

YOUR GUIDE TO THE PALMA INTERNATIONAL BOAT SHOW 2024

PALMA BOAT SHOW SPECIAL EDITION



Majorca **Daily Bulletin**
MEDIA GROUP



**INSIDE: SAINT
GEORGE PROVES
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PIBS PALMA INTERNATIONAL BOAT SHOW

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 PALMA SUPERYACHT VILLAGE

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www.palmainternationalboatshow.com
www.palmasuperyachtvillage.com



What's happening at the Yacht Show this year?



PALMA INTERNATIONAL BOAT SHOW PROGRAMME FROM THURSDAY APRIL 25 TO SATURDAY APRIL 27

By Erica Lay

With events like these, things are subject to change so keep an eye on social media or the website for any updates/changes! www.palmainternationalboatshow.com/agenda-pibs-24/

THURSDAY, April 25

► **12pm:** Inauguration of the Palma International Boat Show 2024

Location: Main entrance of PIBS fairground.

► **5pm:** Visit by participants of the Balearic Superyacht Forum to the PIBS.

► **5.30pm - 7.30pm:** ACREW Sunset Drinks - Superyacht Square

FRIDAY, April 26

► **10am - 6pm:** Mallorca Yachting Summit (more info below)

Location: Port Centre Building

► **11am:** Presentation of the King Jaime Regatta (provisional)

Location: Fairground of Moll Vell (access through the main entrance).

► **12pm:** Presentation of the Golden Cup Badalona Regatta

Location: Fairground of Moll Vell (access through the main entrance).

► **5pm:** Award presentation for the Marcial Sánchez Barcáiztegui prize and tribute to Alcudiamar Location: Fairground of the Palma International Boat Show (access through the main entrance)

► **5pm:** Presentation of the ORIGEN project

Location: Verata Handcrafted Eco Yachts booth (B42)

► **6pm - 10pm:** Celebration of the 40th anniversary. Music and entertainment.

► **8pm - 9pm:** Get Together at FOSH Oasis, Palma Superyacht Village, ending with a drone show visible from different parts of the city.

SATURDAY, April 27

► **10am:** Press Breakfast at FOSH Oasis

► **5.30pm - 8pm:** Palma Gin Closing Party, Superyacht Square

Mallorca Yachting Summit

As mentioned above, this year there's a new event on the Friday which will happen throughout the day in the Palma Port Centre Building, just on the side of the Moll Vell show ground. Organised by the Superyacht Village this is a special event targeted towards those looking to share knowledge and learning. The schedule is as follows:

► **10am:** Welcome Coffee

► **10.30am:** Repsol Presentation - Raul Garcia will be talking about the decarbonization of the marine industry.

► **11am:** Innovation Corner Round Table - conversations with start ups hosted by Gabbi Richardson and guests.

► **12pm:** Network Marine - Patricia

Bullock will talk about Charter Licencing in Spain, and also Vessel Flagging in Malta.

► **12.30pm:** IEC Telecom - Amadou Tidiane Diallo will present on how to "Unleash the Power of Starlink: Uninterrupted Internet for your Yacht".

► **1pm:** Baltic Yacht Service - Olimpia Corral, COO of Baltic Yacht Service & Refit Mallorca, will talk about Services and Refit.

► **1.30pm:** Engineered - Ben Pym, Managing Director, discusses Alternative Fuel Technology and Decarbonisation for the Superyacht Industry.

► **3pm:** Maritrace - Thomas Owen addresses advanced tracking for the superyacht industry.

► **3.30pm:** Blue Duck - Jessica Evans and guests hosts a panel discussion on Mental Health in the yachting industry.

► **4pm:** Balearic Marine Cluster - Pedro Suasi gives a presentation of the First Nautical Sector Report of the Balearic Islands.

► **4.30pm:** Sustainability Corner Ethical Yacht Wear - Lauren Wardley and guests host this Sustainability Seminar, discussing impactful change makers, and how to make sustainable waves within the yacht industry.

► **5.30pm:** Wine Tasting

Another daily event happening in tandem with the PIBS, is the famously good ESTELA Breakfast Seminars. Held every morning from 8am - 10.30am in Restaurant Varadero next to the STP

yard entrance, 4 minutes walk from the Superyacht Village, each day has a different panel with a different topic to discuss. Registration is free and breakfast is included! ESTELA Superyacht Agency organise events which are designed to be informative and bring the yachting community together. To secure your place go to www.estelashipping.es

Day One 25/4: 'Sustainability on board and in yards'

Moderated by Claire Ferandier-Sicard, CEO, ETCY

► Leah Tennant, Washdown

► David Gates, Superyacht Rubbish

► Lucía Mingot, Astilleros de Mallorca

► Name TBA, Fraser Yachts

► Nigel Marrison, Blue ESG

Day Two 26/4: 'Crew careers, health & well-being'

Moderated by Erica Lay, El Crew Co

► Capt Will Kaye, M/Y Coral Ocean

► Capt Carsten Franik, M/Y High

Power III

► Christophe Bourillon, The PYA

► Laura Molineux, Nautilus

► Karine Pouwels, Fraser Yachts

Day Three 27/4: 'The future of superyacht fuel & propulsion'

Moderated by TBA

► Larry Rumbol, Spectro | Jet-Care

► Ton van de Waardt, Maritime

Shipcleaning Rotterdam (MSR)

► Chris Warde, Peninsula

► Raúl García Redondo, Repsol



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Where is it?

► You can find the Palma International Boat Show on Palma's Moll Vell, a beautiful spot opposite the cathedral.

When is it?

► The show is running from April 25th to the 28th 2024.

What are the opening hours?

► The show is open to the public every day from 10am to 8pm.

Who's going to be there?

► Literally everyone who's anyone in the maritime industry in Mallorca, plus a lot of others who are based further afield. It's a fantastic networking event for industry professionals from all over the world.

