



THE SUPERYACHT SHOW

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FOR IMMEDIATE RELEASE

THE SUPERYACHT SHOW, PALM BEACH 2020

The Large Yacht Brokers Association* (LYBRA) has today announced plans to hold an exclusive private event at the Rybovich Marina in West Palm Beach from 25 - 29 March 2020. This joint initiative will bring together an exceptional selection of the finest superyachts from right across the world for both sale and charter.

The Superyacht Show, in cooperation with the Superyacht Builders Association (SYBAss) and the Superyacht Life Foundation, 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, luxurious and private setting, just a few minutes' drive from the heart of Palm Beach. Complementing the on-water display will be a hand-picked selection of new designs and innovations presented by some of the leading international shipyards.

Raphael Sauleau, President of LYBRA commented: "For the last two years, we've been organizing The Superyacht Show in Barcelona with very positive results. This experience has shown us that there's a strong appetite among our clients, and in the wider market, for a truly client-centric show. This event is a completely different concept from anything currently in the market-place. We will simply have a line-up of top-quality yachts available for private viewings; no crowds, no queues, no trade stands; just a relaxed, elegant and enjoyable experience for all. The final line-up will be a carefully-curated showcase of the finest yachts available". Sauleau added: "Rybovich's purpose-built superyacht facility is already home to many of the largest private yachts in the world, it's therefore a natural place for us to invite and host yacht owners, buyers and charterers."

Theo Hooning, Secretary General of SYBAss commented: "SYBAss is delighted to be working alongside LYBRA and Rybovich to create a more client-focused event. Our members are united in their vision to proactively bring about positive changes to yachting events so that new clients will be attracted by the superyacht lifestyle. We firmly believe that collaboration and cooperation among the key players in the industry is the best strategy for long-term success."

The Superyacht Show's primary objective is to deliver an exceptional experience for yacht buyers and charterers but the participating organizations are also united in recognizing that the event is a prime opportunity to work together with other key players and to help further the interests of the industry as a whole. We therefore look forward to ongoing, close collaboration with clients and all key industry partners to ensure that The Superyacht Show delivers great results for all stakeholders.

If you're interested in attending or would like further information, please visit:

www.thesuperyachtshow.com

IMAGES ATTACHED

Royalty-free image available for unrestricted Editorial use.

***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 meters. 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, Edmiston, Fraser, IYC, Northrop & Johnson, Ocean Independence, Y.CO and Yachtzoo.

www.lybra.org