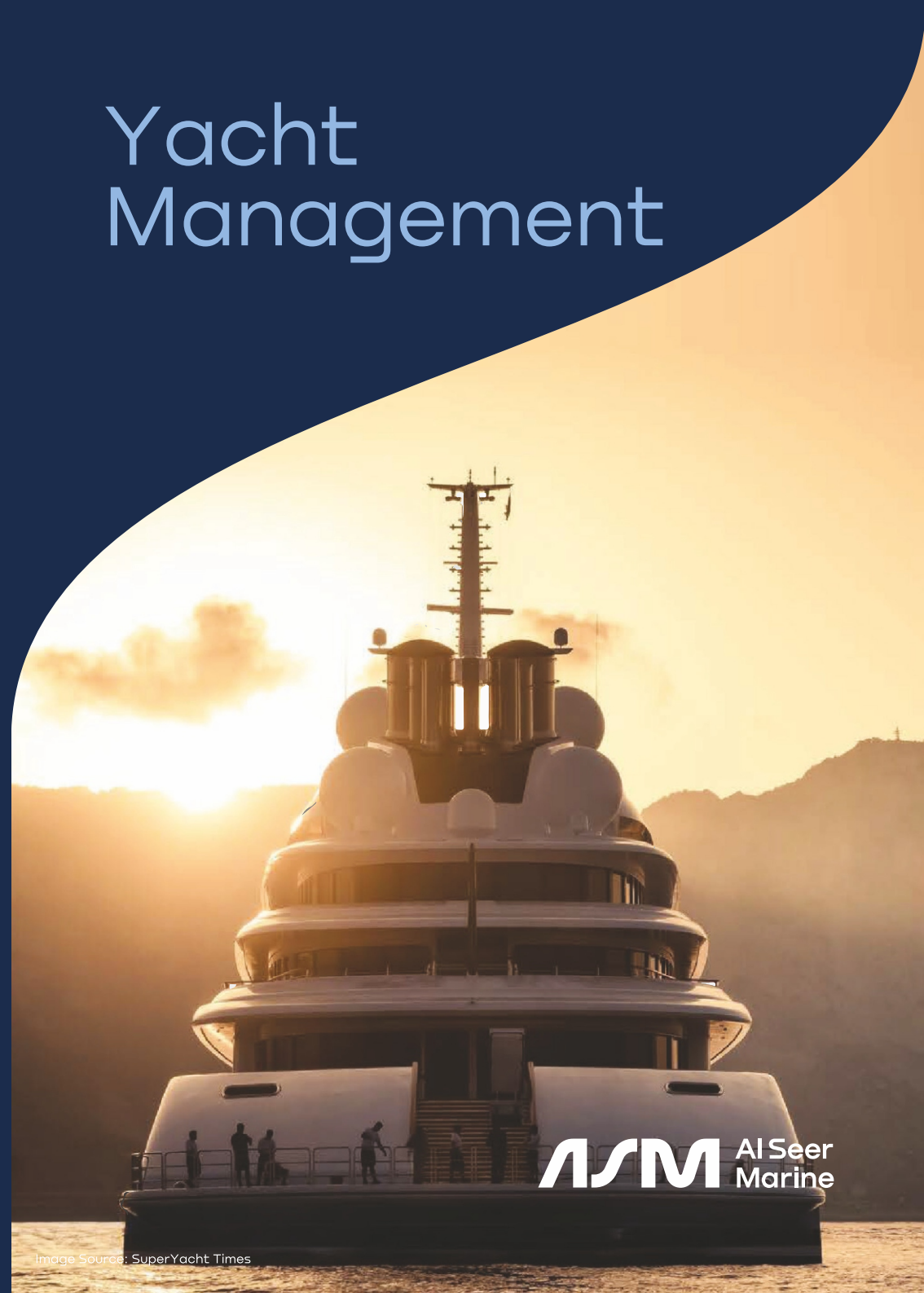


Yacht Management

ASM Al Seer
Marine

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Marine

Image Source: SuperYacht Times



About Us

Al Seer Marine is a global maritime organization headquartered in Abu Dhabi, offering an extensive range of services that seamlessly integrate the highest level of management, innovative technological solutions, and operational excellence.

As a leading superyacht management company, overseeing some of the largest superyachts in the world, we provide tailored solutions that cater to our clients' unique requirements. Our unwavering commitment to trust and discretion ensures our clients' valuable floating assets are managed with the utmost care and attention.

