



Heesen

— **PRESS KIT**

2022



# — HEESEN

## Evolution matters

**A Dutch shipyard dedicated to pushing the boundaries in design, engineering and construction, Heesen is a company that continues to evolve. Since the time its founding father Frans Heesen acquired the business in 1978, it has been building superyachts in aluminium and steel that offer speed, style and fuel-efficient cruising. Its award-winning vessels continue to match owners' exacting demands, and its unrelenting focus on quality, craftsmanship and innovation has created one of the world's most impressive shipbuilding legacies.**

The launch of 44-metre Octopussy in 1988 – the fastest superyacht in the world topping out at 53.17 knots – brought world-wide acclaim. When Frans retired in 2012, one chapter closed and another began. Since then, the once family-owned yard has gone on, in partnership with naval architects Van Oossanen, to pioneer hybrid propulsion, as well as the revolutionary FDHF hull and the ultra-efficient Hull Vane®.

The year 2016 proved to be a turning point in Heesen's history. It was the year the Dutch shipyard, renowned for its precision engineering, delivered its 70-metre Galactica Super Nova. It was also the year that Heesen completed a vast expansion of its facilities in Oss, the Netherlands; a new 85-metre dry dock, equipped with advanced features to create the best working environment possible.

2019 represented another milestone in the history of the company when the keel of the mighty 80-metre full-aluminium Project Cosmos was laid. Project Cosmos is one of the largest and fastest all aluminium yachts ever built with a top speed of almost 30 knots. She is a highly complex and challenging project born from an owner's request for high-performance efficiency, and one that has resulted in new patented engineering techniques.

Heesen continues to grow today, acquiring additional sites and further investing in its interior furniture workshop, thereby increasing its capacity by 30 per cent. Heesen's ability to quickly respond to market needs has been unequivocally proven over the years, but never more so than with the yard's award-winning semi-custom series. The reduction in both production time and manufacturing costs has seen Heesen rise to the top of the 55-60 metre and 60-80 metre custom markets.

A continued investment in research, the application of smart technology and collaboration with leading designers and developers all contribute to keeping the brand one step ahead.

Although no longer a family business, Heesen has retained a family feel – something of a calling card for the Dutch yard for more than 40 years – and is today one of the most advanced yachtbuilding facilities in the world.



