



Amsterdam, 14 May 2024

World's most important Superyacht Associations join METSTRade Superyacht Content Board

METSTRade, the leading event in the leisure marine industry, is pleased to announce the establishment of the Superyacht Content Board, aimed at fostering stronger ties with the most significant associations in the superyacht sector. With 1,540 exhibitors and 18,630 professionals, METSTRade stands as one of the foremost B2B gatherings in the industry, showcasing innovation, networking opportunities, and advancements in leisure marine technology and equipment.

With the recent acquisition of The Superyacht Forum, METSTRade solidifies its commitment to address the educational needs of the entire superyacht value chain. It is imperative to actively engage the voices of these key industry associations in shaping the show's agenda and delivering content that propels the superyacht industry forward.

Comprised of leading trade associations in superyacht building, brokerage, refit, and operations, the board will gather biannually in April/May and November during METSTRade. On May 7th, the Superyacht Content Board convened for its inaugural meeting in Amsterdam, providing guidance on METSTRade, including its Superyacht Pavilion and The Superyacht Forum, with a focus on the most recent industry advancements. This collaborative approach ensures that the show's content program is curated *by* industry professionals, *for* industry professionals, ensuring optimal alignment with the sector's evolving needs.

The esteemed members of the Superyacht Content Board include:

- International Council of Marine Industry Associations
- International Yacht Brokers Association
- MYBA The Yachting Association
- Professional Yachting Association
- Superyacht Builders Association
- The Superyacht Alliance
- The International Association of Marine Investigators

Niels Klarenbeek, Director of METSTRade, remarked, "the establishment of the Superyacht Content Board underscores the exceptional relationship between METSTRade and the superyacht industry. We are delighted by the overwhelming

support from the industry's most influential associations. METSTRADE is renowned for its *'for the industry, by the industry'* ethos. I am confident that the Superyacht Content Board will enhance our Superyacht Pavilion, its educational components, and fringe events."

Over the years, the Superyacht Pavilion (SYP) at METSTRADE has experienced exponential growth, emerging as the fastest-growing segment of the premier B2B event for leisure marine professionals worldwide. The organisers are mapping out their path for upcoming editions, with the highly anticipated 2025 edition on the horizon, and are also preparing to reveal expansion plans that will add another dimension to the event, focusing on superyacht advancements and innovation.

The collaboration between METSTRADE and these esteemed associations marks a significant milestone in the evolution of the superyacht sector, promising greater innovation, collaboration, and excellence in the years ahead.

About METSTRADE

METSTRADE is the world's largest trade exhibition for equipment, materials and systems for the global leisure marine industry. Organised by RAI Amsterdam in cooperation with ICOMIA (International Council of Marine Industry Associations), METSTRADE's target global audience includes yacht builders, naval architects, refit yards, distributors, dealers, wholesalers, captains, marina owners and marine equipment manufacturers. METSTRADE 2024 will run from 19-21 November at the RAI Convention Centre in Amsterdam. [metstrade.com](https://www.metstrade.com)