*Press release on the occasion of the 3rd Posidonia Sea Tourism Forum Press Conference*

*What the Greek superyacht industry can do to improve itself.*

Piraeurs 19 May 2015 - MYBA, The Worldwide Yachting Association, would like to begin by recognising the fact that the Greek Superyacht Industry has come a long way over the last ten years. The fleet has grown in numerical strength, bigger and better quality yachts have appeared, and the level of services provided has improved significantly. Greece seems to be sailing in the right direction.

However, in the immortal and unforgettable words of Aristotle, excellence is not an act but a habit. In its pursuit, there is always room for improvement and the way forward for Greek yachting is no different from that of other countries.

MYBA, with its three decades of commitment to the Superyacht Industry’s interests, believes that the key to growth in all countries lies in education, fair competition, simplification of laws and, most importantly, their harmonious interpretation and implementation.

“In order to compete in the Worldwide Yachting Industry, continuous and meticulous training of the crew is essential. Crew standards need to be up to international standards and this means investing in excellent training” explains Barbara Dawson, Chair of MYBA’s Charter Committee. “The number of training courses offered for professional crew has increased, with a significant augmentation in the area of interior stewards/stewardesses and chefs. STCW, Safety & Medical courses may be mandatory on all European flagged yachts but some of the various courses that are becoming part of the new standard are: Management Administration, Silver Service, Below Deck, Guest Services, Barista Course & Wine Intermediate Course. This simply reveals their growing importance for the industry”.

Apart from educating the crew, it is also of great importance to educate the general public, governments and institutions. Misconceptions about the industry abound, especially in times of economic crisis, but yachting is not only about luxury and privilege. A large and vital part of yachting is found in its hard working physical labor force. Mechanics, carpenters, local boat yards, food and wine suppliers, chandler services and florists are just a few of the service providers of the local economy that benefit from the industry.

According to a study commissioned by MYBA and conducted by the London School of Economics and Political Science (the LSE - from 2007 to 2011) “employment levels in the superyacht industry across Europe have performed remarkably better than national employment levels”. Indeed, the total number of people employed across the board rose by more than 10 percent over the span of the survey. Apart from that, superyachts generated an estimated revenue of **€4.654 billion** across the five countries where data was available. (France, Greece, Italy, the Netherlands and Spain)

According to Fiona Maureso, president of MYBA, “these figures show how valuable the yachting industry is and how worthwhile it is to invest in its future. It is time for Greece to fully embrace its role at the heart of the Mediterranean, opening its doors to yachts from all over the world and allowing a whole new generation of yachtsmen to discover the beautiful Greek cruising grounds”.