



課程編號：SYB2024-1



超級遊艇經紀

認可證書課程



經濟效益

詳細介紹超級遊艇的市場背景與行業所帶來之經濟效益

收入及福利

分析現時超級遊艇銷售行業對相關從業員需求之普及性、入行條件、收入及福利

***平均月收入+佣金:港幣8-12萬**

私人訂製

深入講解私人訂製超級遊艇在東南亞市場的發展潛力

專業認可

聯合摩納哥國際大學及各個超級遊艇品牌打造專業認可資格



香港

香港生產力促進局
香港各遊艇會



摩納哥

摩納哥國際大學
歐洲造船廠
摩納哥遊艇展

課程查詢

2180 0723

www.hkcyia.org

info@hkcyia.org

S301, Zone A, Roof Garden, Kai Tak Cruise Terminal





課程簡介



為了進一步吸納及培訓行業新的人才，並加強對超級遊艇*銷售從業員的管理，本課程專門為有意成為超級遊艇經紀並在本行業發展者，提供一個全面的培訓機會，目標是提高人員的職業素養及銷售能力，並讓他們能更深入地了解亞洲及全球的超級遊艇市場的需求，並優化行業標準。

***超級遊艇指船體長度須達24米以上之遊艇**

香港開課日期及時間：

〔全日制〕(A班) 2024年3月9-10日

(B班) 2024年3月23-24日

10:00-17:30 (週六及週日 / 共15小時)

〔兼讀制〕(C班) 2024年3月4、11、18、25日及4月8日

(D班) 2024年7月8、15、22、29日及8月5日

18:30-21:30 (逢週一 / 共15小時)

摩納哥國際大學研習(必修)日期：2024年9月23日-10月2日

報讀要求：

- * 必須年滿18歲 (歡迎在職人士報讀)
- * 能書寫中英文
- * 能用粵語、英語及普通話溝通
- * 就讀者需要通過面試環節及篩選

上課地點：

香港生產力促進局
香港各遊艇會

摩納哥國際大學研習詳情：

- * 需前往摩納哥參與深造研習
 - * 於摩納哥國際大學就讀為期7日之專業課程
 - * 參與為期3天之課外研習
- (包括參觀當地造船廠及參與全球最大的摩納哥遊艇展)



課程簡介



課程內容

第一部分：基礎理論

- ▶ 香港海事簡史及航海知識
- ▶ 超級遊艇基礎知識
- ▶ 遊艇相關法律與法規
- ▶ 遊艇保險
- ▶ 超級遊艇經紀人基礎知識

第二部分：合作品牌指導

- ▶ 遊艇俱樂部的發展及運營
- ▶ 超級遊艇選購流程，管理與保養
- ▶ 超級遊艇之行銷
- ▶ 遊艇船員、船長、船東之禮儀及交際
- ▶ 香港遊艇金融及優勢發展
- ▶ 東南亞超級遊艇市場分析
- ▶ 中國內地客戶市場趨勢

課程名額：25人

課程費用：€8000歐元（不包括研習之機票及住宿）（可以12個月分期款）

授課語言：主要為英語，輔以粵語及普通話

報名詳情：親臨本會辦事處報名

查詢：2180 0723 Sam Qiu



摩納哥國際大學研習



LEARNING FROM LUXURY – THE MONACO EXPERIENCE 10 DAYS

THE ULTRA HIGH NET WORTH INDIVIDUALS AND THE YACHTING INDUSTRY

Program Overview

-10 days of seminar
 * days to understand the codes and trends in Luxury and in the target segment of the Ultra High Net Worth Individuals
 * days of immersion in the Superyachts and Megayachts industry and understand the global business trends and opportunities, the “customer journey”, the value chain of these quite new luxury businesses.

Participants

Top Executives from established and up – and-coming luxury companies
 Lecturers : Professors and researchers in the luxury fields, luxury marketing fields, business top executives in various fields of luxury leisure, and yachting industries

<p>Session 1 NEW CODES FOR LUXURY?</p>	<p>WHAT IS LUXURY?</p> <ul style="list-style-type: none"> • Nurturing dreams of luxury today: status, styles, and new trends • Managing pricing, rarity, timing, building and communicating • Challenges and opportunities raised by: Digitalization, globalization and new consumers and consumption patterns, sustainability and CSR • What learning outcomes for “challengers” and premium brands <p>ARTIFICIATION OF LUXURY</p> <ul style="list-style-type: none"> • The “Artification” of Luxury • Developing successful art initiatives as part of the luxury brand story and relationship • <i>Business cases and discussion around audience-specific case studies</i>
<p>Session 2 VALUE CREATION IN LUXURY BRANDS</p>	<p>VALUE CREATION THROUGH STATUS-BUILDING</p> <ul style="list-style-type: none"> • The nature and role of status in luxury strategies • The apply status-building techniques across brands and industries • <i>Discussion around a case study</i>
<p>Session 3 – EXPERIENTIAL LUXURY</p>	<p>CREATIVITY IN CRAFTING CUSTOMER EXPERIENCES</p> <ul style="list-style-type: none"> • The growing role of experiences in the luxury industry • The intricacies of successfully designing, delivering and managing high quality services in the luxury domain. <p>FROM UNIQUE EXPERIENCES, TO TIMELESS EMOTIONS</p> <ul style="list-style-type: none"> • Transforming experiences into emotionally enduring “highs” • The tools, strategies, and, above all else, customer insights brands can use to create an ongoing emotional bond with its customers and community. • Bringing emotions to digital interactions • Business cases in the leisure and the yachting industry.
<p>Session 4 – IMMERSION IN THE LIFE OF ULTRA HIGH NETWORTH INDIVIDUALS ... AND ONBOARD</p>	<p>THE ULTRA LUXURY – THE ULTRA CUSTOMIZATION IN REINVENTING PRODUCTS AND EXPERIENCES</p> <ul style="list-style-type: none"> • The specificities of the segment “Ultra high Network individuals” : How do they live , what are their values, how do they purchase • Their lifestyle overview through the Yachting industry • Presentation of the 2019 Thought Leadership Report on Yachting Trends <p>THE YACHTS AND THE ULTRA HIGH : intro</p> <ul style="list-style-type: none"> • What is a yacht for this niche high value segment? • Guided visits on Yachts and at the Monaco Yacht Club