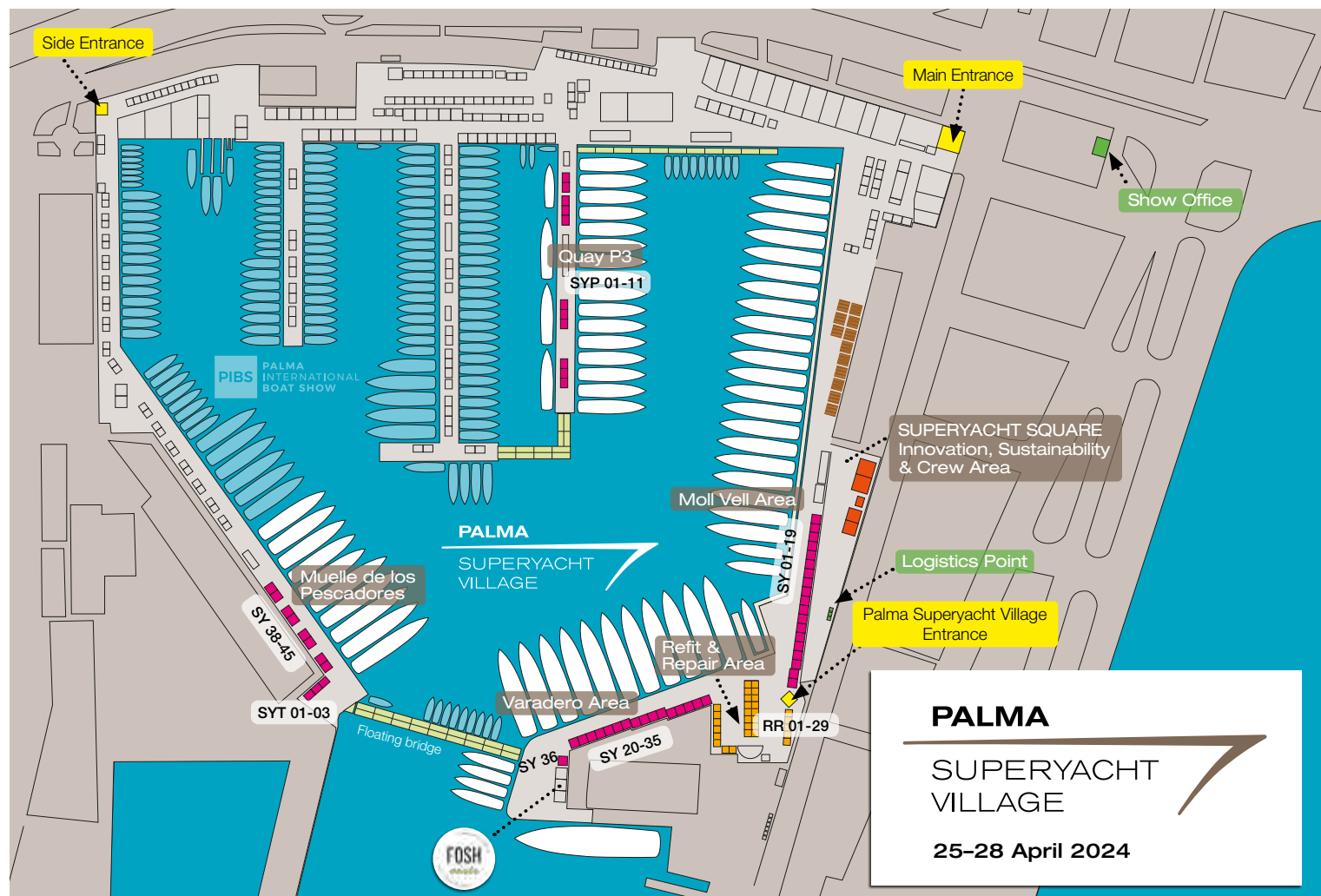
How do I get my tickets?

► You can purchase your tickets any time online via the website www.palmainternational-boatshow.com

The ticket will be in the form of a QR phone which you can show on your phone, to be scanned upon entry (or if you like, you can print it out and have it in paper format).

How much are tickets?

► Tickets cost €11. If you're an accredited industry professional, you can purchase the Professional Pass which only costs



Palma International Boat Show 2024 — Everything you need to know!

€38.50. This allows access every day whilst the show is on.

What's it all about?

► In a nutshell, the Palma International Boat Show is the unofficial start of the Mediterranean Yacht Season. It's a big deal in the superyacht and maritime sector, bringing together over three hundred exhibiting companies offering a huge range of services and products, yachts and boats of various sizes on display for charter and / or sale. Plus, there's food and drink available, and a great opportunity

for anyone and everyone to have a look around and see what the yachting industry in Mallorca (and beyond) is all about!

Can I get anything to eat and drink at the show?

► Absolutely. Once again Fosh Catering by the famous and highly regarded Marc Fosh will be located on stand SY 37, in the Moll Vell / Varadero Area. As we've come to expect from Fosh, their stand at the yacht show will offer exciting and premium gastronomic journeys, and even some entertainment.

Tast Out are also returning, they can be found in location the Repair and Refit area on stand RR25 and will be offering some delightful refreshment!

Where are the best places to grab lunch, a coffee or a drink outside of the show grounds?

► If you need a little break from the show itself, why not step outside and grab a bite or a quiet moment at one of the array of bars, restaurants and cafes close by in Palma?

An old favourite is Café La Llonja (aka The Revolving Door Bar) this place is always buzzing with locals, tourists, and yachties. Great nice and easy no frills food and drink, opposite Moll Vell in La Llonja square.

Just around the corner and down a side street you could try El Neo, a very trendy arty tapas bar with awesome cocktails.

Down along the front on the Avenida de Gabriel Roca you'll find some great eateries. With Enco on the corner you can grab drinks and coffees, a paella or tapas. And they have ice creams!

If you're keen on trendy modern tapas, try La Caña - Xiringo Urbano. A very cool restaurant and part of the Forn group. Speaking of which you can wander up the road into town to Ombu or round the corner to Koa or Forn itself.

Then literally on the doorstep of the show itself in Moll Vell, you can find Marina Bay Palma for Spanish dishes, Mar de Nudos for Japanese and Mediterranean cuisine, or the NudosAtelier.

Palma is very much a foodie city. These recommendations barely even scratch the surface. The world is literally your oyster - the options are endless depending on how far you wish to walk!



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It's here! The 2024 Palma International Boat Show is off to a great start!

By Erica Lay

Yesterday was the opening day for the maritime event of the year here on the island, the 2024 Palma International Boat Show (PIBS), and we're celebrating a very special one this year – 40 years and going strong! As always, the show marks the unofficial inauguration of the yachting season here in the Mediterranean. PIBS is taking place on Palma's Moll Vell, under the watchful eye of the iconic La Seu Cathedral, and will run until its final day on the 28th of April. The show is open every day to everyone, from 10am to 8pm.

To purchase tickets for individuals, or for accredited professionals, head to the website - www.palmainternationalboatshow.com where you can download your QR code.

The first day of the show was a successful one, although it's currently too early to say, the organisers and exhibitors are keen to top last year's figures which boasted over 270 exhibitors and 32,000 visitors! We don't want to speak too soon but so far it's looking extremely promising, especially if the weather holds out and continues to stay dry and warm.

Overall, the vibe so far has been extremely positive, with exhibitors giving good feedback on client interactions and numbers of visitors throughout the first day. Usually, the Thursday

and Friday are more focused towards the industry professionals such as brokers, yacht training and recruitment companies, superyacht brokers and managers, journalists and other companies offering marine services, whilst over the weekend days of Saturday and Sunday we see more footfall from tourists, members of the public, and private sector individuals.

As always, it's a beautiful setting to explore an unparalleled showcase of luxury yachts, cutting-edge marine technology, and sustainable innovations. The fact that tickets are affordable for everyone (unlike many other yacht shows around the globe) makes the Palma International Boat Show far more accessible to every person who's interested. Even if it's just to have a look around and learn a little more about the industry and what it's all about, for €11 what's stopping you getting up close and personal with some of the most beautiful boats in the world?

The Superyacht Village, is featuring over 60 vessels currently available on the international brokerage market, including 38 sail and 25 motor yachts represented by various companies.

If you're looking to charter a yacht, you can check out several luxury charter yachts and see what itineraries and adventures they have to offer – you can even meet the crew and chat to them too. With experts on hand from various superyacht brokerages to offer assistance you'll find the right charter vessel for you and your family or friends. Or just you, if that's how you roll.

In addition, there are various yachts on sale, and like the charter yachts, having them all in one place certainly makes your life easier when it comes to viewings and making comparisons. Again, with teams of brokers available to guide, assist and advise, they can make the purchase process far easier and more pleasurable. Let's face it, buying a yacht should be fun!



PALMA BOAT SHOW: DID YOU KNOW?

