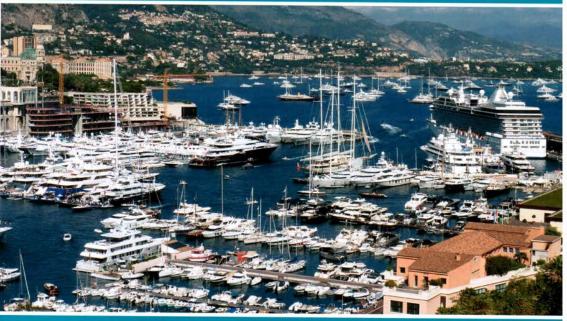
## Word on the Sea







## Around the World in One Week

Yellow & Finch's Marco Geels in Monaco

Every year, one event whisks me around the world in just five days - the Monaco Yacht Show. Although this year was lucky number seven for me, the scope of people and projects I come across still surprises me. The first

morning, Heesen Yachts wasted no time to announce their new yacht series, which focuses on high performance and low running costs - a prevalent client desire.

believe me, it's worth googling.

"... the atmosphere was ripe

for swapping secrets

of the trade."

That evening, the Deutsche Yachten (German Yacht) group kicked the week off with drinks at their quayside booth. The packed party gave me chance to catch up with German companies Wolz Nautic, Piening Propeller, Spectec and Fuchs. I discovered Yachtlite was the lighting genius behind the first-ever illuminated helideck onboard the 72m Stella Maris. I also spoke with

The next day, my colleague Courtney and I toured the incredible 74m Mogambo with Holger Kahl of Nobiskrug. I can't give away too much - we'll feature this Germanbuilt beauty in the next SuperYacht Industry. Courtney and

Dornbracht about their world's most expensive shower -

I also had a delightful, candid chat with rough-and-tumble Southerner Billy Smith from Mississippi-based Trinity Yachts. Generated on a false economy, he believes the industry won't see numbers like it saw in 2006-2007. His

> advice to survive this economic climate? Diversify. Venture into new areas for revenue, a trend I started to see throughout the

Every evening tough, the real parties started. Whether kickin' back with a few beers from our friends at Hamann, Blücher, Vacompact and Nicoverken or sipping champagne at Hotel de Paris with Italy-based Palumbo - the atmosphere was ripe for swapping secrets of the trade.

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