**Galactica Super Nova (2016)**  
At 70 metres she is one of the largest Heesens on the water.

# — FACTS & FIGURES



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# 175+

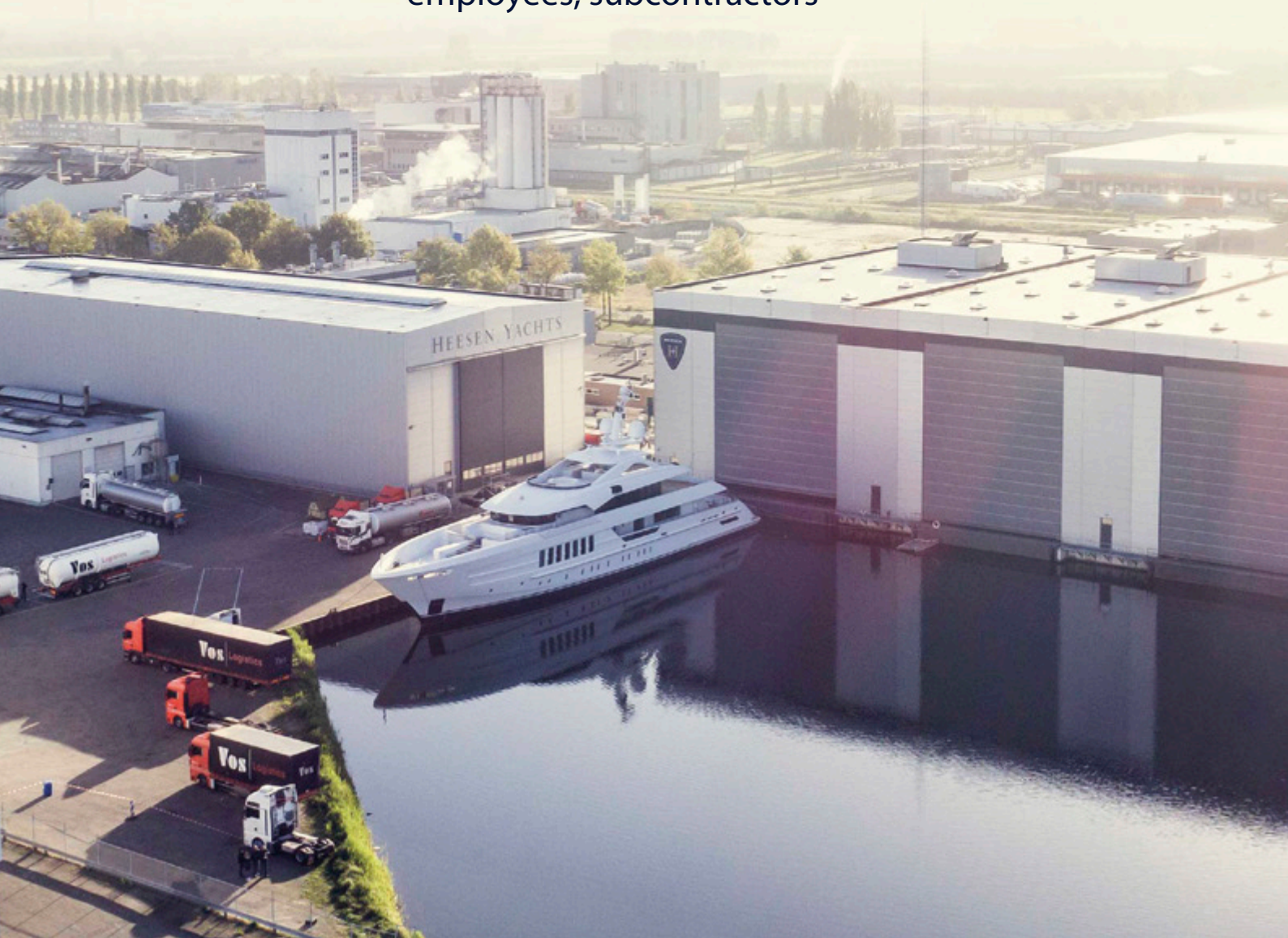
Yachts built since 1978

# 8,100m<sup>2</sup>

Heesen Interior workshops

# 1,000

Workforce: internal and external employees, subcontractors



# 22,000m<sup>2</sup>

8 Sheds, 6 dry docks and workshops

## 50-83 metre

Yacht construction capability

## 4.4 Hectares 11 Acres

Total shipyard area



# — BRAND VALUES

## underpinning performance

**Crafted in Holland, home of yacht building – this is what Heesen has come to represent. Its three guiding principles of innovation, craftsmanship and pioneering design have been adhered to throughout Heesen’s history and continue to define the yard today.**

### **Innovation**

Heesen’s ever-increasing desire to innovate and minimise its carbon footprint has laid the foundation for its hybrid solutions today. Heesen’s innovations are present in its use of technology and choice of naval architecture, but so too in its future concepts. The next generation of Heesen yachts reveal subtle developments, from an increased use of glass to larger outdoor areas that bring customers closer to nature. These innovations may be delicate evolutions, but as a result a Heesen yacht will always carry the brand’s design trademarks, making it stand out as truly unique.

### **Craftsmanship**

In this high-tech era of robots and fully automated production, a Heesen yacht is still largely crafted by hand. Many skilled hands in fact, all driven by a passion for perfection. The backbone of each Heesen yacht is a hull welded with precision and care. Heesen uses aluminium – which requires highly experienced welders – and steel to construct its yachts. It also remains one of the few yards in the world to build its yacht interiors entirely in-house at Heesen Yachts Interiors. A team of approximately 1000 dedicated professionals and artisans are involved in the shipbuilding process each day, all working towards a common goal; to fulfil every customer’s dream.

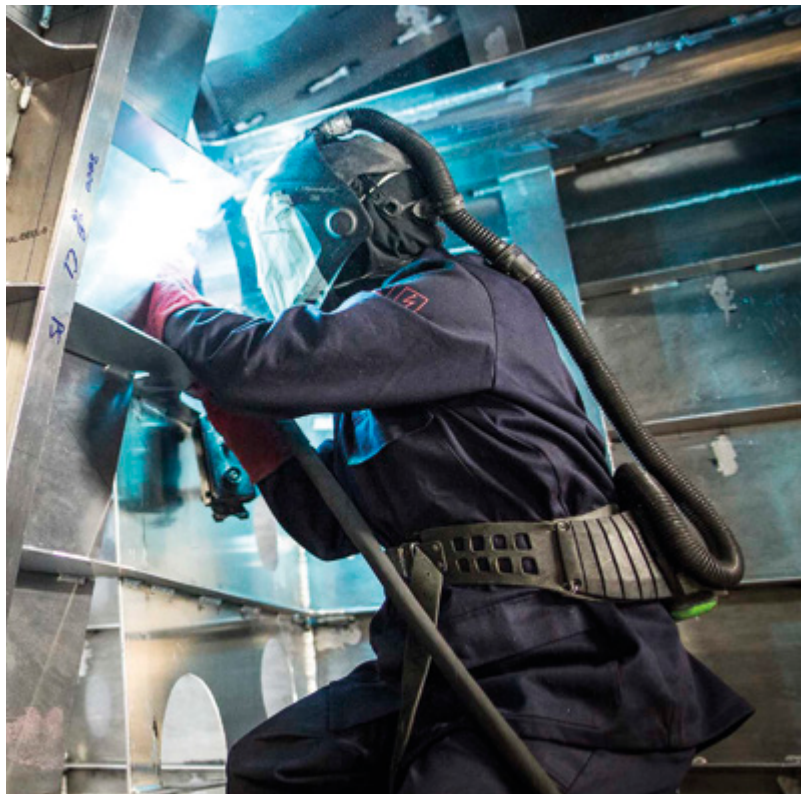
### **Pioneering design**

Heesen is masterful at forging ahead from the rest of the market by pairing proven design with revolutionary concepts. But the Heesen DNA runs far deeper than conceptual design. Currently the shipyard offers an extensive menu of hull types and technological advances to choose from in order to create the perfect yacht design for each client. With every new yacht design comes the challenge to find new solutions, something that Heesen prides

itself on achieving; new to the market innovations, from which every future Heesen yacht benefits. From custom to semi-custom, displacement to fast-displacement, every Heesen is as different as its owner.

