



Hong Kong Boating Industry Association Aims and Objectives

Background

Hong Kong (HK) has a long established leisure marine sector. The first regatta was recorded in 1864, and many active water sports clubs date from that era. Since then, there has been little to distinguish a business between its activities in the pure commercial maritime sector and in the leisure marine sector. Both globally and in HK that situation has changed dramatically in the last fifty years.

In that time, there has been a huge expansion in leisure marine in HK, with the Marine Department acknowledging close to ten thousand registered leisure marine vessels to add to the thousands of unpowered leisure marine boats in HK.

To service this growth in leisure marine, the industry itself has grown significantly in recent decades from boat builders to brokers, yacht management and chartering, distributors and shops, clubs, marinas and training organisations, sailmakers, technical and professional services and specialised media.

Perhaps it is because many of the companies in this industry are small, or because of the different business types or the competition between the businesses involved, but somehow this multi-billion dollar turnover industry remains unrepresented at all levels within Hong Kong and overseas. The Hong Kong boating Industry Association (Hong Kong BIA) has been established to rectify this situation.

Hong Kong BIA – A new voice for the leisure marine trade in Hong Kong

AIMS:

The Hong Kong BIA is the membership organisation for businesses in the leisure marine industry in Hong Kong. It represents and offers relevant services and support to businesses whose principal source of revenue lies with leisure marine boating.

The aim is to provide these services across all leisure marine industry businesses which for ease of representation are grouped into the following nine representative

HK Boating Industry Sectors (HKBIS):

- Builders/Yards/Manufacturers
- Boat Charter/Yacht Management
- Vessel Operator Associations
- Shops/Distributors

Marinas/Clubs/Training Organisations
Boat Brokers
Technical Services – Repairs/Installations
Professional/Surveying/Transportation/Safety Service
Media / PR

Sectorial Committees

The HKBIS are grouped into the following five Sectorial Committees:

Environmental Advocacy
All HKBIS

Standards
Shops/Distributers
Professional/Surveying/Transportation/Safety Service
Technical Services – Repairs/Installations

Moorings/Marinas
Marinas/Clubs/Training Organisations

Boats
Builders/Yards/Manufacturers
Boat Brokers

Charter
Boat Charter/Yacht Management
Vessel Operator Associations

Each of these five Sectorial Committees elect one Sectorial Representative for their respective Committee to the Council.

Who we do not represent

The membership and services of the Hong Kong BIA are not aimed at any Commercial Maritime businesses. Though we may support the following, we do not represent:

Sporting interests, clubs etc. (but we do represent their marina, boatyard and training arms etc.)
Commercial shipping
Cruise industry
Fishing industry
Passenger Ferry Industry
Maritime Construction Industry
Private charter arrangements: charters aimed for the purpose of cost offset rather than as a business
Ports and Pilots

OBJECTIVES:

Promote the HK leisure marine industry, both locally and abroad
Provide showcases for its products in HK and overseas
Represent the industry to Governments, Authorities and Agencies

Conduct research on HK and International leisure marine markets
Provide technical, regulatory and manufacturing information and advice
Provide strategy, advice and practical assistance on environmental issues
Advise and represent on legal and financial matters
Provide a communication platform between members.
Encouragement of public awareness of the products and services provided by our members
Increasing awareness of marine leisure opportunities via boat shows, supporting training, and sharing know-how.
All materials from the Hong Kong BIA will be presented in English and Chinese, unless impractical to do so (which may be the case in terms of standards for example).

Council Structure

Council (Directors of Hong Kong BIA): Of no more than 8 Members plus ex-officio members consisting of

Chair
Deputy
Treasurer
5 Members representing one each of the 5 Sectorial Committees as defined above.

Sectorial Committees (Directors of Hong Kong BIA):

Each of the 5 Sectorial Representatives will chair the Sectorial Committee for that sector.

Ex-Officio members (Non-Directors of Hong Kong BIA):

Honorary President
Immediate Past Chair
Secretariat
Secretary

Meetings

Council meetings will be held as required.

Sectorial Committee meetings will be held as required and not less than one week prior to the Council meeting at a date and time to be set by the Sector representative.

All members will be notified of any Sectorial Committee meeting dates and these meetings will be open to the nominated member representative in that sector.

Annual General Meetings will be held once a year and no more than 4 months after the Hong Kong BIA financial year end at a date and time to be determined by the vote of the Council.

Membership

There are three types of membership:

Corporate Member (ie a normal member)

Individual Member (ie an unusual circumstance)

Honorary Member (for non profits)

Corporate Membership

Corporate Membership will be granted to any business or entity that is deemed, by the Council, to

be a Qualified Corporate Member on application and once the Association has received the joining fee and appropriate annual subscription charge. The Council will not unreasonably withhold granting of membership.

