

dubai international BOAT show DOMINATES WITH RECORD GLOBAL PREMIERS AND FASTEST EVER SUPERYACHT

The Dubai International Boat Show announced today that more than 400 boats, including the Silver Zwei – the world’s fastest conventionally-powered motor yacht, will go on show next week.

The shows organiser, the Dubai World Trade Centre (DWTC), confirmed that there will be a record 15 world exclusive premiers and 25 regional launches at this year’s 18th edition, highlighting its position, not only as the largest premier leisure marine event in the region, but also as one of the top five international boat shows in the world.

The boats on show also include 26 superyachts, including the sleek-lined 73 metre Silver Zwei, which is the world’s fastest conventionally-powered motor yacht. Showcased by BehneMar, the maritime arm of Behne Middle East Investment Holding, the lithe aluminium mega-yacht delivers exceptional design, comfort, reliability and fuel efficiency, and can reach a top speed of up to 27 knots.

Companies choosing Dubai as the preferred stage for the global debut of their new boats and products include Aquatech Yachts, BVC International, Emirates Boats, Gulf Craft, IMG Boats, Mercedes-Benz, NRG Marine, Pearlwatercrafts (JETLEV) and Seadunes, with regional launches for three Azimut models, the Atlantis 40 and Four Winns all scheduled by ART Marine.

The multi-award winning Dubai International Boat Show takes place from 9 – 13 March 2010 at the Dubai International Marine Club (DIMC), Mina Seyahi.

“Global launches are big news for any international boat show and to host a record 15 this year is testament to the strategic importance of the Dubai International Boat Show to the industry, especially in today’s recovering economic climate,” said Helal Saeed Almarri, CEO, DWTC, speaking at a press conference at DIMC. “To present a bigger and better show than ever before is recognition of Dubai’s position at the heart of the international leisure marine industry.”

Interested buyers will be able to take advantage of the outstanding on-site offers

provided exclusively for purchases at the show and exclusive bank sponsor Emirates NBD will offer exceptional financing options. There will be millions of dollars of business completed at the show, with speed boats to the biggest superyachts available to buy, catering to every budget.

Many premium brands will also be leveraging off the success of the show, including an array of beautiful Mercedes Benz cars at the entrance to the show. Gargash Enterprises will reveal for the first time in the UAE the new 2011 Mercedes E class Convertible along with an exclusive viewing of the limited edition Maybach Landauet. Officine Panerai will also be the 'Supporting Partner' of the 18th Dubai International Boat Show, showcasing its high precision timepieces and strong association to the world of the sea.

With around 15,000 berths realised or under development in the GCC, and half of those in the UAE, due to be completed by the end of next year, the region is well set to support a buoyant leisure marine industry. The UAE currently has the largest density of realised and planned marina developments, with 45.

Coupled with this, consumers in the UAE are increasingly bullish about the first half of 2010 with consumer confidence recording a dramatic 187 percent rise in an index recently published by MasterCard.

More than 700 companies from 40 countries are confirmed to participate in this year's show, which is spread across more than 85,000 m2 of space at DIMC. Austria, Croatia, Maldives, Portugal and Tunisia all make their Dubai International Boat Show debut this year.

This year's event has also attracted the highest ever number of superyachts from around the world to Dubai. With 26 boats in excess of 21 metres, the show will showcase an incredible 36 percent increase over last year for this key sector, highlighting the confidence in the Dubai International Boat Show for business opportunities in the region. World class companies such as ART Marine, Emirates Boats, Gulf Craft, Al Hareb Marine, Sunseeker Middle East and Al Yousuf Motors will be present themselves to the region's most affluent buyers.

"The Dubai International Boat Show has become one of the most important shows in the world," said Saeed Hareb, Managing Director, Dubai International Marine Club. "We are delighted to host the biggest leisure marine show in the Middle East and look forward to welcoming tens of thousands of visitors to the Dubai International Marine Club."

The Dive Middle East Exhibition (DMEX), running concurrently with the Dubai

International Boat Show, provides the perfect opportunity for enthusiasts to learn about the latest in diving equipment, services, supplies and industry innovations, with live diving demonstrations, presentations on the latest diving gear and interactive training programmes on offer.

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