### **No mission impossible**

Beyond innovative engineering and the know-how of Heesen’s most experienced specialists, if a client has the courage to think of a radical design the shipyard will do its utmost to accommodate their dreams. Heesen enjoys being challenged by clients’ bold decisions; it gives the company the opportunity to build the extraordinary. As does its diverse workforce. In an age of equality that celebrates diversity, Heesen stands out. But in a world that supports talent regardless of gender, Heesen has always excelled. Achieving the unusual is where Heesen’s expertise is unmatched. At Heesen, there is no such thing as mission impossible.





## — SUSTAINABILITY

Renowned for its innovative hull designs and hybrid solutions, Heesen is committed to developing more sustainable and fuel-efficient technology. The most striking example of this is 50-metre Home, the world's first FDHF with **hybrid propulsion** that makes her 48 per cent more efficient than other yachts in her class and with a superior level of comfort. Not only is this better for the environment, but more cost-effective for clients. Her sistership Amare II (formerly Project Electra), the second in the 50-metre FDHF hybrid series, delivered in April 2020. We are currently building the third yacht in this series, YN 20750 Project Orion, available for delivery in 2025.

The shipyard is always exploring renewable and alternative energy sources for use in future yachts and its facilities in Oss, including harnessing solar power. **Patented Sun Tracker technology** is installed on the roof of its dry docks in Oss. The system can automatically dim the interior LED lighting to avoid wasting energy on days where natural sunlight is sufficient, therefore reducing the shed's lighting requirements by 25%.

Heesen has always been a shipyard dedicated to the ongoing stewardship and protection of the world's oceans and its marine life, and proudly supports a number of ocean conservation-based charities. **The Blue Marine Foundation** exists to combat over-fishing and the destruction of biodiversity by delivering practical conservation solutions, including the creation of large-scale marine reserves. With the support of companies like Heesen, BLUE's aim is to put 30 per cent of the world's oceans under protection by 2030.

In an effort to reduce single-use plastic, all Heesen employees are given a **Dopper water bottle** customised with their names. The shipyard is committed to creating awareness regarding the impact of single-use plastic waste and inspiring people to initiate a change. In addition, Heesen became an anchor partner of the **Water Revolution Foundation** in 2020. The NGO encourages industry-wide innovation and sharing of best practices to reduce the collective environmental footprint of the yachting business.

There are a number of different avenues that shipyards are exploring to reduce the impact that yachts have on the ocean and environment and, in September 2021, Heesen launched BlueNautech - a long-term, comprehensive sustainability programme to reduce its footprint. This includes everything from increased hull and propulsion efficiency to energy saving and in-house production methods. Heesen's long-term efforts to reduce yachting's ecological impact on the world and its relentless ambition to build the most efficient yachts are well-documented. Heesen was the first shipyard to pioneer an optimised hull form for fuel efficiency, in partnership with Van Oossanen. Heesen is the first shipyard to build an IMO Tier III-compliant fast-cruising yacht below 500GT with Aquamarine, and Heesen continues to build upon its hybrid propulsion offering, equipped with economic mode. With the launch of BlueNautech, Heesen is taking the next big step in its journey towards sustainable yachting. And they are in it for the long run.

# — LOCAL ECONOMIC IMPACT

With almost the entire construction and build of a yacht taking place at the shipyard, Heesen has become one of the top five employers in Oss. As a result, the business has created many employment opportunities within the company, extending to local suppliers and subcontractors, thus majorly contributing to the local economy.

Heesen has a strong long-term relationship with its subcontractors and works closely with them on board the yachts. From its own dedicated interiors production facility in Winterswijk, employing 150 people, to the steel hulls that are built by a company

in Friesland, (northwestern Holland), over 1,000 people work for Heesen on a daily basis, including workers and subcontractors. By regionally or nationally sourcing subcontracted jobs, Heesen's economic advantages go beyond the city of Oss. Not only benefitting those who work with the shipyard, Heesen's impact also extends to the local area. Clients and their representatives, crews and international media often visit the shipyard, spending their money on hotels and local restaurants. Heesen does not just build yachts, it builds communities.





# — CHARITIES WE SUPPORT

Heesen is proud to support various international and local charities, from Friends of the Red Cross to the Water Revolution Foundation.



**Water Revolution Foundation** works to drive sustainability in the superyacht industry, leading the way towards neutralising its ecological footprint and preserving the oceans.

"Pushing boundaries in design, engineering and construction forms an integral part of our Heesen DNA and underpins our commitment to building a sustainable future. We believe the need to preserve the world's oceans is our collective mission. The solution is also found in the way we design and build our yachts today. At Heesen, we are world leaders in the construction of lightweight aluminium yachts and have pioneered revolutionary new hull designs

to increase efficiency, reduce drag and cut down on fuel. By installing hybrid propulsion systems and delivering ultra-efficient fast displacement hulls, we provide owners with more sustainable solutions that make the most of the yachting lifestyle. Together, we can enjoy our oceans and build our yachts sustainably."

