

# YACHT POWER

SEA ALLIANCE GROUP  
OPTS FOR CREATING  
A BRIDGE BETWEEN  
THE EASTERN AND  
THE WESTERN  
MEDITERRANEAN  
WITH ITS DYNAMIC  
NEW BRANCH IN THE  
ATHENIAN RIVIERA.

Text by VIVIAN VOURTSA

**A**IMING TO further enforce its presence to the Mediterranean yachting industry, the renowned Sea Alliance Group invests in the strategic opening of its new office in the Athenian Riviera, as part of its expanding plan of action which marks a successful 12-year course in Greece. “Since 2019, we have noticed the ‘winds of change’ in the local market in all different aspects; a change in the financial sector, willingness to open up to international companies, and eagerness to ease the bureaucracy in various areas. We have also noticed that various projects being on hold for a long time finally started to materialize (as the ELLINIKON and many more). All these changes, motivated us to come back, but this time in a full-fledged concept, offering the whole range of services that we have in our company; Yacht Sales, Yacht Charters, Charter Management, Yacht Management and Marina Management. We already recruited a great local staff that we strongly believe in, and will continue to invest significant funds and effort in this beautiful country” states Roy Klajman, co-founder of Sea Alliance Group with long experience in yachting industry including sales and business development. After years of reimagining the company’s stable presence in Greece, the perfect time has arrived to open the new branch in Paleo Faliro and offer unmatched quality and high-level services in the speed of reaction in every aspect of the industry. Sea Alliance Group, one of the fastest growing companies in the yachting industry proudly

announced its official launch in the Athenian Riviera last May. Its co-founders, namely Roy Klajman, Itay Zinger and Uri Idan always considered Greece as a primal destination in the company’s business compass. As such, launching the office in the Athenian Riviera feels like “returning home” and a “dream that comes true”. Commenting on the scope for Greece, Itay Zinger having an extensive knowledge in the field of sailing, construction, renovation and maintenance, affirms that “Being already in the industry for more than 23 years, and own companies in both parts of the Mediterranean, we have noticed the advantages and disadvantages of each. Taking the good things that we have learned from each and every area is the key point for delivering a solid bridge. Moreover, we do hope that we will be able to assist in the growth of new marinas, and better infrastructure for the benefit of the whole region.” As part of the company’s anticipations, in 10 years’ time they hope “to see a significant growth in new marinas, as it will be the most important catalyst for the Greek yachting industry. Greece has the smallest ratio between the number of berths and length of coastline, and these statistics must change. Every new marina generates a huge impact for the region, and we aspire that Sea-Alliance Group will be able to assist in achieving this in the very near future” as Uri Idan, the virtuoso sailor with mechanical expertise reassures. “We are large enough to deliver, small enough to care.” The company’s impressive >

## IMPRESSIVE FLEET

Sea Alliance Group is renowned for an A-list fleet featuring yachts, such as My Star (left) and Lagoon 78 (right).







AS OUR MOTTO DECLARES,  
“WE ARE LARGE ENOUGH  
TO DELIVER, SMALL ENOUGH  
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motto unfolds its philosophy and principles setting clients in central stage. “As a matter of fact, every client, whether he is buying a small 40 ft yacht or a large 40-meter yacht, is equally important. For both clients, the moment he decided to purchase a yacht is a significant one regardless the size. We teach our team that they always need to bear this in mind and appreciate that, if a client trusted us for the purchase of a yacht, or even for choosing us to organize their yachting vacation, it is a huge honor. Therefore, our team understands that they simply must be hands on to assure that his experience should be the best in every aspect. To secure that, more than 60% of our team (even in administrative rolls), in all three companies have a skipper’s license and have spent significant time on board various types of yachts” says Roy Klajman. The Greece base team has been carefully selected to offer specialized expertise led by Office Manager, Asimina Papadimitriou who has a strong maritime management background. “As the Office Manager, I’m involved in all the company’s activities, sales, charters and the day-to-day operations. I also cooperate with the sister companies’ employees to ensure all services provided, follow the standards set by the Shareholders. I really like the SAG family. From the beginning, I’ve always felt like a valued member of the team as they really appreciate the people that work for them.”

Asimina is joined by Operations Manager, Manousos Syngelakis, who gets involved across the business and comes from a marine background having worked in Greece for a yacht management company. Manousos has an excellent insight into the technical side of yachting and a real passion for the sea and all types of yachts and their mechanical aspects.

Charter and Sales Manager, Evita Kargioti, whose main responsibilities are to deal with clients’ requests for yacht charters and support clients who are buying or selling a yacht. Evita began her career in yachting as a yacht agent in 2013 providing services to commercial and private yachts up to 100m. Evita has a passion for yachting, which led her to focus her career on yacht charter and sales roles over the last couple of years.

The Greek office is also supported by Katerina Siouti whose main role is to manage and enlarge the CA Fleet and to promote charters with the company. Katerina also looks after management of the smaller yachts sales, ensuring the smooth collaboration between clients, brokers and owners.

The office’s location allows for an upbuilding business association between the company’s head office in Gibraltar and its sister company, Stream Yachts, located in Israel. That is a significant point, as they look at their group of companies like a small yacht where all parts of the crew need to work together and all parts of the yacht need to be able to work in great synergy and assist each other. They imagine their group as a yacht, where the most Western part is the Gibraltar office, and the East part is the offices in the Red Sea, or along the coastline of Israel. Athens is the “center cockpit” of the yacht. ✨



**STRENGTH IS IN UNITY**

Roy Klajman, Itay Zinger and Uri Idan join forces to run the Sea Alliance Group.



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