



Frédéric Dormeuil, Fraser



Talal Nasralla, Gulf Craft



Friso Visser, Heesen

CHANGES FROM EUROPE TO ASIA

Builders Gulf Craft and Heesen appoint new CEO and CCO respectively, Fraser and Northrop & Johnson strengthen teams, Peters & May assigns Regional Manager for Asia, while Silent-Yachts' advisory board includes a former Tesla executive who reported directly to Elon Musk.

Fraser has appointed **Frédéric Dormeuil** as Head of Global Partnerships, based in Monaco. An MBA graduate from HULT Shanghai, Dormeuil has in-depth knowledge of the luxury market and brand and business development. He has worked in New Delhi, Savannah, London, Tokyo, Paris, Hong Kong and Singapore, where he oversaw Southeast Asia and Australia for two Group Richemont brands.

Upon his return to Europe, Dormeuil was involved in launching Aston Martin's 'Heritage Racing' orbit, and was Brand Partnerships Director for LYBRA's The Superyacht Show events.

"I have always been fascinated with the world of yachting as it embodies the very pinnacle of luxury," Dormeuil said. "I'm truly inspired to join Fraser and help further enhance the value and experience for every client through carefully chosen, world-class partnerships."

Talal Abdin Nasralla has been promoted to Chief Executive Officer of **Gulf Craft**, having joined the UAE builder last year as Chief Strategy Officer. Abeer Alshaali, who was acting CEO, becomes Deputy Managing Director. Nasralla has a deep understanding of the UAE market and worked for some of the key players in the banking sector. He was previously Director of Private Banking at Barclays PLC, having worked as Director at Credit Suisse AG.

"With the deep experience and insights of our Chairman (Mohammed H. Alshaali) and the board guiding us, we will leverage Gulf Craft's competencies as a proud 'Made in UAE' company delivering world-class yachts to the world," he said.

Heesen Yachts has appointed **Friso Visser** as its new Chief Commercial Officer. Visser, who spent 18 years as International Sales Director at Damen Shipyards Group, will lead Heesen's sales and marketing team with support from Robert Dronmann.

"Heesen Yachts is a distinctive and competitive player in the market," Visser said. "With its combination of full-custom and speculative production, it brings a unique approach to building the finest and most exclusive superyachts in the world."

Mark Cavendish, who has worked at Heesen for 12 years, eight as CCO, becomes Executive Commercial Officer, focusing on developing Heesen's commercial presence in new markets.

Peters & May has appointed **Luke Webster** as Regional Manager – Asia. Webster heads a team that includes Singapore-based Charles Hazet, who oversees business development for Southeast Asia, and Hong Kong-based sales manager Darren Catterall. Based in Hamburg, Webster recently spent six years as Regional Manager – Germany for the marine transport and logistics provider.

"I'm delighted to lead the Peters & May team in Asia, a region with so much potential," Webster said. "Asian manufacturers are finding new buyers abroad, in the US, Europe or Australasia, while European brands are experiencing more demand in Asia, so I believe this market will continue to expand and strengthen over the coming years."

Silent-Yachts has appointed **Jochen Rudat** as a member of its advisory board. Rudat spent a decade with Tesla in Europe from 2009 and was Director of Central Europe from 2016-2019, reporting directly to Elon Musk. In May 2020, he founded Electric Ventures and Muchbetterelectric, having spent eight months as Chief Sales Officer of Piniifarina.

"I see the same transition happening in the yachting industry as in the automotive industry," Rudat said. "Since Silent-Yachts is the leading pioneer of this change, I'm eager to provide my support and advice. As the initiating catalyst for a more sustainable future in luxury yachting, we want to continue to drive innovation towards the right direction."

Northrop & Johnson has welcomed **Greg Dagge** as a Yacht Broker in its Asia team. Born in Hong Kong, Dagge originally trained as a veterinary surgeon before embarking on a yachting career that has spanned more than 35 years, including as a distributor of power and sailing yachts into Hong Kong and Australia.

In recent years, Dagge has focused on large luxury motor yacht sales and superyacht refit and conversion projects, including working with Australia's Echo Marine Group. ☺



Luke Webster, Peters & May



Jochen Rudat, Silent-Yachts



Greg Dagge, Northrop & Johnson



LEADING BY EXAMPLE

Silent-Yachts has quickly established itself as one of yachting's sustainability pioneers with its fast-growing range of solar-electric catamarans, while several long-established shipyards are also making huge strides in offering both eco-friendly sailing and motor yacht models.

WORDS: NICK HUNG PHOTOS: FROM SHIPYARDS



SILENT-YACHTS

Austrian-owned Silent-Yachts, which builds in Italy, Thailand and China, is moving from niche to mainstream with its increasingly popular and increasingly large solar-electric 'powercats'.

Founded by Austrian Michael Köhler, Silent-Yachts is one of the pioneers of solar-electric technology in yachting. Reflecting the increasing acceptance of solar power and the proven performance of the company's catamarans, Silent-Yachts has quickly progressed from building a total of 10 units of the Silent 55 and Silent 64 in the last five years to predicting delivery in 2021 of about 15 units ranging from 55-80ft.