— Arthur Brouwer, CEO



## ICRC

**Red Cross**, (ICRC) responds quickly and efficiently to disasters in conflict zones, helping people affected by armed conflict, working on access to education, addressing sexual violence, economic security, climate change and conflict and more.



# — YACHT TALK

**As world leaders and innovators in the yachting industry, Heesen is proud to have launched the world's first ever talk show dedicated to yachting.**

Introduced in 2020, Yacht Talk is presented by journalist Charlotte Kan. Heesen's studio talk show brings together leaders and specialists from across all areas of the industry, offering a platform to discuss some of the most pressing and thought-provoking topics in yachting.

Opening up the conversation surrounding technological advances revolutionising yacht building, industry-wide sustainability practices and commitments, yachting destinations, and careers in yachting, notable guests have included Heesen's own CEO Arthur Brouwer, co-founder of Reymond Langton, Pascale Reymond, founder of Winch Design, Andrew Winch, and Stewart Campbell, editor-in-chief of BOAT International.

In 2021, Yacht Talk took a step outside the studio with a series of Yacht Talk 'specials', taking you inside some of the world's most prolific brokers and design houses in the industry and all the way to Monaco for an exclusive insight into one of the biggest yachting events in the world – the Monaco Yacht Show.

Yacht Talk episodes are released regularly and can be viewed on Heesen's own YouTube channel or directly on the Heesen website.

[www.heesenyachts.com/yachttalk](http://www.heesenyachts.com/yachttalk)





# — WORLD FIRSTS

innovation in motion

From day one, Heesen has pursued a consistent mission to create yachts with exceptional standards of engineering and meticulous attention to detail. Each yacht is built entirely in-house, using the strongest aluminium and

the toughest steel. It is a service that differentiates the shipyard from others in the world, and enables it to guarantee the quality it promises. It is this dedication that has secured Heesen's place in the history books, exemplified by a raft of 'world first' yachts.



## OCTOPUSSY

(44 metres)

Built in aluminium and designed by Gerhard Gilengast, 44-metre Octopussy was commissioned by American entrepreneur John Staluppi with the aim of breaking

the 50-knot barrier. Delivered in 1988, she fulfilled his aim by topping out at 53.17 knots, becoming the fastest superyacht in the world.

# GALACTICA STAR

(65 metres)

Delivered in 2013 the stunning 65-metre Galactica Star is the world's first Fast Displacement Hull Form (FDHF) yacht. With a top speed of 28 knots, and a vast range of 4,200 nautical miles, the custom-built yacht boasts a 30 per cent increase

in hull efficiency. This equates to a 20 per cent reduction in power, which in turn means less fuel consumption. Put simply, this was a landmark development in the design of large luxury motor yachts.



# ALIVE

(42 metres)

42-metre Alive is the first yacht to harness kinetic energy thanks to an underwater wing, the Hull Vane®. Delivered in 2014, Alive displays the excellent sea keeping and fuel-efficient properties of her FDHF and

Hull Vane® – the first yacht to be fitted with both innovations. Possessing extraordinary speed and efficiency, Alive delivered the most dramatic advance in performance ever recorded.



## **Hull Vane®**

*Alive achieved a 16-knot top speed, which required 35 per cent less power than with a conventional hull design.*

# HOME

(50 metres)

Awarded the RINA Award for most eco-friendly yacht in the show at the Monaco Yacht Show 2017, Heesen's 50-metre Home is the world's first Fast Displacement Hull Form yacht

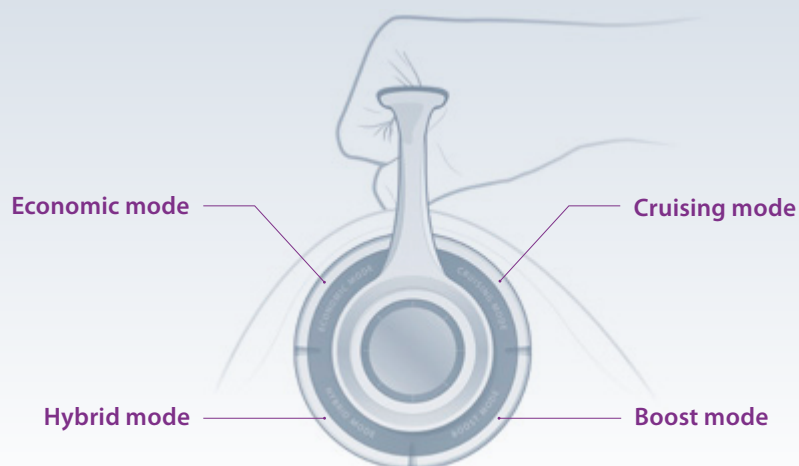
equipped with hybrid propulsion. She is not only ultra-efficient and low fuel-burning, but also one of the quietest on the oceans, offering the ultimate luxury: silent cruise.

