Ocean Craft Marine selects Horry County for US manufacturing headquarters

Investing $10.85 million, creating 93 new jobs

CONWAY, SC – **Asis Boats USA dba Ocean Craft Marine** announced plans to open a U.S. boat manufacturing facility at the Bucksport Marine Park in Conway, SC. The new facility will manufacture rigid inflatable boats to be used by the navies, governments, and professional clients worldwide. Asis Boats currently has a manufacturing facility in Dubai and will make Horry County their US manufacturing headquarters. The company will invest $10.85 million and will employ 93 new employees.

Headquartered in Dubai, Asis Boats specializes in the manufacture of advanced rigid inflatable boats, amphibious platforms, aluminum military craft, and professional maritime vessels used globally by navies, defense agencies, rescue services, and government entities. Asis Boats brings over two decades of global experience in advanced marine manufacturing, blending composite expertise, engineering precision, and mission-driven innovation. From aluminum and fiberglass vessels to amphibious platforms and specialized military craft, every boat Asis Boats produces is designed with a single purpose—saving lives, protecting coastlines, and serving those who serve.

The Conway facility plans to locate within Bucksport Marine Park in Conway, located off Highway 701. Available positions will be advertised by the company and **SC Works** in 2026.

Quotes

"We are honored to bring our craft, our technology, and our purpose to Horry County. This investment is not only about building boats—it is about building a family, a community, and a future together. As the United States strengthens its inland defense manufacturing capabilities, we are proud to play a role in that national mission. South Carolina will become a home for our people, our innovation and our commitment to those who safeguard our nation. We look forward to growing roots here, hand in hand with the community, and building vessels that will serve and protect around the world."**– Asis Boats and Ocean Craft Marine President, Roy Nouhra**

"Ocean Craft Marine's decision to select Horry County as its U.S. manufacturing headquarters reinforces South Carolina's global reputation as an ideal location for manufacturing companies. We are pleased to welcome the new opportunities this announcement will bring to Horry County and look forward to supporting Ocean Craft Marine as it finds success in our state." **-Gov. Henry McMaster**

"Once again, our state's skilled workforce and world-class manufacturing industry are attracting new companies to our state. Ocean Craft Marine's $10.8 million investment, creating 93 new jobs, is a major win for Horry County and all of South Carolina." **-Secretary of Commerce Harry M. Lightsey III**

"Bringing Ocean Craft Marine to our community is a big win for our county. These are high-quality jobs, rooted in advanced manufacturing, that will benefit our area and support the graduates of Horry-Georgetown Technical College's boat-building program. It will create new opportunities for our residents and strengthen our local economy. We are proud Asis Boats chose to invest in Horry County and look forward to seeing their boats built in our county and shipped all over the country. Welcome to Horry County." -**Horry County Council Chairman, Johnny Gardner**

"Today's announcement is a major milestone for our county. A more than $10 million investment and 93 full-time jobs is a powerful vote of confidence in our community, workforce, and our future. This new boat manufacturer is bringing more than just high-quality jobs, they are bringing opportunity, innovation, and long-term growth. We are proud to welcome them and excited to see the impact they will have on our local economy for years to come."**-Myrtle Beach Regional Economic Development Corporation Chairman, Gregg Smith**

FIVE FAST FACTS

- Asis Boats announced its new facility in Horry County.
- Project will invest $10.85 million over the next five years.
- New boat building manufacturing facility.
- New facility plans to locate within the Bucksport Marine Park in Conway, SC.
- The company will employ 93 full-time employees with benefits.

About MBREDC

The MBREDC is a public-private partnership that works closely with new and existing industries, site selectors, and economic development professionals to promote economic growth in Horry County. Since January of 2012, the MBREDC has announced over 2,700 new jobs including announcements in advanced manufacturing, aerospace, back-office support, distribution, health-care, and technology-related businesses. For more information, visit www.mbredc.org.

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