A Qualified Corporate Member is

A commercial entity incorporated under the laws of Hong Kong which continues to hold a valid Business Registration Certificate – be it a company limited by shares, company limited by guarantee, partnership or other registered business which in the opinion of the Council is a legitimate active business and operating in the HK Boating Industry.

For verification, each applicant for corporate membership must submit a copy of their Hong Kong business registration document on joining and annually thereafter on renewal of membership.

Rights of Corporate Members

Each qualified corporate member has the right of:

One vote at any General Meeting

One vote at any Sectorial Committee meeting of which they are member

One vote if elected to the Council

Sector Representation:

Corporate Members may register with up to two HKBIS at the time of enlisting and may change these at the time of annual membership renewal but may only represent one Sectorial Committee on Council in any given membership year.

Election of Sector Representatives and Council

Each Corporate member is entitled to one vote and must nominate and register one individual to represent them and exercise the member vote. Such nomination may be changed by the Corporate Member at any time in writing to the Council who will record and approve this at their next Council meeting. The nominated person can exercise their vote once their nomination is processed by the Council. .

Individual Member

To open the membership to others that are unable to have their corporate entity join, Individual Membership is available. Individual members have no vote at a General Meeting or a Sectorial meeting (though they may attend and speak) and may nominate to join only one sector but if elected to the Council will have one vote on Council as a Director. For individual membership fees, please refer to the Fees schedule below.

Honorary Member

Is an individual or an organisation, primarily non-profit, whom the Council invites to be a member. An Honorary Member has no vote and may not stand for Council Seats although it can be an ex-officio Councillor)

All Members

All Corporate and Individual Members are eligible to stand for election for a Council position either

Standard (and Individual)	HKD 2,000
Gold	HKD 5,000
Platinum	HKD10,000
Honorary	nil

Members will be asked to propose their own category of membership (except Honorary which is restricted to invitation and non-profits only). It is always permitted to move to a higher category of membership. Members are asked to confirm in writing their eligibility for the two lower categories of membership

Hong Kong BIA – What is the roadmap?

- [1] Legally establish – initial meeting, incorporation, bank account etc.
- [2] Get members.
- [3] Set up system of frequent sectorial and overall council meetings
- [4] Obtain Government recognition
- [5] Establish presence - physical location, web, email, membership database, secretariat and staff
- [6] Survey and forum.
- [7] Obtain international recognition – ICOMIA
- [8] Setup meetings with Govt. departments.
- [9] Set up resources covering regulations, legal, best practice, standards, environmental
- [10] Establish our own showcase – “BOAT Hong Kong” for the industry.
- [11] Initiate projects promoting boating in HK
- [12] Annual Awards

[1] Establish

- Company limited by guarantee is being set up by law firm Ince & Co HK who will receive any initial membership fees from founding members.
- Hold an initial meeting for founders to agree to proceed with the setup of the Association and agree a set of articles to be submitted to the Companies Registry in Hong Kong
- Open bank account and complete registration requirements under law.

[2] Get Members

- Create press release and an information pack for distribution
- Launch a recruitment drive to get companies in the leisure marine sector to join this new initiative. This is being done via email, personal contacts and where necessary phone calls and personal meetings. All founding members are asked to encourage participation from their contacts.

[3] Council and Sectorial Meetings initiation

- Hold the first Annual Meeting of the Hong Kong BIA and elect the first council consisting of Chair, Deputy, Treasurer and Secretary plus Sectorial Committee members.
- Initial council to set up system of council meetings and sectorial sector representatives.
- Make arrangements for a representative of the Marine Department to be present at that first Annual Meeting if possible.

[4] Recognition

- Register with Hong Kong General Chamber of Commerce (HKGCC) or the Federation of Hong Kong Industries (FHKI) as appropriate. Make arrangements for a meeting with the Marine Department for the purpose of obtaining a seat on the Local Vessel Advisory Committee.

[5] Establish Presence

- Create a website / Facebook presence etc to be published once legally established.

- Find premises (preferably free) as an initial operations base.
- Select, purchase, and operate a linked membership/website system to avoid data duplication and staff resource wastage.
- Register a name for an annual boat show/equipment show in order to reserve it. Make representations to Government/TDC for support for such a show.
- Hire secretariat staff.
- Obtain by donation or purchase initial equipment (computer/printer/phones/stationery etc.).
- Once established, approach any sources of external funding such as government grants etc.

[6] Survey and Forum

- Implement a comprehensive survey of our members to find out what they want this new trade grouping to focus on.
- Collate responses and present at an open forum for all members to attend to make sure that the responses match reality.

[7] Obtain International Recognition:

- Join the International Council of Marine Industry Associations (ICOMIA).
- Establish contact with other leisure marine industries in nearby trading countries; make sure our purpose is understood, and it is clear that their participation in our showcase events is welcome.
- Assess viability of visits and representation at their showcase events.

[8] Setup meetings with Government Departments

- Responsibility for marine matters while seeming to sit entirely within the Marine Department is in fact spread over multiple departments of the HK Government. A series of meetings with multiple Government departments is proposed to make sure they know who we are and what we propose to do.