*Home's hybrid propulsion system is particularly beneficial when cruising below 10 knots. Unlike diesel engines that burn 30-40 per cent more fuel at lower speeds, the hybrid propulsion allows the owner to offset fuel consumption with the use of generators, without compromising on speed, and at the sound of softly falling rain.*



## ***Heesen's advanced hybrid solution***

*Offers both diesel mechanical and diesel electrical propulsion, either source can be used independently or simultaneously, providing less noise, less vibration and more flexible power management.*



# GALACTICA SUPER NOVA

(70 metres)

At 70 metres, the sublime Galactica Super Nova is an aluminium fast displacement yacht with a ferocious top speed of 30 knots. Delivered in 2016, she boasts an incredible

357 square metres of deck space for outdoor living. Galactica Super Nova sprawls from bow to stern, with a luxurious sundeck and an expansive beach club.







# MOSKITO

(55 metres)

Delivered in April 2021, Moskito is the latest launch in Heesen's 55-metre steel series. The epitome of elegance on the water, her muscular exterior lines by renowned Omega Architects are characterised by her 'shark-tooth' superstructure overhangs and striking vertical windows. Sporting the latest iteration of Van Oossanen's ultra-efficient Fast Displacement Hull Form and powered by IMO Tier III-compliant MTU engines (8V 4000 M63s), she offers frugal

fuel consumption of just 150 litres per hour at 11 knots for truly economical passage making.

Her sophisticated interior design by London-based studio Bannenberg & Rowell is both luxurious and laid-back. At 760 GT, she is spacious and combines bold design choices with a relaxed appeal. In the main saloon, dark eucalyptus contrasts with pale sycamore joinery and chevron parquet flooring. Softly

radiused panelling and an eye-catching bar installation add layers of texture and intrigue. Rooms are illuminated throughout by floor-to-ceiling windows and open bulwarks, offering sweeping sea-to-sky vistas that immerse guests in the beauty of the environment.

Moskito is available for charter with International Yacht Collection in the Mediterranean in summer and the Caribbean in winter.







# LUSINE

(60 metres)

## *Our latest delivery*

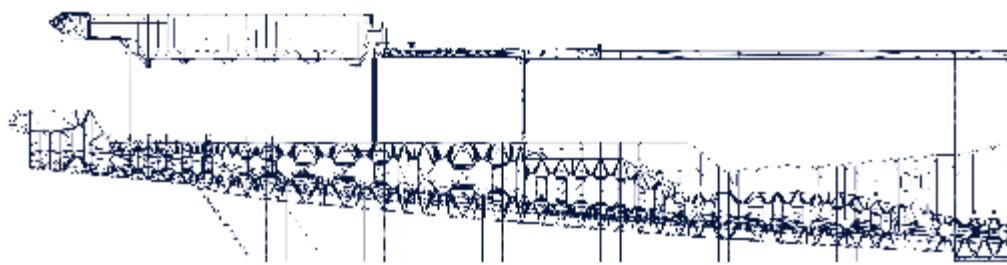
The award-winning MY Lusine has clean and chiselled exterior lines by Omega Architects, who have introduced an innovative design feature to embellish the profile: the bird's wing. This eye-catching multi-faceted shape visually integrates three decks (main, bridge and sundeck) without interfering with the uninterrupted horizontal lines of the glazed

windows. The result is a strong and muscular 60-metre yacht with a Gross Tonnage of 1,079 GT. Floor-to-ceiling windows and aft doors coupled with lowered bulwarks ensure panoramic views and plenty of natural light flooding the vast interior. MY Lusine pairs a highly distinctive character with Heesen's heritage of sporty elegance.





*Project Cosmos's defining feature is undoubtedly its patented backbone technology. The concept of an 80-metre, slender, aluminium yacht with a shallow hull depth is itself ground-breaking, but the yacht also needs to have longitudinal strength to withstand the pressures of the sea. What the backbone delivers is flexible stiffness.*



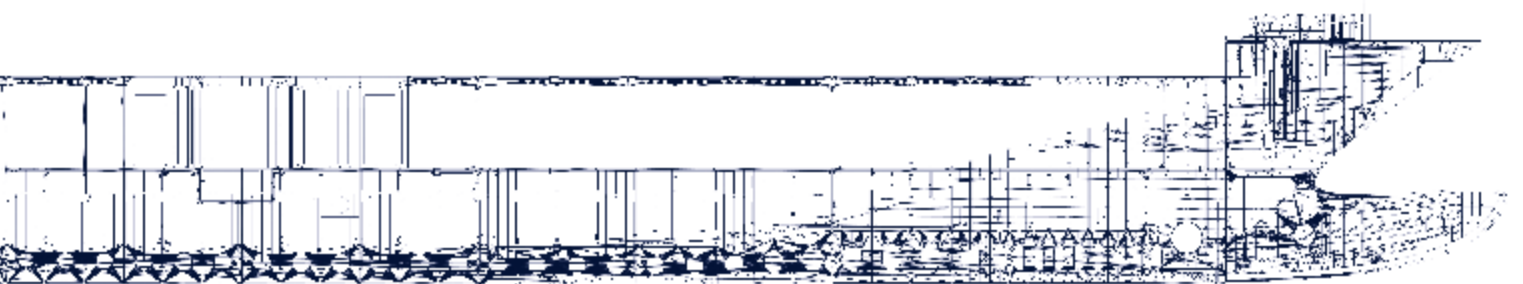
# PROJECT COSMOS

(80 metres)

