industry Achiever Award, 1999, 2002 and 2007; the Federal "Centenary Medal" 2003; "2004 Australian Export Hero Award" from the Governor of Victoria. He has held many positions in volunteer led marine industry organisations and continues to be a major contributor to industry strategy for the development of the sport and increased participation.

Sally HELME - Group Publisher, The Sailing Company

The Sailing Company is the sailing division of Bonnier Corporation, a leading US special interest media company. Sally manages their three Newport (Rhode Island) based titles: *Cruising World*, *Sailing World* and *Power Cruising* magazines. She has served on the boards of Sail America, the National Sailing Industry Association and US Sailing. As vice president for marketing for Sail America she led the development of their award-winning consumer outreach program "Discover Sailing." She currently represents the sailing sector on the Marketing Committee for the NMMA's nationwide "Grow Boating" Initiative.

Sally has managed the North American Sailing Industry Study for over 15 years which produces annual statistics on sailboat production, imports and bareboat charters. This study is considered the benchmark for the sailing industry in the US and is a model that other countries aspire to.

Each year the Sailing Company contacts some 300 companies actively engaged in sailboat manufacture, importing, or chartering. Over 90% of the companies voluntarily provide their data to an independent third party research company who produce a report released annually in February detailing the previous year's results. The confidentiality of each participating company's data is assured and has never been breached. The Sailing Company's data and annual report on "The State of the Sailing Industry" is used by the NMMA in their annual statistical abstract of the US marine industry. The Sailing Company invests in this study as a service to the industry and the sport, and makes the report available free of charge to all who request it.

IBI Consulting

The Partnership specialises in customised market research, financial consulting and strategic advisory services for the Marine Industry and provides a unique service to those wishing to buy, sell, invest in, expand or otherwise develop a marine business. The four partners headed by Nick Hopkinson have highly complimentary skills and experience.

Nick has been with IBI since 1972 and is now Publishing Director within the IPC Media Marine Group with specific responsibility for Business to Business services.

Phil Draper is widely acknowledged as the leading Industry authority on boat builder activity and has first hand experience of the industries products from hundreds of plant visits and ten years of testing power and sailing yachts for leading consumer magazines.

Eric Pilat is the corporate finance expert with a strong background in engineering and naval architecture. He has been involved in corporate finance, mergers and acquisitions, and capital restructuring at the highest levels.

Arlene Sloan Baxter is an expert in market research, competitive analysis studies and market entry strategies. She has worked with industry, government and commercial agencies throughout the world to assess markets and craft trade development strategy for marine manufacturers.

Toby ALLIES - Head of Sales & Marketing at Pendennis Shipyard

Toby recently joined Pendennis from the British Marine Federation where he directed the international development programme and project managed the Superyacht UK Association. He was directly responsible for the Superyacht UK Tour of Excellence, superyacht yard tour programmes and the International Meet the Buyer initiative.

At Pendennis he is responsible for securing refit and new-build projects and the international marketing of the yard. Toby was recently elected as the Vice Chairman of the Superyacht UK Committee and is a member of the Superyacht Builder's Association.

Pendennis started to build large yachts in 1988 with the 125' ketch "Taramber" They have since developed and maintained a reputation for building and refitting luxury motor and sailing yachts to the highest standards and have grown into a multi-faceted company building motor and sailing yachts up to 60m and refitting those up to 70m.

Toby's background and experience gives him a unique insight into the Superyacht industry

David GRAHAM - Managing Director Performance Sailcraft Europe Ltd, President Vanguard Sailboats

Dave has spent all his career in sailing related activities. Starting in teaching sailing, he joined the Laser company in the mid 1990's and quickly worked his way up the organization through sales to senior management. He now runs the largest company in its industry sector with world wide sales of a range of sailing boats under 20ft led by the single handed Olympic class Laser.

In April this year the holding company of Performance Sailcraft Europe Limited and Laser Sailboats Limited acquired Vanguard Sailboats in the US. The enlarged group now operates from centres in the UK, North America, France, Hong Kong, Dubai and Australia.

The brand Laser is the most famous sailboat brand in the world with its origin in the Olympic Laser with now over 190,000 sold since it was first launched. The range of products now offered by the Group covers a broad spectrum with each product carefully developed and targeted at specific users with an increasing focus on entry level sailors. The group has recently moved into sailing academies with its first operation based at the Weymouth & Portland National Sailing Academy.

Jonathan BANKS – Executive Director, Sail America

Jonathan Banks is the Executive Director of Sail America. He has over 20 years international business management and marketing experience with leading companies in the marine, electric vehicle, automotive, sporting goods, and telecommunications industries.

Established in 1990 and based in Newport, RI, Sail America is a member driven trade association for the US sailing industry. It now has over 500 members representing all segments of the sailing market; from boat builders to sailing schools, charter companies to publishers.

It has a dedicated staff, 17 Directors, a six-member Executive Committee and is an independent affiliate of NMMA

Sail America's mission is to promote the health and growth of SAILING. In addition to running Strictly Sail® Boat Shows and SailFests, it promotes the sailing lifestyle, introduces thousands of new people to sailing, generates qualified sales leads, distributes industry and market information, provides valuable business tools and education, facilitates networking events, and supports industry-wide initiatives such as Discover Sailing and Grow Boating.

Mark MERRITT - Group CEO Formula Yacht Spars Ltd - Committee member Super Yacht UK

Formula Yacht Spars was incorporated in the 1990's. Mark joined the company in January 2004. Formula is now a world leader in both aluminium and performance composite spars for the Superyacht industry with the technical capabilities to design and build spars for sailing yachts from production cruisers to the world's ocean racers. The company has been involved in Volvo 70 and America's Cup projects. The Formula Group companies are based in the UK, France and Holland.

Superyacht UK was launched at the Monaco Yacht Show in 2004 and has become a flagship association within the British Marine Federation with over 130 members

operating in the design, build, supply chain and service provision of yachts over 24 metres load line length.

Peter DURHAM – BIC Sport Windsurf & Open BIC Manager

Peter has worked in the windsurfing industry since the age of 15. He has an International background, working for Neil Pryde in Hong Kong and France before joining BIC in 2006. In his current role based in France he manages the BIC Sport sailing product range including responsibility for external suppliers, product development & positioning and International sales.

Founded in 1979, BIC Sport was a pioneer in the sport of windsurfing. They were the forerunner in surfboard mass-manufacture and remain a World leader in the windsurfing industry. In the last 10 years they have branched out into surf, kayaks, kitesurf and sailing dinghies with a mission to provide quality and innovative products at the best price. They were the instigator behind new windsurfing techniques for the young. The BIC Techno 293 OD is now recognised as the “pathway” class for junior windsurfers looking to progress through to elite level Olympic sailing

Based in Vannes, Brittany, France they manufacture over 65 000 sporting products each year with 60 % of the production exported to over 70 countries worldwide.

Paul WUYTZ – Commercial Manger ISB Group (Dufour and Grand Soleil Yachts)

Paul graduated as an economist. He spent the first 15 years of his career in the marine industry at ETAP Yachting in Belgium leaving to join Beneteau where he stayed for 8 years. For the last 4 years he has been with ISB Group as Commercial Manager.

Dufour have the third largest yacht sales in the world and are at the core of the keel boat market. Grand Soleil are synonymous with performance and luxury.