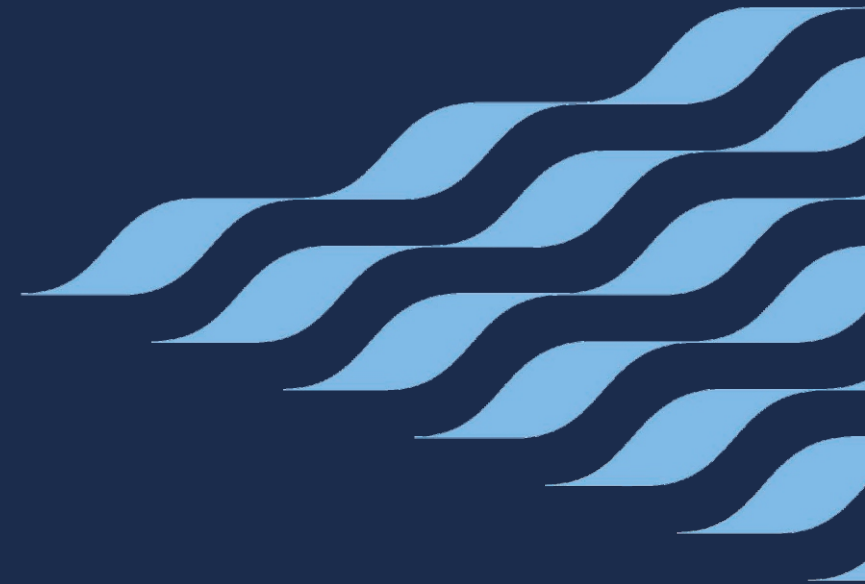
Our vision is to empower yacht owners and their guests to fully enjoy and understand every aspect of superyacht ownership. With a dedicated team, we aim to provide the best service, most valuable advice, and trusted guidance, ensuring every owner maximizes the experience and rewards of owning a superyacht.



Al Seer Marine part of IHC

Al Seer Marine is a subsidiary of IHC (International Holding Company), the most valuable listed holding company in the Middle East with a market capitalization of AED 881.6 billion (USD 239.9 billion).

IHC's commitment to sustainability, innovation, and economic diversification spans over 1,000 subsidiaries, driving growth across industries like Asset Management & Financial Services, Healthcare, Real Estate, Marine, IT, and more.



Yacht Management

Effortless Yachting,
Unmatched Excellence

Yacht Management

At Al Seer Marine, we understand that effective yacht management is the lifeblood of the superyacht industry. Our full-service yacht management division operates round the clock, offering comprehensive solutions for today's intricate fleets.

Whether it is ensuring smooth berthing arrangements, overseeing day-to-day operations, managing accounts, or handling crew logistics, we take care of every detail.

As part of our comprehensive yacht management services, we handle all aspects of crew management, from selecting and training crew to ensuring their ongoing development and welfare. We also oversee the new build process, from design to delivery

ensuring each project meets the highest standards of safety, quality, and owner satisfaction.

Leveraging our expertise in superyacht sales and acquisitions, we provide in-depth research, analysis, vetting, and shortlisting services, delivering a seamless purchase experience tailored to each buyer's needs.

With robust technical support and swift emergency response capabilities, we safeguard your investment-both at sea and ashore, allowing our clients to enjoy the benefits of ownership with complete peace of mind.



- **Our Specialized Team**

Our dedicated team of industry professionals brings a wealth of expertise from the yachting sector, luxury hotels, private jets, and cruise ships. With knowledge in delivering exceptional hospitality, we enhance both the onboard experience for our clients and the operational efficiency of our fleet.

- **Transparency**

Integrity and clarity are at the core of our business. With full accounting visibility and no hidden fees, we ensure ethical, transparent, and reliable management when clients entrust us with their assets.

- **Discreet Operations**

We prioritize the privacy of our clients, which is central to our yacht management philosophy. Employing advanced cybersecurity technology we ensure discretion of information preserving the privacy of high-profile clients, public figures and business owners.



Crew Management

Ensuring seamless yacht experiences
with exceptional crew service



ASM

Crew Management

Yacht crew are the cornerstone of a yacht's operation, ensuring the safety, comfort, and enjoyment of owners and guests.

Al Seer Marine's specialised Crewing Department consists of a multinational team of HR professionals responsible for the smooth and efficient management of crew members throughout their employment journey, handling recruitment, onboarding, training and development, performance management, and employee relations.