## *Our flagship*

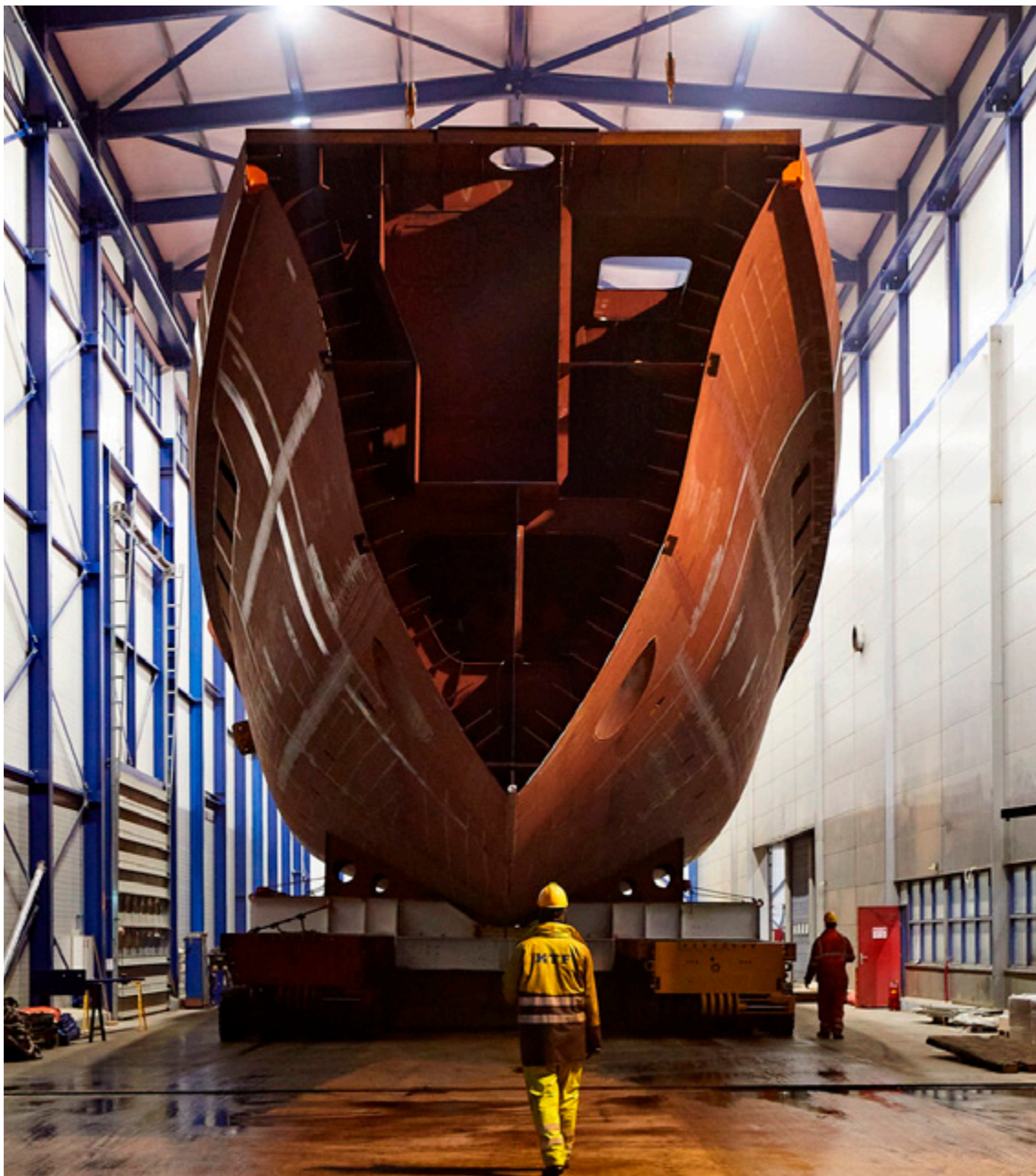
At 80.07 metres, 1,700GT and with a top speed of nearly 30 knots, Project Cosmos is one of the world's largest and fastest full-aluminium motoryachts with conventional propeller propulsion system. Thanks to the revolutionary

FDHF devised by Van Oossanen and four MTU 20V diesel engines, Project Cosmos will continue Heesen's long-standing tradition of pushing the boundaries with head-turning yacht design, smart technology, and outstanding performance.



Hull material

# — STEEL OR ALUMINIUM





Each has its advantages. Steel is typically used for heavier, longer range yachts with large fuel capacities and high-volume interior spaces. For the more adventurous customer, aluminium is perfect for high-performance yachts in which Heesen leads the world. With their shallower-draft hulls, fast cruising speeds are prioritised and light weight is key.

Steel is less expensive and easier to build with. Welding aluminium is highly skilled and time-consuming. Aluminium hulls have complex internal skeletons to give them the same structural integrity as their steel counterparts.

What used to be a simple choice is today not so straightforward. With Heesen's advanced construction techniques, steel yachts can be built lighter than before. The Fast Displacement Hull Form means aluminium can offer the same levels of ride comfort as steel, with much-improved fuel efficiency.

But it's still true that maximum range requires a heavy fuel load. With weight-saving not the priority, go for steel. If speed is your need, there's no substitute for lightweight aluminium.