These include the first 'front-exit' version of the Silent 55 in China, the first units of the new Silent 60 under construction in Thailand and Italy, and the first hulls of the Silent 80, all being built in Italy. Even the flagship 80 Tri-Deck has already received four orders.

Köhler believes green technology is going to become as popular in yachting as it's slowly becoming in other transportation sectors.

"Tesla is an inspiration for us and has played the biggest role in the overall acceptance of electric mobility and the electric revolution we see today. For yachts, we expect a similar growth in overall electrification as we see in the automotive industry. Due to massive R&D in various industry sectors, further developments are just around the corner," Köhler says.

"The mindset of millions of people has already changed and this will continue. Governments will adapt to the consumer and adapt regulations and develop infrastructure in ports. We've already been introduced to projects about upgrading marinas to include electric charging stations. In 10 years, such installations will be the new normal."

Prior to creating Silent-Yachts, the former lawyer and his wife Heike cruised on conventionally powered sailboats and motorboats for over two decades, spending over 5,000 days on board and cruising over 75,000nm. They eventually researched more efficient ways to supply yachts with energy.

"Even on a sailing yacht, you need to use the diesel engine when you leave a marina or bay and when the wind is too weak or blowing from the wrong direction. You're forced to turn on the diesel engines



A Silent 55 (left), also pictured top being driven by Silent-Yachts founder Michael Köhler; the first Silent 60 (right) will be the brand's first model with a kite-sail system



Interior and exterior renderings of the Silent 80 being built in Italy, with the first units expected to launch this year

for propulsion and energy generation way too often, and we realised the sun is more reliable than wind."

After four years of research, Köhler launched the Solarwave 46 powercat in 2009 and "sea-trialled" it for four years before developing the Silent 64, which launched in 2016 and became the first production catamaran to cross the Atlantic Ocean on solar energy. The 55 further popularised the brand, with hulls shown at the Cannes Yachting Festival in 2018 and 2019.

However, the new Silent 60 has already become the company's best-seller, generating at least 16 sales before the first unit was completed, while the Silent 80 and 80 Tri-Deck have generated at least eight orders between them.

POPULAR TECHNOLOGY

Silent-Yachts uses solar panels from US brand SunPower and high-end Panasonic lithium batteries, with the same cell structure as those used in the automotive industry.

The roof of a Silent 60 is equipped with SunPower MAX3-400 panels with a total output of about 17kWp, compared to almost 26kWp on the Silent 80. Köhler – who says the company is working on a bigger model with an output well above 40kWp – says such solar panels need to be mounted horizontally.

"If they were mounted vertically on the hull, superstructure or on a mast, the output per day would only be a fraction of what our panels produce. If you want to maximise the power output, it's of utmost importance to mount the panels so they can't be shaded by other parts of the boat. As well as improving the efficiency of our hulls, we improve the roof design with every model to maximise the available surface for solar panels."

The yachts feature electric motors with a 96 per cent efficiency factor and high-tech carbon propellers with about 80 per cent efficiency, Köhler says, leading to a drivetrain with an overall efficiency of about 75 per cent.

In comparison, a conventional diesel engine's efficiency of about 35 per cent multiplied by a bronze propeller's efficiency of about 55 per cent results in about 20 per cent total efficiency. "This means the Silent-Yachts drivetrain requires only a quarter of the energy of a conventionally powered boat," he says.

In the more powerful E-Power+ version, the Silent 60 and 80 are equipped with twin 340kW electric motors on shafts that receive their power from a water-cooled lithium battery pack (286kWh on the 60; 429kWh on the 80).

The set-up means yachts can be driven during the day at six-eight knots and even at night at a reduced speed, without the need to start

the generator. For a limited period, a top speed of 20 knots or more is possible depending upon the motor configuration.

"While at anchor in a bay or even when cruising typical holiday distances' of 30 miles per day, there's no need to engage the generator at all," Köhler says.

The company offers warranty of eight years on the battery banks,

25 years on the solar panels and lifetime on the electric motors. In terms of recycling and reducing electrical waste, the modularity of the solar panels and batteries mean these components can be replaced by new-generation versions and re-used in a house, for example.

In addition, all models can be equipped with an automatic kite-sail system, as will be seen on the first Silent 60. The kite flies at altitudes between 70-140m, generating up to 10 times as much power/sqm as a conventional sail.

Silent-Yachts uses carbon-fibre in its efforts to lower yacht weight, while for interiors, it offers a variety of alternatives to leather or teak wood such as compressed paper, recycled plastic, as well as basalt and hemp fibres.

"We try to implement as much sustainable and naturally-sourced materials into our yachts as possible, and strive to enlarge this offering with every sensible possibility. Silent-Yachts was created to build solar-electric yachts, so reducing the carbon footprint and striving for sustainability is part of our DNA."



The Silent 80 Tri-Deck has already received at least four orders