

TURNKEY PROJECT MANAGEMENT



The IMA Team

London-based IMA manages newbuilds for all the Norwegian Cruise Line Holdings brands: Oceania Cruises, Regent Seven Seas Cruises and Norwegian Cruise Line constructions.

“That’s something that, normally, all other owners have in house, but in this case they outsourced to our company,” said IMA Founder and Managing Director Marco Pastorino.

GROWTH

Both the pace of new construction and the breadth of IMA’s services have led to rapid growth.

The company manages every stage of the newbuild process, from conceptualization to construction, through delivery and beyond. IMA has a four-person team that tracks any warranty issues that may arise.

In 2007, Oceania hired Pastorino and his small team in Italy as newbuild consultants. Growing with Oceania through the financial crisis, Pastorino formed IMA in 2010 to handle the ever increasing number of projects.

In 2015 they moved offices to London and by 2020 had swelled to a team of more than 60, with satellite offices in Romania and two in Italy.

“I think it is pretty phenomenal what’s happening in the cruise business today. It’s a pleasure to be in at this stage, honestly. At the moment it doesn’t surprise me too much. It’s growing so much,

FOR A SMALL FIRM IN A NICHE MARKET, INDEPENDENT MARITIME ADVISORS (IMA) OVERSEES AN ASTONISHING SCOPE OF WORK, CREATING SOME OF THE INDUSTRY’S MOST INNOVATIVE AND LUXURIOUS CRUISE SHIPS.

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The 2019-built Norwegian Encore

the business,” he said. “Newbuilds are a strong part of the business and it is growing with the overall business itself.”

IMA has nine deliveries scheduled over the next seven years – that’s managing approximately \$8.5 billion in projects.

He can’t give away too much about future projects – including Oceania’s Allura class, and the sister ship to Regent’s Seven Seas Explorer and Seven Seas Splendor – but recent years have seen remarkable innovation.

“One of the most amazing features I’ve seen in my entire life is the go-kart track that has

been installed there. It is a pretty amazing feature,” Pastorino said. “Starting from Joy, it became bigger and longer on Bliss, and even more on Encore. It took a lot of time to study this achievement onboard, as you can imagine.”

SPACES

From the very beginning of the design process, IMA is there to give feedback to vessel owners.

When it comes time to choose a yard, IMA knows all their capabilities – strengths and weaknesses. With the orderbook so full, however, just getting in at a yard at all is difficult.

“As you can imagine in today’s market, this part is a little bit less important because today what is relevant is the availability of the slots for the future,” he said.

Once a yard is chosen, IMA is there to deal with technical and contractual aspects, then the logistical details of construction.

This sort of expertise in such a quickly expanding industry requires continual growth as well. IMA is always on the lookout for bright young people that can be trained in house.

“Business is growing so fast. We’ve moved from a very niche business to a business that is growing so fast. We need to find good people,” Pastorino said. “Our company is extremely focused on letting people grow up inside the company. We go to the universities and other schools to recruit people into our company and let them see our way. We are really committed on that.” ■

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Go-karts onboard



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