

Monaco Yacht Show 2008



OCEAN Independence makes their mark with sophisticated new branding and an impressive team at the Monaco Yacht Show 2008.

Following on from their success at the Cannes Yacht Show in the first half of September, where the OCEAN Independence Cavendish White (OCI) team enjoyed a profitable six days presenting motor yachts PAOLA, SYNERGY, NORTHERN CROSS and BRADLEY, the growing company went on to make a big impact on the industry by unveiling their new branding and a further selection of yachts in Monaco in the last week of September.

Presenting a notable 14 yachts both in the show and at anchor off Monaco's Port Hercules, the 43 strong OCI team had a full schedule of yacht visits throughout the show. In the port were motor yachts; 53m O'NEIRO, 48m THIRTEEN, 47m ARETHUSA, 34m SAGA and 33m sailing yacht ECLIPSE. Also exhibited in conjunction with the prestigious Amels shipyard was the 52m 171 Limited Editions Series motor yacht WERE DREAMS, a shining example of the successful collaboration of Amels with OCEAN Management and OCI.

In addition to the diverse fleet in port was a fine selection at anchor, with motor yachts 80m STARGATE, 71m HAIDA G,

45m MARCO POLO, 43m DAYDREAM, 35m IF, 26m catamaran BRADLEY and sailing yachts 28m SHERE KHAN and 34m BARTABAS. Visitors to yachts at anchor were treated to an exclusive tender service provided by the high speed 23m FM75 SOSSEGO and a 13m ZEELANDER, whilst our smart 7.5m V-TYPE VIP in-port tender conveyed guests from quay to quay in style.

The OCI stand grew this year to 72m² over 2 storeys to accommodate the needs of the team and their many VIP guests. With fine furnishings from renowned Dutch interior designer Marieux and perfectly selected tableware by China Ocean the overall effect was stunning and the stand was a hive of activity from dawn til dusk every day. The evening of Wednesday 24th attracted more than 150 press and industry friends, invited to toast the company's sophisticated new corporate branding and join the OCI team for delightful canapés by caterers Arome Piment and corporate-coloured bubbly by wine specialists Terroirs & Co. The after hours entertainment continued on Wednesday with the Megayacht Group & OCI party at the chic Fusion restaurant and bar, where their latest China projects were revealed to the interested crowd, and the show wrapped with a big OCI team dinner on Saturday at Le Bistrotquet in Monte Carlo.

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