Heesen's

# — COMMERCIAL CONFIDENCE

If ordering a superyacht represents an investment of time, money and faith by the owner, the construction of a superyacht is also a huge undertaking by the shipyard. Contracts are signed, deposits are taken, and stage payments agreed, to minimise the shipyard's exposure to risk.



It might seem unusual for a yard to embark on a such an undertaking without any such guarantees, but since 2001 Heesen has developed the idea of speculative building into a sound business model, with considerable success.

Key to the process in the shipyard's prêt-à-porter semi-custom designs, with their proven naval architecture, engineering and exterior style. By commencing construction Heesen can make significant inroads into a build, and pass that investment in time on to the owner. The earlier that clients step into the process, the more

the shipyard can do to accommodate their requests. The recent Heesen yachts Home, Erica, Solemates and Moskito all began as speculative builds, but sport bespoke interiors tailored to the owners' tastes.

Owners who join at a later stage benefit from short delivery times, and unique interiors created by internationally renowned designers appointed by the shipyard, such as Reymond Langton, Luca Dini and Cristiano Gatto, as well as the unparalleled Dutch quality delivered by Heesen.



An aerial photograph of a yacht moving across the ocean, leaving a large, white, turbulent wake. The water is dark blue, and the sky is a pale, clear blue. The yacht is visible as a small orange and white shape at the bottom of the wake.

# HEESEN

SERIES

All of our Heesen Series yachts have a proven track record, based upon the experience we have gained from previous builds. These yachts are fully designed and engineered. We can deliver them faster because we build them as speculative ventures. Customisations to the interior can still be made but are dependent on delivery times and schedule.

- Total proven yacht engineering and design
- Fast delivery due to our speculation programme
- Customisation options possible to a certain extent

**HEESEN**  
SMART CUSTOM

**HEESEN**  
FULL CUSTOM

Our Smart Custom yachts are fully engineered above and below the main deck but can be offered with a custom- designed superstructure. These yachts benefit from our proven track record in hull design and technology. All together, our Smart Custom yachts enjoy a smart balance between performance, speed of delivery and customisation.

- Proven hull engineering and design
- Faster delivery due to shorter engineering times
- Custom choice of superstructure and more elements

Our Full Custom offer starts with a blank sheet of paper or is inspired by one of our concepts. All the client's wishes are fully considered by our naval architects and designers. If requested by the client, we offer ideas and insight based on our previous full-custom yachts. To highlight our design and building capabilities, we also create concepts to inspire potential clients and stakeholders in the market.

- Start the design process from the beginning
- One unique yacht in the water
- Personalised value

Heesen  
— **NEW DESIGNS**

*“The thrill of experiential travel is something I believe we all share; it’s a natural desire to explore the world we live in and to create once in a lifetime memories that will last with us forever. Exploring some of the most remote locations in the world offers an exhilarating experience of discovery and freedom unlike anything else.”*

James Russell, Winch Design Associate and exterior designer of XV67

## PROJECT XV67

(67 metres)

Engineered to travel off the beaten track in total safety and five-star comfort, the robust steel hull remains, but at 67 metres, she is 10 metres longer than her predecessor.

The option of hybrid propulsion is now available on all Heesen yachts and the XV67 is no exception.

The clean-cut and avant-garde exterior lines make a bold statement: this is a yacht designed to roam the Galapagos islands or even the Arctic Ocean, but still look elegant and utterly at home in St Tropez or Portofino. That’s why we call it a cross-over.



## PROJECT AKIRA

(57 metres)

Fast, sleek and spacious, Akira is set to thrill speed enthusiasts and design aficionados alike. The first in Heesen's new 57-metre Aluminium Series with FDHF, she reaches a rapid top speed of 22 knots. Defined by a shapely silhouette that includes an elongated profile and a completely new scoop-shaped stern, her beauty lies within the elegant and contemporary design.

Akira is the result of the very first collaboration between Frank

Laupman of Omega Architects, responsible for the exterior lines, and Harrison Eidsgaard who designed the interiors. The two design studios have worked closely from a very early stage. We chose a holistic approach to create this new concept design so that the interior designer's team could fully unfold the wings of their creativity and produce a truly stunning yacht in all its aspects, inside and out, with outdoor and indoor truly and deeply connected.







Heesen

— **CUSTOM YACHTS  
IN BUILD**

# PROJECT SKYFALL

(60 metres)

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YN 19959 Project SkyFall is a 60-metre FDHF all-aluminium, full-custom motoryacht scheduled for delivery in spring 2023. Her thunder will come from 22,000 horsepower. This extraordinary power will feed four water jets that will drive her at 37 knots in light load conditions – an impressive feat, particularly when considering her significant 900GT volume.

SkyFall is the most powerful project that Heesen has created to date, and exudes muscle and speed in every single detail. The exterior design includes a fishing cockpit located at the stern for her Owner, who is a keen angler. The aggressive paint scheme serves to further enhance her speed and power, just

a few of the characteristics that make this project unique.

The interior layout is perfectly tailored to suit the Owner's lifestyle, with the bridge deck aft completely reserved for the Owner's private use. A generous master stateroom centred around relaxation opens onto a private terrace equipped with a whirlpool and seating area. Ten guests will be accommodated in four suites on the lower deck. A formal dining setup on the main deck seats up to 12 guests, while alfresco dining is catered for on the main deck aft terrace. Forward, the media room features a cinema and a games table for sociable entertainment when at sea.







