

Marine Dragon Consulting Ltd



**Business Intelligence
& Services
For the Yachting Industry in China**

August 2008

www.marinedragon.com

Overview



In a context of globalization of the world marine industry, China has recently appeared as serious contender for boat building on one hand, and as great new market for international boat and equipment manufacturers on the other hand.

Already more than 150 yards are already manufacturing recreational boats mainly for exports. Already ranked second for shipbuilding, China has already entered the top 10 yacht makers. Marine Dragon Consulting is estimating the export value of pleasure boats at USD 220 million for 2007.

With 10 operating marina and another 20 marina projects, increasing income and demand for leisure, China will become in the coming years a significant boating market. Marine Dragon Consulting estimates the domestic market to reach USD 70 million in 2007.

In this picture, Guangdong Province and Shenzhen are playing pioneer and leading role in the development of Chinese marine leisure industry and market

Why MDC ?



MDC is a project management and services company registered in Hong Kong with basis in Shanghai, Zhuhai and Qingdao. We are specialized in the development and the promotion of the yachting industry in China.

MDC acts as a turnkey solution for customers worldwide who desire to build, source or distribute yachts in China. MDC has therefore built up **comprehensive network** and strong relationships with numerous Chinese shipyards, equipment manufacturers, marinas, media and other yachts dealers or brokers.

By spending most of his time on the ground **acquiring information**, MDC is able today to provide accurate data for the Chinese yachting industry. By attending numerous **yachting events** in China and by sailing as well in China, MDC has a very good understanding of today's Chinese yachting market and culture.

MDC Fact Sheet



BR Number: 1018044

Registered Office: Room 806 Capitol Center, 5-19 Jardine's Bazaar
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Number of Employees in China: 4

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Turnover 2007: > HKD 1,000,000

CV Adrien Magnan



- Graduated from **MBA HEC Paris**, leading business school in Europe
- **5 years experience** in finance and marketing
- 5 years extensive **research** on Chinese yachting industry
- Strong **network** on the world yachting industry
- Speaks French, English, German, **Chinese**
- **Main shareholder** and Managing Director of Marine Dragon Consulting
- Member Royal Hong Kong **Yacht Club** & Shanghai Boat and Yacht Club
- More than 30,000 nautical miles sailed around the world
- Based in Hong Kong and **Shanghai**



Yard Visit in Nantong



Shanghai Boat Show with French marine Federation President



Sailing Regatta in Shenzhen with Chinese Yachting Association



Quality Control in Xiamen

References 1/5



International yachts makers to enter Chinese Market:

Atlantis (Azimut-Benetti Group), Italy

March 2007 – April 2007



- Market Survey Chinese Boating market
- Analysis of market potential for Atlantis Yachts
- Scouting of potential agents and dealers in China
- Meetings and negotiation assistance until dealership signature
- Quarterly Dealer performance Review
- Competition and market watch out
- HR, PR and Marketing support

Similar Cases in 2007-2008:

Mustang Marine (Australia), AICON Yachts (Italy), Monterrey Boats (USA), Nautitech (France)

References 2/5



International marine equipment makers to enter Chinese Market:

CATERPILLAR, USA June 2008

利 星 行 機 械
LEI SHING HONG MACHINERY



- Market Survey Chinese Boat Building Market
- Valuation of market size for Marine Engines in China
- Market Shares by Engines Makers
- SWOT Analysis of Caterpillar Marine Engines in China
- Dealer Support

Similar Cases in 2007-2008:

Westerbeke Marine Generators (USA), Hempel Marine Paints (Denmark), Kohler Generators (USA), Webasto Marine Air Conditioning (Germany)....

References 3/5



International marine federation for business intelligence and trade mission organization:

AIMEX, Australia April 2007



**AUSTRALIAN
MARINE EXPORTS**

- Market Survey Chinese Marine Industry and Market
- SWOT Analysis of Australian Marine Professionals in China
- Trade Mission organization, Shipyards and Marina Visits
- Match Making Sessions between Chinese and Australian marine professionals
- PR and Marketing Support

Similar Cases in 2007-2008:

HISWA (Holland), FIN (France), UCINA (Italy)...

References 4/5



Journalism and Reports in Yachting Media:

China Boating, China 2006 - 2008

CHINA 中华宝艇
BOATING

- Monthly Talking Points on Market Analysis
- Special Reports on Domestic or International Boat Shows
- Special Report on new Yachts Launched in China
- Special Report on new Marina and waterfront Development
- Statistics and Data

Similar Cases in 2007-2008:

Ocean Magazine (Australia), The Yacht Report (USA), IBI (UK), Yacht Capital (Italy), Asia Pacific Boating (Hong Kong)...

References 5/5



Marina and Waterfront Developers:

NDA, China December 2007



- Market potential and SWOT analysis for new Marina in Hong Kong
- Marina Business Model and Profitability study
- Advice on Marina Management
- Yacht Race Business in the World and potential for Hong Kong
- Benefits of Marina and active sailing program to City Brand Image and attractiveness towards international investors

Similar Cases in 2007-2008:

Dalian, Qingdao, Shanghai new marina projects ...

MDC Partners in China



—→ Yachting Media



—→ Marine Designer and Urban Planning



—→ Transportation and Logistics



—→ Sailing and Racing



—→ Design and Engineering



—→ Boat Show



Conclusion



Mutual trust and in-depth understanding of our your business needs are essential for developing personal and long term relationships.

We solidly protect your interests by providing the peace of mind that comes from dependable and loyal client relationships. Top quality, mutual confidence, and hard work are the main shared values between MDC and a team of contributors who together make up a strong and efficient network of professionals.

We believe that high quality is about much more than delivering the agreed services at the agreed time. We also believe that close collaboration with our clients is essential to successful management of their overall business process

Adrien Magnan

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