- 295 exhibitors for the first time
- Increase of 24 companies from previous edition
- 86,000 square metres of exhibition site surface area
- 260 boats at sea compared to 252 last year
- This event began as a Floating Boat Show in Alcudia in 1983



The show is open every day to everyone, from 10am to 8pm.



Beyond the glitz and glamour, the Palma International Boat Show serves as a platform for collaboration and cooperation within the industry.

In addition to these sales and chartering opportunities, the 2024 edition of the Palma International Boat Show is once again a hotbed of technological innovation. Companies come here to show off their state-of-the-art navigation systems, advanced entertainment options, the best of the best in ancillary equipment, water toys, tenders, and revolutionary safety features designed to enhance the onboard experience. It's a great opportunity to see what's new, and what's coming up on this side of the industry. Whether it's the latest in con-

nectivity solutions or groundbreaking advancements in vessel performance, the show provides us a glimpse into the future of yachting. And then, well, there's the parties, and the exclusive bars and restaurants (Fosh and Tast are back again this year).

Beyond the glitz and glamour, the Palma International Boat Show serves as a platform for collaboration and cooperation within the industry. Boat builders, designers, managers, brokers, recruiters, crew trainers and various other professionals and enthusiasts from around the globe are currently converging in Palma to exchange ideas, forge partnerships, and shape the future of yachting. Through networking events, panel discussions (including the morning Breakfast Forums hosted by Estela Shipping Agency), interactive exhibits, not to mention the abundance of evening soirees and cocktails, attendees will have the opportunity to engage in meaningful dialogue about the challenges and opportunities facing the maritime community.

PIBS 2024 is also expected to have a significant economic impact on the region. As one of the premier events of its kind in the Med, generating money for local businesses as well as all the visiting companies. Locally, we're seeing bookings in hotels and restaurants from the yachting community, plus we're sure they might have to indulge in some treats in the shops too!

So there you have it, full report following day one of this year's boat show. Once again consider us enchanted by everything the Palma International Boat Show has to offer!





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What's the **Palma Superyacht Village** all about?

By Erica Lay

A super important part of the Palma International Boat Show is the Palma Superyacht Village. This area is focused on vessels over 24m in length, i.e. superyachts. There are three main sections: Brokerage, Charter, and Superyacht Services and Refit & Repair. So let's take a look.

Brokerage

In the Palma Superyacht Village you'll find several pre-owned luxury vessels for sale. Now, what makes the Palma Superyacht Village stand apart from other similar shows in the industry is that it's pretty exclusive. This event is industry owned, and as such, only pre-approved brokerage companies are permitted to exhibit. So you can rest easy if you're looking to invest in a pre-owned superyacht that you'll be guided, helped, advised and assisted by only the most reputable and experienced brokerage teams.

Here's a list of brokerages in attendance, along with their stand number:

Ocean Independence – SY11
Fraser Yachts – SY14
Burgess – SY25
Baltic Yacht Services and Refit – SY30
BlueBNC – SYP04
Yachting Ventures London Ltd – SQ01
Bluewater – SY03
Northrop & Johnson Group Spain – SY04
Oyster Palma SL – SYP08
Camper & Nicholsons – SY09
Nautor Swan – SYP10
Southern Wind Shipyards (PTY) Ltd – SYP09

Charter

Chartering is a great option for those who perhaps aren't ready to own a yacht outright. It's also a fantastic way to try before you buy – the options being so vast means chartering allows you to experience different aspects of the yachting world. Be it a large sailing yacht, an adventurous explorer style motor vessel, or a luxury motor yacht, before you commit to one long term why not take the opportunity to try them all?

At the Palma Superyacht Village, you can check out lots of different vessels available for



In the Palma Superyacht Village you can find representatives from many of these companies, and with an area specifically set aside for refit and repair specialists, you'll be able to get the advice and information you need.

chartering, all in one place. You can investigate what's on offer on each yacht, be it water toys and exciting stuff for the kids (large and small!), a spa area with dedicated masseuse or beauti-

cian for indulgent and relaxing holidays, or an adventurous racey sail yacht to get the blood pumping. Not only can you consult with all the various brokers as mentioned above to see what

they have to offer, you can also forge some good long-lasting relationships with them for your future charters. Another great thing about the Palma Superyacht Village is that you can meet

the captain and crew onboard these vessels and get the inside scoop on what it's really like to be on board for a charter.

Superyacht Service and Refit & Repair

Mallorca is a huge yachting hub for maintenance works, projects, refits, and generally all yachting services. With excellent boat yards fully equipped with the latest technology to ensure your vessel gets the works it needs, Mallorca is an excellent choice for owners and captains seeking the best service. Projects large and small can be carried out here, from general maintenance to full refits, paint jobs, surveys, engineering projects, winch services, rigging, technology tweaks... you name it, it can be done in Mallorca any by highly regarded, reputable and well-known companies and organisations with years of experience.

In the Palma Superyacht Village you can find representatives from many of these companies, and with an area specifically set aside for refit and repair specialists, you'll be able to get the advice and information you need.

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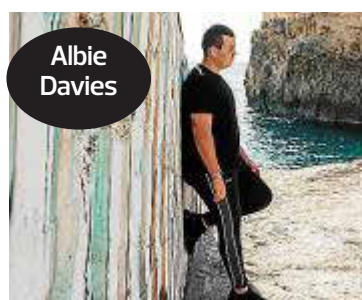
WEEKEND GUIDE OF EVENTS IN PALMANOVA



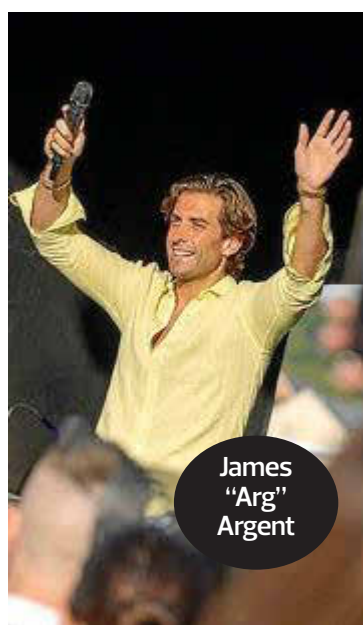
Children's football

FRIDAY, APRIL 26

► Sporting showcases: children's football from 4.30pm to 6pm and Jiu-jitsu from 6pm to 8pm both on the Palmanova beach.



Albie Davies



James "Arg" Argent



DJ Richie Embleton

► Concerts by *The Only Way Is Essex* star James Argent, Albie Davies and DJ Richie Embleton from 6pm to 10pm at the fountain stage on Palmanova beach-front. Easy listening music. James Argent has appeared in various other reality series, such as *Sugar Free Farm* and *The Jump*, and in 2019, he presented the entertainment segment on *Good Morning Britain*.



Minigolf

► There will be a 30% discount from 11am to 8pm at the Golf Fantasia to celebrate St. George. The golf course is located on Calle Tennis, 3 in Palmanova



Arts & crafts market



Cricket



Circus parade



Lord Jeffrey Archer



Face painting



Freddie Mercury tribute



Classic Minis on display

SATURDAY, APRIL 27

► *Majorca Daily Bulletin* stand from 10am to 2pm next to McDonalds. We will be doing a tombola where you can win some great prizes. See page 11 for all details.