摩納哥國際大學研習



<p>Session 5 – CUSTOMER JOURNEY AND MARKETING STRATEGIES IN YACHTING</p>	<p>THE CUSTOMER JOURNEY OF A YACHT OWNER /BUYER</p> <ul style="list-style-type: none">• A purchase of tens of millions USD – what are the key players and steps of the final decision• Group workshop on the different steps involved in a new construction project, covering commercial, legal, fiscal, charter, operational and other key issues. <p>WHAT MARKETING STRATEGIES TO REACH A “SECRETIVE” CLIENTELE?</p> <ul style="list-style-type: none">• Transferring the marketing know-how of other luxury industries into the yachting industry – does this work? what do work and what does not ?• Using appropriately social media - Discussion around cases in various countries
<p>Session 6 – SPOTTING WORLDWIDE OPPORTUNITIES</p>	<p>GLOBAL BUSINESS TRENDS AND CHALLENGES</p> <p>INNOVATION IN YACHTS AND IN YACHTING BUSINESSES</p> <p>WHAT ABOUT THE “NEW GENERATION” OF ULTRA WEALTHY?</p>
<p>Session 7 – EXPERTISE GROUPS Workshop format</p>	<p><u>Choice between interactive workshops led by experts</u></p> <p><u>WORKSHOP 1</u></p> <ul style="list-style-type: none">• Legal and fiscal aspects of yachting, chartering and construction <p><u>WORKSHOP 2</u></p> <ul style="list-style-type: none">• Creating , managing and developing Marinas <p><u>WORKSHOP 3</u></p> <ul style="list-style-type: none">• Technical and business Management of Superyachts and Megayachts



Course Code : SYB20204-1



Superyacht Broker

Certificate of Recognition



Economic Benefits

Introduce background of superyacht market and the economic benefits brought by the industry in details

Salary & Welfare

Analyze the demands and popularities, requirements, salary standard and welfare of current superyacht sales industry for practitioners ***Average Monthly Income including Commission: HK\$80k-120k**

Custom-Made

Explain the development potential of custom-made superyachts in Southeast Asia superyacht market

Professional Qualifications

Qualified for professional recognition of International University of Monaco (IUM) and various superyacht brands



Hong Kong

Hong Kong Productivity Council
Yacht Clubs in Hong Kong



Monaco

International University of Monaco
European Shipyards
Monaco Yacht Show

Course Inquiries



2180 0723



www.hkcyia.org



info@hkcyia.org



S301, Zone A, Roof Garden, Kai Tak Cruise Terminal





Course Prospectus



In order to further absorb and train new talents for the industry, strengthen the management of superyacht* sales practitioners, this course is designed to provide a comprehensive training opportunity for those who intend to become superyacht brokers and develop their career in the superyacht industry. Through the course, students can improve their sales capabilities, better understand the superyacht industry and managed to grasp the need of the global and Asia market to optimize industry standards.

*Superyacht must have a loadline length of 24 meters and above.

Hong Kong Class Dates and Time(2 out of 1):

(Full-time Programme) (A) 9-10 March 2024

(B) 23-24 March 2024

10:00 – 17:30 (Sat & Sun / Total 15hrs)

(Part-time Programme) (C) 4,11,18,25 Mar + 8 Apr 2024

(D) 8,15,22,29 Jul + 5 Aug 2024

18:30 – 21:30 (Mon / Total 15hrs)

IUM – Oversea Study (Compulsory) Date: 23 Sept - 2 Oct 2024

Requirements:

- * Aged 18 or above (Working adults are welcomed)
- * Can write both Chinese and English
- * Can speak Cantonese, Putonghua and English
- * Need to pass the interview and screening

Venue:

Hong Kong Productivity Council
Yacht Clubs in Hong Kong

About the Oversea Study of IUM:

- * Visit Monaco to participate in further study
- * 7-day professional course at International University of Monaco
- * Participate in a 3-day extracurricular study
(Include visiting local shipyards and the World's largest Monaco yacht show)



Course Prospectus



Course Introduction

Part 1: Basic Knowledge

- ▶ Introduction to Navigation and Maritime
- ▶ History Basic Knowledge of Superyacht
- ▶ Maritime Laws and Regulations (Related to Yacht) Yacht Insurance
- ▶ Basic Knowledge of Superyacht Broker

Part 2: Co-brand Guidance

- ▶ Development and Operation of Yacht Club
- ▶ Selection, Purchase, Operation and Maintenance of Superyacht
- ▶ Superyacht Marketing
- ▶ Etiquette and Communication among Yacht crew, skipper and owner
- ▶ Hong Kong Superyacht Finance & Advantages
- ▶ Southeast Asia Superyacht Market Analysis
- ▶ Customer Market trend in Mainland China

Places: 25 people

Course Fee: €8000 (12-month Installment plan is available)
(Air tickets and accommodation of the oversea study are not included)

Medium of Instruction: Mainly English
(Cantonese and Putonghua as supplement)

Application Details: Directly through HKCYIA

Enquiry: 2180 0723 Sam Qiu



Overseas Study of IUM



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Overseas Study of IUM



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