[9] Set up Resources

Obtain and make available to members a set of resources, be they wiring standards, gas installation standards, scantlings, 'How to run a Marina' courses etc. which members may then make use of on a shared basis, thus significantly reducing costs to members. Many of these resources are available through membership of ICOMIA or equivalent US/Euro agencies, and of course local resources from various Government departments, HKTDC, HKPC etc. Work with HKTDC to create opportunities and support for members

Resources could include:

Trade Directory

Annual Reports

Statistical Reports

Technical and Manufacturing Advice

Market Survey Reports

Participation Reports

Advice on legal, technical and business development.

Negotiate credit, credit card, factoring, healthcare, finance facilities on behalf of members collectively.

Member discounts for training courses

Listing on website

Regular publications

Business advice, networking opportunities.

Legal, environmental, regulatory advice

Installation Standards

Equipment standards

[10] Establish our own showcase

Around the world all major exhibitions focused on the marine industry are at least part owned by the national trade association. This ensures continuity in case of operator bankruptcy (or bad mood), access to the show for members of the association at reduced costs, and a higher profile internationally via institutions like ICOMIA. Attracting overseas exhibitors to our shows will allow us to reduce the cost of exhibiting at these shows to local exhibitors, and in addition create a larger show unquestionably more attractive to our customers. Tentatively called “BOAT Hong Kong”.

Currently there is one show - Hong Kong International Boat Show in Marina Cove - but this is very small and will not be able to grow on this site. There have been as many as seven boat shows a year at one time – which is far too many – and more recently just two, but both poorly attended. We want one show and it should be a big one, with TDC support etc.

A true show will permit both new boat vendors and second-hand boat brokers to co-exist. It will provide a place for HK manufacturers and distributors to display their wares to trade buyers, and a place for HK direct vendors to display their wares to retail buyers. It should also provide a place for foreign manufacturers to display their wares to HK and China trade buyers. Hong Kong BIA members should get exhibitor discounts.

[11] Promote Boating in Hong Kong

Establish schemes to introduce more people to boating in HK. While various local clubs and associations spend significant resources doing exactly this, they are doing it in the end to get more members for themselves. We as businesses are interested in more customers but not just of the type that a local club might want for themselves. Such initiatives in other countries (like France and the US as well as closer by in Taiwan) have had notable success with broad industry support.

We should promote boating as a clean, environmentally friendly pastime, ideally suited for Hong Kong – where land is at a premium and the sea is boundless. We should raise the awareness of boating by breaking down entry barriers, encouraging participation and club development, thereby increasing the size of the domestic market, and actively promote environmentally friendly boat engineering as a way to separate Hong Kong’s commercial entities from less environmentally conscious foreign competitors.

[12] Annual Awards

Set up a scheme of annual awards, voted on by our members, for who is doing the best job in different areas: best boat launch, best equipment etc. This creates something for the press to write about and keeps us in the public eye.

FAQs

Can we join if our main business line isn’t Marine?

Yes – membership fees will be based on your marine turnover / staff allocated to marine.

I’m starting a new business in the Marine arena – can I join?

Yes, provided the council agrees you are in the marine trade area represented by this association.

I run a canoeing club. Can we join?

Not unless you offer facilities to the paying public, as opposed to members-only. We will only represent your commercial interests. Your sporting interests are represented elsewhere already.

Do I need to be a member to exhibit at BOAT Hong Kong?

No, but members get discounts.

We are a business wholly-owned and operated in China/UK/Finland – Can we join?

No. We represent Hong Kong-based businesses.

We are an legal/ insurance/banking/credit factoring business with marine clients amongst others.

Can we join?

Yes.

OTHER FUTURE SERVICES

Training Grants

Provided from our own facilities

Provided by external and Government bodies, facilitated by us.

Environment and Facilities

Encouraging sustainability

Publishing an Environmental Code of Practice specific to our industry.

International Trade Development

Work with Hong Kong's Trade Development Council to bring members access to overseas markets and overseas expertise leading to overseas orders.

Government Relations

Our role is to bring the voice of the leisure marine sector to the attention of the highest levels of government, by effectively highlighting the industry's role in generating investment, regeneration, tourism and export revenues. Seek to inform legislators directly about our industry, as well as key players within the civil service.

Member-Focused.

We are nothing without our members, and represent only those views that our members wish us to express. We should keep members informed about Government consultations, briefing papers, discussion papers so that we are in a position to be updated about our members' views before discussions with government and before any windows for public consultation are closed.

Services

Offer a dispute resolution scheme.

Workshops, seminars provided by our partners.

Provide standard contracts for common transactions – e.g. selling a boat.

Issue agreed industry wide Codes of Practice for common procedures.

Training

Create training standards and syllabuses

Conduct training, directly or indirectly, on a wide variety of topics