► Arts and crafts market from 10am to 9pm on the Passeig de la Mar

► Cricket showcase from 12pm on the Palmanova beach

► Children's activities and performances 11am to 1pm along the promenade

► Circus parade by Circo Stromboli from 11am to 12pm, 1pm to 2pm and 5pm to 6pm

► Face painting from 12pm to 1pm and 2pm to 5pm along the promenade

► There will be 8 Mini Coopers and other classic cars will be on display from 11am to 7pm on the Passeig de Mar by the Bar Castaway

► Book signing by Lord Jeffrey Archer at 12pm at Zel Mallorca Hotel (C/ Duc Estremera, 16). All welcome. His 1979 novel *Kane and Abel* remains one of the best-selling books in the world, with an estimated 34 million copies sold worldwide. Overall his books have sold more than 320 million copies worldwide.

► Musical performances on Saturday, April 27 by Hi Tech Fuzzy at 7pm, Beatles tribute at 8pm, Lena at 9pm and Freddie Mercury show by Alex Manga at 10pm at the fountain stage on the Palmanova beach-front

Events and times subject to change. Check our website and social media for all the latest updates.

Celebrate Saint George in style with the Big *Bulletin* ticket giveaway

● How you can **win tickets for the island's top attractions** and concerts by visiting our stand in **Palmanova on Saturday** and taking part in our tombola.



Katmandu.



Pet Shop Boys.

Palma.—Calling all *Bulletin* readers, fancy going to see one of the top attractions on the island for free? Do you want to see the Pet Shop Boys in concert? All you have to do is cut-out the coupon which appears, *below*, and bring it to our stand at the **St. George market in Palmanova on Saturday (April 27) between 10a.m. and 2p.m.** Our stand is next to McDonalds on the promenade.

You will then take part in a tombola where you can win tickets for Son Amar, Pirates, Katmandu, Mallorca Country Club and the Mallorca Live Music Festival where the Pet Shop Boys are the headline band. Other prizes include cinema, concert tickets and gifts.

If you have been unable to buy a *Bulletin*, **don't worry you will be able to get one from our stand.**

You must bring the coupon to be able to take part in the draw.

A wide range of events are taking place in Palmanova this weekend for Saint George's Day including the market, a book signing by Lord Jeffrey Archer, a display of classic Mini cars, cricket on the beach and lots more.



Above: Mallorca Country Club. Below: Son Amar.



Pirates Adventure.

Majorca Daily Bulletin
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ST. GEORGE'S

DAY TOMBOLA

Fantastic prizes to be won!

Come and join us on our stand in Palma Nova on Saturday 27th to celebrate St. George's Day. You can find us on the promenade near McDonalds from 10 am to 2 pm


PIRATES


KATMANDU
PARK


SON AMAR
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*Breakfast service is only available in the Palmanova restaurant.

WHEN RAIN ALMOST STOPPED PLAY

Palmanova.—It was an event which had been months in the planning, the Saint George flag had to arrive in Palmanova in style. Numerous options were considered from a helicopter flight to an Aston Martin. In the end we settled on a yacht which would moor up in the Bay of Palmanova and then the flag would come ashore by dinghy on Palmanova beach. First problem. Most of the available yachts were at the Palma Boat Show so finding a yacht was no easy task. Our initial yacht had to pull out at the last minute because it was needed at the show. But in the end the good people at **Smart Yachting came to our rescue.** Yacht and dinghy at our disposal on the Tuesday morning. Obviously, the heavens were shining down on us. Sorted! After living on Mallorca for so many years I never really consider the weather.

Some had told me that it would rain on Tuesday but I thought they were scare mongering! On Monday it rained all day

and when I arrived at the office I was told that snow had been forecast. I spent Monday night watching the weather update on my iphone. Worried calls to the Calvia council about the beach-landing from early on Tuesday morning (in fact very early!). At 9.30am just two hours before I was due to board the yacht at Puerto Portals with the flag and my daughter, the weather won. The event on Palmanova beach was axed and moved to Calvia town hall. English weather for Saint George's day joked an official at the Calvia council.

The actual official opening ceremony was quickly re-organised. But there was a problem, as we had lost our super-yacht the flag would no longer be arriving in style. We needed a top of the range English-built vehicle. With the clock ticking

I desperately made a series of calls to contacts and friends.

At just before 10am., two hours before the actual ceremony. I got lucky. **Quality Centre**, the Jaguar and Land Rover dealers in Palma could lend us one of their vehicles. Result! Meanwhile, anxious calls to Marc Fosh to say that his show-cooking had been cancelled (**good old Marc, the perfect good guy as usual**), and BIC whose choir had been due to sing just before the opening ceremony. Full marks to BIC, when I told them that the event had been moved to the Calvia town hall they volunteered to jump into taxis and head to Calvia.

Calvia council had to check that health and safety would allow singing and with minutes to spare they were given the green light.

Meanwhile my daughter and I waited outside the *Bulletin* offices for our chariot which would take us to Calvia. We were due to collect the flag on the way down. I was told that a lady in a green jacket would be waiting for us. And she was. We arrived just before midday. I opened the door for Marina who presented the Mayor of Calvia Juan Antonio Amengual with the flag on a silver tray. It was then hoisted by British Vice Consul Racheal Watkins. Then to the Calvia conference hall where the BIC choir were in fantastic voice.

The Mayor made a speech in which he underlined the close links between England and Calvia and the British Vice Consul praised the council for organising the event.

What a morning! My thanks to Smart Yachting, Quality Centre and all the people I called on Tuesday morning for their help and support.

BY JASON MOORE



● Rain in Mallorca? Only on Saint George's Day! How our initial plan was axed and how a group of friends and supporters came to save the day.