Leveraging structured data and advanced technology, we ensure the selection of qualified crew through rigorous background checks and certification verification, prioritizing safety and compliance throughout the process.



- **Diversity & Experience**

Our crewing department oversees a diverse team of over 700 individuals from more than 55 nationalities. Our specialized experts in recruitment, onboarding, training, performance management, and employee relations ensure the highest standards of HR practices in the maritime industry.

- **Employment & Training**

At Al Seer Marine, all crew members are provided with MLC and Flag-approved Seafarer Employment Contracts ensuring their welfare is prioritized. ASM drives a culture of continuous professional development and dedication to training its crew members through pre-joining training, effective induction programs, and comprehensive support.

- **Client Benefits**

- ✓ **24/7 Service:**
Client satisfaction ensured with round-the-clock support from our crew department.
- ✓ **Specialist Recruitment Team:**
A dedicated team specialized in building the best crew for clients.



New Builds

Exceeding expectations in every new build with unparalleled expertise and precision

New Builds

Exceptional service is delivered through expert advice and reliable guidance. With a track record of designing, building, upgrading, and servicing some of the largest and most advanced superyachts, our team brings unparalleled knowledge, skills, and experience.

Project managers focus on client priorities and technical excellence, managing project planning, budgeting, and overseeing all shipyard activities, along with warranty support.

Dedicated to setting the highest standards, the team ensures every superyacht is managed, validated, supervised, and delivered to exceptional quality in new construction.



- **Management and Capabilities**

The management and supervision of a new build project is a long-term process that covers everything from design and engineering to compliance and regulatory frameworks.

We oversee and validate build specifications, shipyard contracts, construction drawings, and progress, ensuring adherence to the highest standards of quality and safety. With a focus on technical excellence, we handle all aspects, including regulatory compliance, technical installations, trials, and the operational setup — delivering a superyacht built to the finest detail.

- **Process**

Meticulous planning and management of the budget, negotiations, and financial controls ensure full transparency throughout the build. Our objective is to ensure a seamless superyacht design and delivery process, keeping owners informed and in control throughout the process.

With access to manufacturers, shipyards, and service engineers worldwide, Al Seer Marine ensures that the right expertise is delivered on time and within budget.



Project Management

Executing refits and retrofits to the highest standard of precision



Project Management

At Al Seer Marine, project management is centered on delivering a seamless experience for every client. We understand that each project is unique, and our role is to transform your vision into reality with precision, care, and transparency at every step.

From the first conversations and concept development to detailed planning, execution, and final handover, our team ensures you remain informed, supported, and in full control throughout the journey.

We act as a trusted partner, coordinating every stakeholder, monitoring budgets and timelines, and upholding the highest standards of quality and safety. Our approach is tailored to your specific needs, with an unwavering commitment to discretion and trust.

By combining industry expertise with client-focused service, we deliver not only successful projects but also peace of mind - allowing you to enjoy the process with complete confidence.



Refits & Retrofits

Through a structured and transparent approach, we carefully plan and execute refits and retrofits, ensuring every detail is delivered to the highest standards.

Our project management framework covers every stage – from feasibility assessments and design reviews to procurement, execution, and final commissioning. We coordinate all stakeholders, manage complex timelines, and maintain strict cost controls, while never compromising on quality or safety.

From a technical upgrade to a complete refit, our goal is to enhance your yacht's performance and ensure it continues to meet the highest standards of excellence for years to come.



Maritime Compliance

Ensuring safe and compliant yacht
operations worldwide

Maritime Compliance

Our Maritime Compliance team upholds the highest international standards of safety, compliance, and operational integrity. We provide comprehensive support through the development and implementation of robust Safety Management Systems (SMS), regular audits, risk assessments, compliance checks, and alignment with evolving maritime regulations.

To strengthen onboard resilience and preparedness, we design and conduct emergency response drills, coordinate safety

exercises, and deliver ongoing crew training covering crisis management, safety, and security protocols.

By proactively identifying and mitigating risks, we ensure full regulatory adherence and safeguard the well-being of your crew, guests, and yacht. With Al Seer Marine, your vessel operates safely, sustainably, and in full compliance - wherever in the world it sails.



Insurance Assistance

We leverage strong relationships with top insurance brokers and underwriters to provide expert support in selecting underwriters and managing claims. Our fleet volume helps secure reduced premiums, while we continuously assess insurance needs and support risk assessment for tailored solutions.





Contact

We look forward to hearing from you.
Please feel free to contact us by
sending an email, we will get back to
you promptly.

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