



PROMARINE YACHT
& MARINA SERVICES
SDN. BHD.

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COMPANY PROFILE

PROMARINE YACHT & MARINA SERVICES

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marina site assessment | design | design review | mechanical & electrical services | cruise terminal
equipment sourcing | contract & project management | marina feasibility studies | marina management

Established in 1990 with offices in Singapore and Malaysia, ProMarine has extensive experience in all aspects of marina design, marina operations, yacht management and marine leisure disciplines. This proven track record has been utilized by developers for a variety of projects from design concepts through to operations and marketing. ProMarine is currently engaged on a number of exciting new projects in the region, with a primary objective to enhance the cruising network in South East Asia. ProMarine's guiding philosophy is to provide professional consultancy services with a personal touch, aiming to consistently exceed our clients' expectations.

Site Assessment

- Reporting to Client on viability of chosen site for proposed development
- Identification of suitable sites to fulfil Client's specifications.

Design

- Conceptual and detail design of marinas and marina facilities
- Detailed survey requirements and specialised marine investigations
- Appointments and management of coastal engineering specialists
- Floating pen layout design · Capital yacht mooring systems (Mega Yachts)
- Private residential berths
- Boat handling and storage systems · Land area requirements and layout
- Containment and disposal of marina and boatyard waste products
- Ferry jetties
- Liaison with Civil and Marine Engineer to determine best layouts of breakwaters, dredging programmes and assessment of riverine and coastal dynamics.

Design Review

- Review of designs including clubhouses and other related facilities
- Waterfront housing and private berths, canal and locking systems.

Marina Feasibility Studies

- Marketing analysis, marketing and sales, optimisation of resources, environmental planning, health and safety issues.

Mechanical and Electrical Services

- Provision to M&E Engineer of load requirements and capacities for electricity, water and fuel supplies
- Liaison with M&E Engineer with respect to routings, sewage treatment, etc.

Equipment Sourcing

- Identification and sourcing of specialist plant, machinery, and marina and boatyard equipment
- Identification and sourcing of commercial and leisure boats, including water skiing, jet skiing, parasailing, scuba diving, fishing, etc.

SERVICES

OUR

Contract and Project Management for Marina, Hotel & Golf Club Developments

- Manage and specify surveys, geo-technical investigations, coastal processes studies
- Prequalification of tenders
- Preparation of Tender and Contract Documents including Conditions of Contract
- Specifications, Bills of Quantities
- Tender Analysis and recommendation of Award
- Approve all payments to Contractors
- Carry out continuous cost control
- Issue instructions as necessary
- Inspect installations and issue Completion Certificate.

Marina Management

We can provide full management services from interim management during handover to the client's management team, to full management services including training and post commissioning operations.

Hotel & Golf Club Management

- Hotel Pre – Opening Planning Services
- Hotel Management & Project Management Services
- Golf Club Feasibility & Planning Services
- Golf Club Management and Marketing Services

The ProMarine Management Team has been involved with the design of some of the most prestigious marina projects in the SEA region, including:

- Republic of Singapore Yacht Club, Singapore
- Buran Darat Development, Sentosa Island, Singapore
- Phuket Yacht Haven, Thailand
- Puteri Harbour Marina, Malaysia
- Royal Langkawi Yacht Club, Malaysia
- Sutera Harbour Marina, Sabah
- Sevana Cove Marina, Malaysia
- Awana Hotel, Langkawi, Malaysia
- Tanjung Lesung Marina, Java, Indonesia
- Carita Bay Marina, Java, Indonesia
- Indah Puri Resort Marina, Batam, Indonesia
- Ocean City Marina, Shanghai, China
- Melaka Gateway Marina, Malaysia
- Royal Hong Kong Yacht Club, Hong Kong

Our senior management team have managed these key properties:

- Raffles Marina, Singapore
- Republic of Singapore Yacht Club, Singapore
- Royal Langkawi Yacht Club, Malaysia
- Sutera Harbour Marina, Malaysia
- Sevana Cove Marina, Malaysia
- Dubai Marina Yacht Club, Dubai
- Festival Marina, Dubai
- Phuket Yacht Haven, Thailand
- Royal Hong Kong Yacht Club
- Kuala Lumpur Golf & Country Club
- Sentosa Golf Club, Singapore
- Palm Resort Golf & Country Club, Johore
- Shangri-La Hotel, Singapore

PREVIOUS CONSULTANCY

PROJECTS PUTERI HARBOUR | Nusajaya, Malaysia



PHUKET YACHT HAVEN | Phuket, Thailand



SUTERA HARBOUR | Sabah, Malaysia



ROYAL LANGKAWI YACHT CLUB | Langkawi, Malaysia



Alan Pickering

MANAGING DIRECTOR



Alan is a professional and Yachtmaster and has extensive experience in the field of international yacht sales, yacht charter worldwide, yacht maintenance and yacht management. He comes from a civil and marine engineering background, and has comprehensive knowledge of modern marina design and management, gained through his worldwide involvement, as both an operator and consultant, within the international yachting scene. Alan bought his first boat in 1978 after completing his engineering diploma in England in 1974.