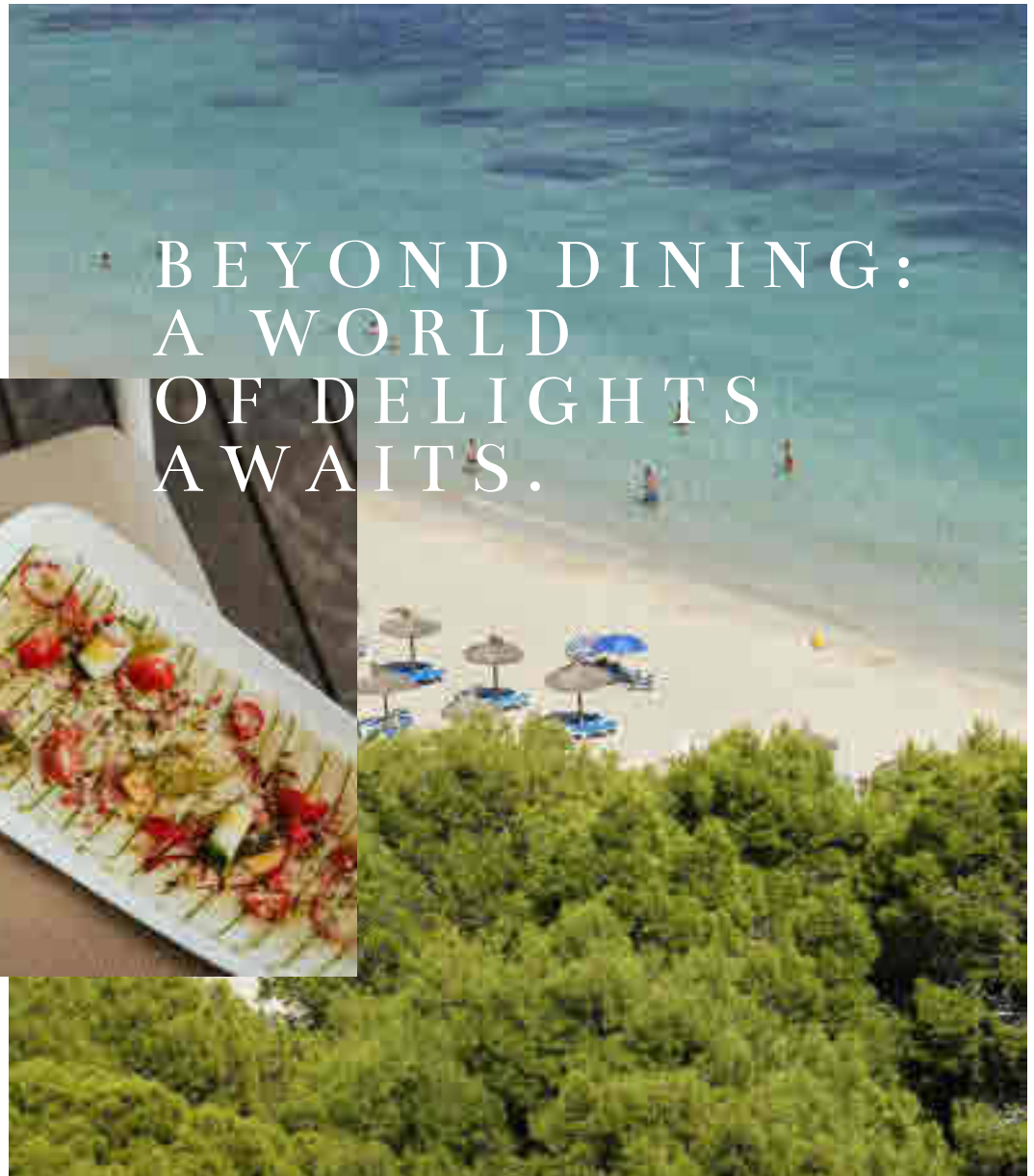
From yacht to super-car



The flag arrives in Calvia. Relief all around



Happy Saint George!



BEYOND DINING:
A WORLD
OF DELIGHTS
AWAITS.



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Ingo Froehlich - The German Who is Charming Palmanova

By Mia Naprta

Most of us who live in Mallorca are familiar with the stereotype that the Brits stick to Palmanova and Magalluf, while the Germans are concentrated in s'Arenal. And they don't mix much! Well, wouldn't it be fun if someone shook things up? This week I spoke to a man who did just that: Ingo Froehlich, a welcoming German entrepreneur who left the world of corporate finance in order to set up a restaurant - in Palmanova!

Q.— Please introduce yourself. Who is Ingo?

A. — I am 52 years old and a father to two wonderful children. I grew up in Stuttgart, Germany, and studied in Germany and the USA. Like many people from Stuttgart, I started my career at Mercedes-Benz, headquartered in my hometown. Living in the US during part of my studies ignited my desire to work abroad, embracing challenges outside my comfort zone and learning from diverse cultures. Throughout my professional journey, I've led teams in eight countries across three continents, including CEO positions at Mercedes-Benz in Croatia, New Zealand, Greece, and Hungary.

Q.— Aside from a career in the corporate world, you are a serial entrepreneur as well, aren't you?

A. — Well, **I believe there has always been some entrepreneurial spirit in me. I founded my first own little company while I was still a student.** I organised events and prepared power point presentations (at that time most people presented with overhead projectors and hand written slides) for big corporations.

Now, I am a member of the Advisory Board of J.E.U.N.E., the Young Entrepreneurs Organisation of the European Union. This has provided me with the opportunity to meet exceptionally talented and ambitious entrepreneurs from 20 European countries. It feels really satisfying to be able to share some of my knowledge and experience with young entrepreneurs.

I was lucky to have gathered lots of experience, especially during the time when I had a joint venture in the hostel industry with Black Rock in London. This time introduced me to some of the sharpest minds on the planet. Subjective as it may be, those individuals in private equity are undeniably brilliant in their field... I was a co-owner of a branded European Hostel chain. Unfortunately, during COVID, that business suffered massively, but I like to think that such push-backs make you stronger...

I am also a Co-Founder of SURFBANK (a unique content management and (social) media management app). With this I'm fulfilling a long-held dream of building a business with some of my closest friends. As a family business we also operate an online travel agency in Croatia called MyWaycation, which has been giving me continuous insight into the hospitality industry.

My latest project - Calvia Beach House - is a lifestyle decision! I mean who would not



Ingo, with his key staff, Kseniia Glubokovskikh and Nico Crispino.

From boardrooms to beach sands: Charting a new course in Calvia



enjoy having one's office right at the most beautiful beach in Mallorca? **Calvia Beach House has afforded me the privilege of collaborating with some of the most capable individuals in the industry and I enjoy it immensely.**

Q.— What was the transition like from the corporate world to hospitality? What remained the same, and what is different?

A. — **As with every business it is all about the team and the team spirit!** To be successful, you have to surround yourself with great professionals and do your best to build a team with a great team spirit out of them. You need a team that brings expertise and a great professional attitude. This is the same in corporate as in a private business (in every industry). In the corporate world, you typically have a strong brand behind you and your messages; the customer understands it, because it is known to him/her. As a small restaurant owner you have to build this trust from scratch, with a great product and an awesome service. This is what we are trying to do at Calvia Beach House. The team size is smaller, meaning that I have to be more hands on than in my corporate career. Plus, mistakes as an entrepreneur hurt you directly and much more than in a corporate environment as you feel immediate consequences. As a CEO of a large corporation, you do not really receive feedback directly and openly, while as a restaurant owner you get immediate feedback, all the time, and this is great! As an entrepreneur you can change things from one day to the other (e.g. recipes), while in the corporate world this is not the case. Any change fees like moving a large tanker! Finally, if you are an entrepreneur, the decision making is immediate, while in corporate there are reporting lines to be adhered to. Even as a CEO of a country company, you still have to report to headquarters etc.

Q.— Why choose Palmanova in Calvia for your restaurant?

A. — It was purely an opportunity that I couldn't pass up. **Palmanova has one of Mallorca's most beautiful beaches, and the location was love at first sight.** The decision to set up there was instant.

Q.— I hear that the locals call you "el Aleman" (the German). How does it feel being labelled "the only German" in a typically British area?

A. — El Aleman? Really? That's funny! I guess that it is because of my typically German attitude: my focus on quality, procedures, and attention to detail. Well, I cannot deny my heritage, can I? Those things are important to me. At the end of the day, I hope the customers feel this and enjoy their time at Calvia Beach House. At the same time, **my neighbours are British and Spanish, and everybody is super nice and super helpful. We really have a great community and support each other in many ways.**

Q.— What do you see as challenges and what are the opportunities in Calviá, in terms of the hospitality sector specifically and business in general?



our restaurant with their visitors from abroad and tell them: “This is why we moved to Mallorca!”

Q.— What are your expectations for the 2024 season? It started early, but how do you think it will go till October?

A. — Last year we started late (in June), as our refurbishment took longer than planned. So, this year is our first full season. I have a great team, led by Nico Crispino, a very experienced, highly professional F&B manager, and a wonderful hostess Kseniia Glubokovskikh. We have an excellent menu and a beautiful restaurant in an amazing location. Based on all that, I am optimistic that we will have a great season! The entire team is working really hard to exceed our customers’ expectations.

Q.— What is your view on being open all year round, as some of the places at the other end of Palmanova?