## PROJECT SPARTA

(67 metres)

First presented at the Monaco Yacht Show 2018 as Project Avanti, this new design captured the attention of the Client who fell in love with its dynamic architecture. Set for delivery in 2023, this was the third sale by Heesen in 2019.

The elegant sheer line of Project Sparta connects a strong bow to an inviting transom, characterised by a stepped aft deck area with a five-metre infinity pool. Indoor and outdoor spaces connect harmoniously and create the

perfect haven for family life and relaxation. By incorporating a raised pilothouse, Winch Design has conceived a new-look sporty profile and paved the way for the next generation of Heesen yachts.

An outstanding interior volume maximises every corner of the 1,200 GT. The layout is characterised by a full beam salon on the main deck. This feature, unique on a vessel of this size, makes Project Sparta a true pocket mega-yacht.

# — KEY PERSONALITIES

## at Heesen



*Arthur Brouwer, CEO*

Heesen's CEO since 2016, Arthur Brouwer joined the shipyard in 2014. Having served in chief executive roles for 18 years prior to his career at Heesen, he has a wealth of senior management experience gathered from multiple sectors, including private equity investment, (luxury) automotive and retail in international territories. Over the past five years, Brouwer has overseen an era of major expansion for the company, leading Heesen from strength to strength, with 2020 being the yard's most successful year. Continued investment in cutting-edge technology, a focus on large custom builds, combined with an effective on-spec programme in the mid-range, sees the shipyard more robust than ever. In addition to his work at Heesen, Brouwer is actively involved in several companies as an investor and acts in a number of supervisory boards, both as chairman and member.

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*Friso Visser, CCO*

Heesen's chief commercial officer, Friso Visser, joined in February 2021. He arrives after 18 years as International Sales Director at Damen Shipyards Group, bringing a vast range of international maritime expertise. Previously Regional Director for Southern Africa, from Cape Verde, Angola and Mozambique to South Africa, Madagascar, Mauritius and Seychelles, Visser commands enormous experience operating in different business cultures. With a reputation for going above and beyond in all aspects of his career, during his time in the region, he launched two projects dedicated to improving the transport between the islands of the Cabo Verde archipelago and assisting its coast guard fighting drug trafficking (he is now Honorary Consul to The Republic of Cabo Verde in The Netherlands). Fluent in five languages, Visser is now responsible for driving global sales and marketing at Heesen and maintaining its position as a leading Dutch yacht builder. A passionate yachtsman himself with saltwater running through his veins, his youth was spent sailing the North Sea among the Frisian islands, to Denmark and to Spain.



# — STRATEGY

## the way forward

**Arthur Brouwer, CEO of Heesen Yachts, outlines prospects for the shipyard in the years ahead.**

“Over the years, the company has grown, just as the size of our yachts has grown. The very first Heesen, MY Amigo, was launched in 1979 and was ‘just’ 20 metres in length. That seems small by today’s standards, but back then she was certainly considered a large yacht. Our largest yacht to date is 80 metres. That’s a growth of nearly four times the length in four decades, or 20 metres every ten years.

“This growth has meant we have had to continually expand our facilities, and today we have eight sheds and six dry docks, totalling 22,000 square meters at our main shipyard - including an 85-metre dry dock we inaugurated in 2016. The key to all our success is the same now as it was back in 1978 – the women and men who work passionately to craft our yachts. That original team of 20 has also grown considerably. We now have 500 full-time employees and a 500-strong flexible workforce. That means that on any given day there are around 1,000 people working on our premises. And they are being kept very busy.

In 2021, we delivered five yachts and sold five yachts. Heesen currently has no fewer than 12 yachts under construction, an order book that takes us through to 2025. These include custom and semi-custom yachts from 50-80 metres in length.

“Our current order book includes both ‘fast deliveries’ in the 50 to 55-metre size range – our core business

– as well as full-custom one-off projects that reflect the personality and specific lifestyle of their owners. The bold and daring Project Cosmos is just one such example of the courageous ingenuity that takes place in Oss.

“We live in a world of instant gratification, and not all clients are willing to wait two to three years to take possession of their yacht. Building on spec allows us to reduce the delivery time. At the turn of the millennium we were among the first shipyards to bring series and smart custom superyachts to the market, with the idea of building on speculation. It proved to be a milestone decision, and today our commercial success continues to draw on this strategy of building both custom yachts and on-spec series.”

“Pushing boundaries in design, engineering and construction forms an integral part of our DNA and underpins our commitment to building a sustainable future. We believe the need to preserve the world’s oceans is our collective mission.

The solution is also found in the way we design and build our yachts today. At Heesen, we are world leaders in the construction of lightweight aluminium yachts and have pioneered revolutionary new hull designs to increase efficiency, reduce drag and cut down on fuel. By installing hybrid propulsion systems and delivering ultra-efficient fast displacement hulls, we provide owners with more sustainable solutions that make the most of the yachting lifestyle. Together, we can enjoy our oceans and build our yachts sustainably.”

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