During the 1990s Alan oversaw the design and construction of a number of large yacht projects for several clients as part of his general consultancy services. In 2000 he co-founded Simpson Marine Pte Ltd as a Director and Shareholder for eight years. Alan established ProMarine Yacht Sales Pte Ltd as a leader in the fields of yacht sales, yacht charter, yacht support, yacht management and marina design and development.

Mike Willie

DIRECTOR OF MARINA OPERATIONS



As a qualified commercial Yachtmaster (up to 200GRT) of both power and sail, Mike captained many prestigious charter yachts over the years and it is this added experience that makes him well aware of the high standards expected by owners, captains and crew in terms of first class marina facilities and services.

Mike project managed a variety of marinas-in-build, as well as becoming the operating manager of a number of prestigious marinas in the region including general manager at the Royal Langkawi Yacht Club for three years, manager of the Republic of Singapore Yacht Club and marina manager of Sutera Harbour Marina in Borneo. Mike knows the intricacies of marina development and understands that establishing and promoting first class marinas, getting them on the cruising charts to draw in both resident and visiting yachts - is essential to the financial success of every marina development.

Michael Lee

ASSOCIATE DIRECTOR



Michael had served a total of 10 years as Group CIO in the Banyan Tree Group, a leading international operator and developer of premium hotels, resorts, residences and spas. And he served Raffles Marina Limited, a 5 Gold Anchor Marina as CEO for 6 years. He is also well experienced in the field of Hotel Management. Michael joined the Shangri-La Hotel, Singapore as Deputy Marketing Director where he honed his hotel operations skills and contributed to the CRM development of the property.

Michael is a Chartered Marketer and a Fellow of the Chartered Institute of Marketing, U.K. and a member of the Chartered Financial Analyst Institute (U.S.A. and Singapore). He holds a Master of Business Administration degree and is a Certified Enterprise Systems Architecture and TOGAF Practitioner and Certified ISO270001 Lead Auditor Information Systems Security, Food Safety.

Robert Bird
Associate Director



Mr Robert Bird Robert has been involved with the management, marketing and operations of some of the region's most prestigious private members clubs, yacht clubs, marinas and golf clubs. His long experience in these fields included organising some of the regions premier golf competitions & events on the Asian Golf Tour. Robert skills and experiences gained managing a combination of golf clubs, marinas & yacht clubs is unique and extensive to name a few.

- Royal Hong Kong Yacht Club, Hong Kong
- Sentosa Golf Club, Singapore
- City Club of Tokyo, Japan
- Macau Golf & Country Club – Macau
- The Hong Kong Club – Hong Kong

Simon Trevor Wood
SALES & MARKETING
DIRECTOR



Simon is performance-driven, entrepreneurial professional who has travelled extensively over 82 countries with 34 years in continuous advancement and expertise in international businesses, property management, tourism, retail, sales and marketing, along with history of developing brand strategies. Simon is a skilled coalition - builder with multicultural experience throughout extensive Asian, European and Australian markets.

Simon has managed marketing-positioning efforts & lead brands - development initiatives that differentiate company's products & services, ensuring compelling value propositions and create detailed go to market plans that deliver value to the market in providing new business opportunities.

Along with his Military background, Simon over the years has been involved with Military Adventure Training, Swimming Instructor, Life Long learning Teacher, Team Medic, Survival, & others to name around the world in participation in a combination of practical training where a lot of his sailing knowledge was obtained.

Samantha Liow
OFFICE &
FINANCE MANAGER



Samantha, BBus PA (SUT), as ProMarine's Office and Finance Manager, is a passionate and dedicated professional who has 12 years' working experience in the regional maritime industry. As well as her finance and corporate responsibilities, Samantha is very good in maintaining the office operations and procedures in order to ensure organizational effectiveness and efficiently. Samantha's fluency in English, Mandarin and Bahasa Melayu makes her a customer favourite. Samantha future developments is complete her MBA.