A. — This would be great! Unfortunately, so far, the hotels close at the end of October

A. — Calvia is Europe’s strongest holiday destination with amazing logistics. The challenges will be to bring the entire infrastructure up to date, so that the tourists can continue to enjoy this amazing place. I am talking about parking, state of the art gas and electricity infrastructure and so on. This is also important to enhance the lives of the residents who live in a tourist area.

Q.— Tell us about your restaurant. What’s the concept and what’s on the menu?

A. — At Calvia Beach House we are priding ourselves on ensuring that our customers are having a great time. The interior of our restaurant blends tropical luxury with boho chic, creating an inviting atmosphere that ensures guests enjoy their time. We focus on creating a memorable beachside experience through our ambiance, music, and an eclectic menu. Our motto, “savour by the sea,” encapsulates our aim to offer a standout experience in Mallorca. In terms of the residents, we hope that they come to



Ingo with his children Finn and Rebecca.



/ mid-November. However, if all the tour operators, the hotels and the restaurants worked together with the local government, this could become an all-year-round destination, which would be beneficial for all involved. Additionally, **more focus should be placed on Son Matias Beach during the off-season.** Currently most events are on the Palma Nova beach. But this may change in the future!? I am hopeful.

Q.— Any plans for future expansion?

A. — We are always on the lookout for opportunities. When the right moment comes, we’re open to expanding and investing in another restaurant. Meanwhile, I would love to invite all your readers to experience Calvia Beach House in Palmanova!



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By Laura Stadler

My St George's Day treat was a fascinating talk by Palma Pictures Managing Director Paul Abrey, who gave an amazing insight into Mallorca's thriving film industry, with intriguing inside information of some top series including *The Crown* and *The Night Manager*.

Founded in 1993, Palma Pictures is run by two Englishmen CEO Mike Day and Paul Abrey, who have built an impressive reputation in an extremely tough industry, providing a full production service for all genres of film across mainland Spain, the Balearics and Canary Islands plus Portugal.

They not only employ 60 staff comprising eleven different nationalities, but also boost the Spanish economy by spending on behalf of clients in Spain in excess of 65 million euros in 2023 alone. (Particularly impressive as many felt the film industry stagnant last year due to the American script writers' strike.) This includes approximately 5,000 euros on hotel rooms, over 10,000 euros on restaurant meals, 700,000 euros location spend with another 100,000 euros obtaining local permits.

The diversity of locations makes our little island the perfect backdrop for films, TV shows, commercials and music videos and Palma Pictures are here to make the most difficult of challenges possible.

I was enthralled to learn the secret locations in Mallorca and the mainland used for *The Crown*. Especially in the sixth season, when St Tropez, Barbados, Mustique Villa and Beach, Sardinia and the Monte-carlo Streets and Marina were actually filmed in Mallorca.

I was extremely impressed that the fantastic new British Airways' Avios commercial was filmed off the coast of Puerto Pollensa. Also surprised to learn that this complex piece of filming was entirely authentic, with absolutely no help from artificial intelligence. If you haven't seen this brilliant advert, it shows 24 different types of people fully clothed, racing across a



Paul Abrey during his talk on Tuesday. PHOTOS: JOAN LLADO

Paul Abrey's talk on Mallorca's Film Industry

calm sea in close formation on hover surfboards. Against all odds looking remarkably cool and relaxed. Probably the most memorable commercials I have ever seen. How long did it take? How many fell in? I needed to know.

Paul patiently answered all questions and proved his involve-

ment and passion for each project. Certainly they have put our small island firmly on the film business map, stating: "We are proud of the contribution we have made to Spain across our 30 year history."



Big *The Crown* fan's. Right: Jason introduces Paul Abrey.



Managing Editor Jason Moore, Palma Pictures MD Paul Abrey, and Simon Fuentes Calvia Councillor.



SAINT GEORGE events this week



As part of the Saint George celebration week, on Wednesday there was a Calvia rugby showcase by El Toro Rugby club at Es Carregador beach.

PHOTOS: JOAN LLADO



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By Sarah Forge

Born in southeast England in 1975, Hannah Louise Lopez spent the first 40 years of her life masking a complex childhood with a work-hard play-hard attitude. This whirlwind of an existence served her well, until a cancer diagnosis, the sudden death of her stepfather, and a rapid descent into PTSD took her to the very edge. Having endured her two darkest years, Hannah finally found peace in the sea and has remained in its embrace ever since.

Q.—Your route to heading up a Stand-Up Paddle business in Mallorca has been rather circuitous – how was your early career?

A. — “My CV is more colourful than most. I left school at 18 and earned my first pennies working in an electronic switch factory succeeded by an equally unglamorous stint at Rentokil. Then, with Gatwick on the doorstep, found work as a stewardess for Leisure International Airways. I adored hanging with my colleagues on long-haul layovers, especially Cancún, where I fell in love with Dolphin Discovery on Isla Mujeres. I spontaneously kissed goodbye to my hostie outfit in favour of a Mexican summer hurling bucketloads of fish at ravenous dolphins. In hindsight, I don’t agree with the touristic ‘swim with dolphins’ thing, but that was then, and this is now.”

Q.— Was that the start of your ocean adventures?

A. — “Not exactly, no. A minor admin mix-up saw me unceremoniously despatched from the US and I crashed back to earth running pubs in West Sussex. When my best mate moved to Lanzarote, I instinctively tagged along, sustaining my sun-and-fun lifestyle with kitchen and bar work. As that chapter closed, I dabbled in estate agency before moving to Devon in a business development role. I surfed – badly – and the sea was my happy place. Three years in, family duty called me back to the Home Counties. There followed a stressful spell in advertising for London-based *Hairdressers Journal*, before pivoting into a ‘green’ recycling business in Brighton – much more ‘me’.”

Q.— And it was here you chanced upon paddleboarding?

A. — “There was no decent surf in Brighton, so I started kayak-



Happy customers. PHOTO: MALLORCA SUP COMPANY

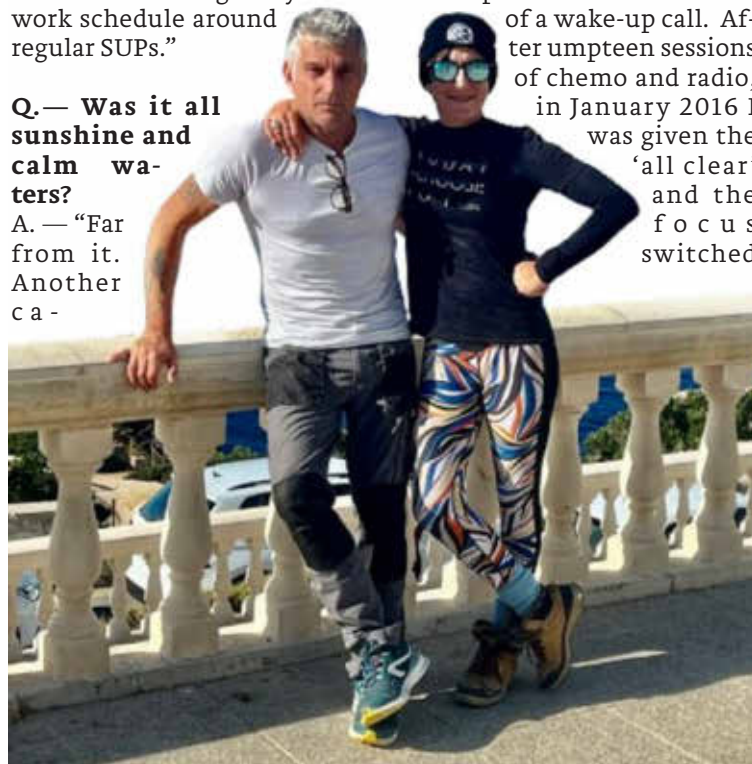
Mallorca's SUP Supremo

HANNAH LOUISE LOPEZ: “We need to protect the oceans as if our lives depend on it, because they do.”

ing. One morning, a paddleboarder glided smoothly past and I was transfixed – what was this wizardry!? I rented a board from nearby Shoreham and, in a massive swell with tricky wind conditions, had my first go at stand-up paddle. I was hooked and managed my work schedule around regular SUPs.”

