

# Visit to Celestial 48 Factory

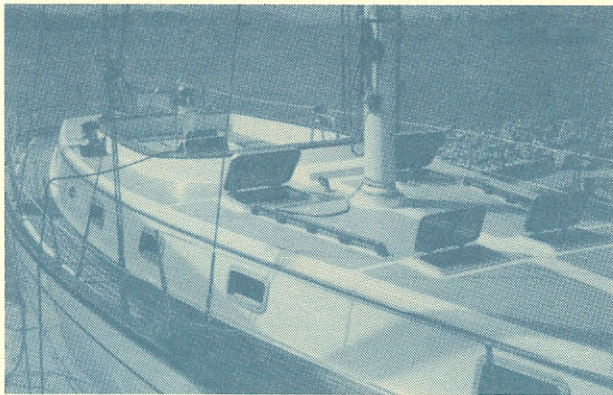
## ON TO CHINA

—Pat Reischmann  
Cruising World Yacht Salesman

(Ed. note: **Jim Startin**, President of Cruising World, recently sent one of his sales staff, **Pat Reischmann**, to mainland China to visit the factory where the Celestial 48' is built and to report in detail on the quality of production. Following is Pat's account of his trip. It does not include his technical report to Jim.)

My recent trip to Hong Kong and then to mainland China was enlightening and interesting from the standpoint of being my first visit to the Orient as well as a business representative.

Hong Kong is enchanting and hectic at the same time. The sheer numbers of people is hard to fathom, literally a sea of humanity in every street.



Celestial 48' deck — looking toward mainland China.

My shipboard trip some 400 miles north to the island of Xiamen (formerly Amoy), just off the coast of China, was almost a refuge from the hectic pace of Hong Kong. I finally found time to relax a bit. Also, the trip gave me a chance to really get close to the "real" Chinese people.

I found out that because of the numerous dialects, one Chinese person may not be able to communicate with another. Fortunately, I made friends with a very nice fellow on the ship named **Edmund Cho** who spoke excellent English as well as Cantonese and Mandarin. Edmund was also on his way to the Celestial factory to discuss some new fiberglass products.

Without Edmund's help I would have had great difficulty because virtually no English is spoken in Xiamen.

The sea conditions were quite rough during the 16 hour trip to Xiamen from Hong Kong. The old ship's sea motions were even rougher. Consequently, I was surrounded by a lot of really sick Chinese. However, the cabin accommodations were pretty good and by morning we were in Xiamen.

Xiamen is regarded as a fast growing economic zone in China. This was quite evident by all the activity taking place.

I stayed at the best hotel in Xiamen which was just completed recently. The accommodations were really very good.

The general standard of living in Xiamen is what we would regard as poverty level, however, by Chinese standards it was considered to be better than most.

The visit to the factory was very encouraging both from the standpoint of the facility itself and the Celestial 48.

The factory was very clean and well laid out, and is rapidly expanding in size. More than 30 boats should be produced next year. Celestial presently employs 80 workers and should have more than 120 by early 1985. The production manager is from New Zealand and is a very experienced boat builder.

The glass work was supervised by an Englishman, and quality control by a Frenchman. All of them impressed me with their knowledge which was evident when I surveyed hull #8.

The glass work was better than most of the American manufacturers I have dealt with and the quality of hardware used (Perkins engines, Marinetics electrical panels, Lewmar winches, Kenyon spars, etc.) all really demonstrated the manufacturer's commitment to quality.

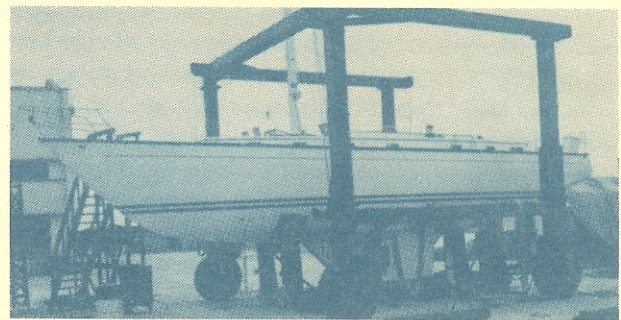
The Celestial 48 is very appealing to the eye. It is a very modern sailboat with some nice local touches (hand woven cane fronts for lockers, etc.) With the exception of some of the teak, virtually all materials for the boat are imported.

The workers seem to be quite happy with their work and feel very competitive with other countries, especially Taiwan, in their ability to produce a quality product. The obvious advantage China has, is its inexpensive labor (about 1/10 of Taiwan) and unlimited manpower. The factory is currently sending some of its better workers to the U.S. to train in a local Florida factory so that they can work more independently.

I feel that China as an industrial force will soon make its mark on the international market.

After spending three days at the factory and confirming Cruising World's order for hull #10, to be delivered in February, I was looking forward to getting back home.

The last night in Xiamen, I decided to try out the nightlife and went to the local "hot disco." This turned out to be a converted bomb shelter. The strongest drink was beer, although most customers were drinking soda pop. The live entertainment was a Taiwan band playing traditional Chinese music.



Celestial 48' on travelift.

(Photos by Pat Reischmann)

There were lots of men waltzing together, which is quite accepted, as well as women, and I thought it was really going to be a drag. But the live musicians took a break and someone cranked up a record with a Chinese version of a Doobie Bros. hit. You never saw so many boogying Chinese. This really freaked out Edmund Cho who said this was unbelievable to see in mainland China. It really reinforces the feelings that the Chinese are no different than the rest of us as a people in their wants and desires and are finally being given a little political room to exercise them.

I am very excited about the Celestial 48' and am really looking forward to her arrival. At \$135,000 delivered at Cruising World, St. Petersburg, this yacht is going to redefine the word **value!**