Q.— Was it all sunshine and calm waters?

A. — “Far from it. Another c a -



SUP Doctor Miguel and Hannah. PHOTO: MALLORCA SUP COMPANY

reer change saw me dive head-first into indie dance music as a Label Manager. It was relentless, pulling in 18-hour days and burning the candle at both ends. In 2015, a fortnight after turning 40, I was diagnosed with stage II Hodgkin’s lymphoma. It was one hell of a wake-up call. After umpteen sessions of chemo and radio, in January 2016 I was given the ‘all clear’ and the focus switched

to my stepdad who now had terminal cancer. He settled into a hospice, and I moved in with mum for moral support. Meanwhile, my symptoms returned and a lump in my armpit was sent for biopsy. We buried my stepdad in May 2016 and a week later I was re-diagnosed with lymphoma.”

Q.— How did you cope?

A. — “I didn’t really. Beating cancer was 10% of the issue, with the other 90% fighting demons and assimilating the situation. I had more chemo and a bone marrow transplant, resulting in three life-threatening infections. It was hard. I suffered crippling anxiety, panic attacks, paranoia, early onset menopause and was assessed to have PTSD. For two long years of treatment I couldn’t seek solace in the sea – recreational watersports are a no-no for compro-



Blue Mind's Wallace J Nichols in Mallorca.

PHOTO: MALLORCA SUP COMPANY

mised immune systems – and life was desperately miserable.”

Q.— And then paddleboarding came to the rescue?

A. — “Yes, in 2017 I was able to pick up my paddle and it was like night and day – the PTSD symptoms swiftly vanished. I stumbled across an article on

the BBC website about a young surfer recovering from mental health issues. Her observation that 'you get into the water and it literally washes the anxiety away' truly resonated. This editorial and curiosity led me to buy the book *Blue Mind* written by Californian marine biologist Wallace J Nichols. I learned the science-backed truth about the benefits of being in, on or under water. It joined up all the dots and my purpose was now clear."

Q.— What was that purpose?

A. — "To launch a SUP business. I fastidiously researched the industry, took instructor and marine-specific first aid courses, and established Red Snapper Sports selling high-quality inflatable paddleboards in Hove. With each sale I offered free lessons, including advice about safety, the weather, tides, and so on. It quickly became apparent that my fondness for teaching was greater than it was for manufacture and sales."

Q.— And the transition to Mallorca?

A. — "In 2019, I was at a crossroads in life. I watched romantic-drama *Eat, Pray, Love* and thought, 'I've spent two years fighting for my life – why am I settling?!'. I packed two dogs, three paddleboards and a set of firmly-crossed fingers, and headed to Mallorca before Brexit made it too complicated."

Q.— Why Mallorca?

A. — "My mum and stepdad discovered Puerto Pollensa in 1979 while on a family holiday. It was so beguiling that we returned for two weeks in August every year. School was challenging and weekends were awkward at my dad's, so Mallorca became my safe harbour. For 50 weeks I longed to be carefree for that fortnight. Mallorca was a no-brainer."

Q.— Tell us about Mallorca SUP Company?

A. — "Conspicuous by their absence, Pollensa was an obvious place to grow a paddleboard business. I knew people could learn in a safe environment and we were surrounded by unbeatable scenery, from the seabirds and turquoise water of Formentor to the unspoilt cliff-backed coves of Cala San Vicente. I arrived in October 2019 and laid the foundations for Mallorca SUP Company. Three months later, Storm Gloria ripped through bringing record-breaking waves, winds and rainfall and then, on 14 March, a 'state of alarm' was declared and we were in lockdown. It wasn't the finest of



Mallorca's SUP Supremo Hannah Louise Lopez.

PHOTO: MALLORCA SUP COMPANY

"I packed two dogs, three paddleboards and a set of firmly-crossed fingers, and headed to Mallorca before Brexit made it too complicated."



The joy of teaching children. PHOTO: MALLORCA SUP COMPANY

starts. For 11 weeks it was just me, my dogs, and my thoughts, but I emerged a better person. By late spring, locals were thumb-twiddling looking for something to do and a trickle of tourists began to arrive. I spent the summer teaching, rising at 5am to lead dawn SUP tours and tucked up in bed by 8pm. Financially, that year was a disaster, but watching my clients with a smile on their face, mesmerised by a Fortaleza sunrise, was magical."

Q.— And SUP Doctor Miguel is the last piece in the puzzle?

A. — "Absolutely. In September 2020, I enjoyed my first post-season night 'out-out' and found Miguel in a bar – love at first sight. We went on a date, then I never left his side. In a laughter-filled second lockdown, we had a powwow about working together. Miguel has every talent I don't – logistics, van-driving, fixing things – so we struck up a partnership. As designated SUP Doctor, his mission is to stop damaged paddleboards going into landfill by

either repairing or dismantling them for spare parts. So far, we've saved close to one hundred boards from death and are currently working on a 'We Buy Any Board' concept. Miguel and I spend 24 hours a day together, but the bond is strong, and I feel like the luckiest girl in the world."

Q.— What's the future for Mallorca SUP Company?

A. — "Aside from the tasters, tours and rentals, we're constantly evolving, looking at ways to innovate. Just last month I met my hero, Wallace J Nichols, as he holidayed with his family here in Mallorca. He's celebrating the 10th anniversary of his book, and we want to help spread his *Blue Mind* message. I have a captive audience when I'm on the water, and spend time educating guests about plastic pollution, sea life and how connecting with the ocean can transform your mental health. As oceanographer Sylvia Earle says: 'We need to protect the oceans as if our lives depend on it, because they do.'"





Today Erica Lay is speaking with Russell Fenwick, owner of Nauti-Parts. Founded in 1995, Nauti-Parts is the leading watersports and extreme sports company on the island. As the only authorised Seadoo and Seabob dealers in Mallorca, Nauti-Parts is the only place you need for any of your water toy requirements, be it for personal use, corporate use or on superyachts. They also have a full range of toys available to rent, from jet skis to Seabobs, inflatables, SUPs, flyboards and more.

Nauti-Parts are also available to complete full services on Seadoos, Seabobs, E Foils, and any water toys you can throw at them at their fully equipped service centre in Calvia. And, they offer a full storage and winterisation solution to keep your toys fresh, clean, and ready to go next season.

Q.— Tell me more about Nauti Parts, what else does your business offer?

A. — “Nauti-Parts are a provider and service centre for luxury water sports toys and equipment including: SeaDoo sales and service, Seabob sales and service, Flite / Audi E-Foil / Sifly efoil sales and service, Seascooter sales and service (Sublue and Jobe) Yacht platforms, jellyfish pools, slides, towables, inflatables, wakeboards and waterskis, life vests and accessories, Gocycle electric bikes.

Q.— Where can we find you at the show?

A. — “STAND B13.”



Q.— How many times have you been involved with PIBS?

A. — “We’ve attended for over 20 years.”

Q.— Why is PIBS better than other shows? What do you like about it?

A. — “It’s a good outdoor show - weather permitting - and it’s great that it’s at the beginning of the season (unlike most other shows). It’s a good-sized show with a great selection of superyachts and superyacht related businesses.”

Q.— Why should people come and see you there? What are you promoting/sharing? Are you having any events/promotions/displays/demos etc?

A. — “On our stand we’ll have examples

of various SeaDoo 2024 models, Fliteboards, Audi Efoil + Sifly foils, Seabobs and underwater scooters including Sublue (Whiteshark, Navbow and then new Vapour) the new Jobe Infinity SeaScooter Pro, Yacht platforms and accessories, towables – options that are great for any size of boat – all your watersports needs.”

Q.— What’s your USP (unique selling point) – as in, what makes you better than your competitors? What sets you apart?

A. — “Nauti-Parts are the only official SeaDoo and Seabob dealer and service centre in Mallorca, having been in business for

nearly 30 years Nauti-Parts are an established and trusted yacht and superyacht luxury toy provider and service centre.”

Q.— Any achievements or special things stick out?

A. — “Numerous awards from SeaDoo and also Seabob for sales and servicing over the years.”

Q.— Do you have any exciting plans for the future you’d like to share (i.e. new location, new products coming up etc)?

A. — “A brand new 2,300 sqm fully equipped service centre, storage and showroom will be opening in Son Bugadelles this year – it will be amazing and we’re looking forward to it!”

Q.— If you could have any yacht in the world for a day, which one would you pick? Where? Why? And who would you take onboard?

A. — “Sailing Yacht A – would love to explore inside it, and very much like to investigate what sort of watersports equipment they have, like efoils and seabobs. I’d take family and friends and our staff to enjoy some serious cruising and playing.”

Q.— What do you like to do when you’re not working?

A. — “I really enjoy seeing more of Mallorca, and cycling. Also when not super busy I take the opportunity to relax and go to the beach.”





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Who's looking forward to the Palma International Boat Show?

We spoke to a number of people involved in this year's 40th anniversary show, to get their thoughts ahead of the event.



Captain Wijnand 'Boogie' van den Boogaard is here on board *SY Borkumriff IV*, a 50m Royal Huisman vessel which is for sale through the broker Camper & Nicholson.

Q.— So what do you like about PIBS?

A. — "It's a compact show, it has absolutely everything for everybody, whatever the water sport they are practicing. I do find it a much more 'personal' show."

Q.— Do you think it's a good opportunity for networking?

A. — "It is a fantastic pleasure to do a lot of networking, for me it's a great time to connect with most of the contractors we are relying on during our busy season and who are doing the work on our vessels."

Q.— Would you recommend it to owners/captains?

A. — "Absolutely!"



Marlies Sanders, Captain/Chief Officer is flying in for the show this year.

Q.—Are you attending as a visitor?

A. — "Yes, this time as a visitor. In the past I've done the show on participating yachts."

Q.—What's so good about the Palma show?

A. — "It's compact, it's friendly and personal, yet covers all aspects of yachting and reaches such a wide audience. And, it's one of the most fun shows around!"

Q.—Where do you think the organisers can make improvements?

A. — "Maps and routing. Last year finding some of the participants was like doing a treasure hunt!"



Nathalie Miquel-Elcano works for Berthon International Brokerage who have exhibited at the show for the last few years, this is her second show with the company.

Q.— Which yachts are you representing?

A. — "We have two yachts at the show this year for sale. One is *Sweet Emotion*, an 82ft Hoek design SY from 2002. The other one is going to be either the *Jongert 2700 Vivid*, or *Peregrin*, a Y8 SY from 2015."

Q.— What do you like about the show?

A. — "It's a good mix of business and fun, everyone related to the industry comes by at some point so it's a great place to connect. Plus, it's on our home turf (Berthon is based in Mallorca) so we know a lot of people here which makes it even more enjoyable!"

Q.— Where do you think the show could improve?

A. — "The Superyacht Village is very well organised in my opinion, but I find the PIBS side not quite as well organised and more difficult to reach by email."



Captain Joseph "Fish" Jackson is looking forward to attending the show this year.

Q.—What do you like about the Palma yacht show?

A. — "Honestly? Well it's nice and close to my apartment so the commute's fairly easy!"

Q.— Do you think it's a good event for industry networking?

A. — "Very much so, the timing is great and it's a real opportunity to catch up with people from all sides of the industry before we all leave and spend the summer working and traveling."



Pete Simmonds is in Palma this year with A+T Instruments, who make, install, and support high performance sailing instruments for yachts, new and old.

Q.— Where can we find you?

A. — "We're on stand RR05 in the Superyacht Village."

Q.—What products will you be demonstrating?

A. — "We have a full set up on our stand with displays and mast head units."

Q.—What do you like about the Palma show?

A. — "We have so many clients here in Mallorca, it's great to catch up and to find new clients too."

Q.—Where do you think it could improve?

A. — "I'd like to see more vendors."

Q.—Do you think PIBS is a good show for demonstrating the latest technological innovations?

A. — "I do. The captains are all there before the season gets underway, with so many starting their season in Palma it's a good opportunity to make sure things are perfect before they depart. It's definitely a good time for us to be there."



Jimmy Cory, yacht engineer and carpenter, will be representing Deaix Aquos at the show, who can help you with a wide range of marine water softeners ideal for superyachts large and small (and actually, they do home installations too which is handy on this hard water island!).

Q.—Where can we find your stand?

A. — "We will be on C9."

Q.—What do you like about the show?

A. — "The networking with people from all over the Mediterranean industry is always great fun, it's the main event before the season kicks off and it's good to catch up with people you may not have seen for a while and see what they're up to."

Q.—What products are you going to be displaying at the show?

A. — "Lots of very cool stuff, including a drone for superyacht washing, Baudoin pure water wash systems specifically designed for delicate superyacht surfaces, water makers, water purifiers, plus we have the Luminor UV sterilisation solutions, and the Borg & Overstrom luxury water dispensing fountains which can supply chilled, still, or sparkling instantly."

Q.—Hang on, a drone for wash downs? Have you told the deckhands this?

A. — "Ha! Well we figured for the red rain you get here on the island it would be a real help to the team. Deckhand Drone? I think that's got a good ring to it..."

Brilliant. I look forward to the demo!



Lucy Ireland, co-owner of Superyacht Uniforms is excited for this year's show.

Q.—Where's your stand this year?

A. — "RR20 in the Superyacht Village"

Q.— I know you've attended many shows over the years, what improvements/changes have you seen?

A. — "In the past few years the Palma show has become a great addition to the show calendar. It's evolved from feeling like a family day out to a more professional event with exhibitors and visitors alike experiencing a great, productive show."

Q.—What do you like about the Palma show compared to others?

A. — "It's local! It helps keep Palma at the forefront of great locations in the yachting industry."

Q.— Any recommendations for future improvements?

A. — "No improvements as such but I hope to see them continuing the marketing and growth to ensure the clientele remains as it is; professionals looking to network and continue to build Palma as one of the most important superyacht hubs in the Med."



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