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## World's biggest boat companies rush to sign up for Dubai International Boat Show 2010

A vast array of luxury superyacht builders will be on display at the Dubai International Boat Show 2010 after three of the world's biggest manufacturers chose to bring their latest range to the Middle East's most established boat show.



Burger Boat Company, Trinity Yachts, and Westport are among the leading names in the industry that will all be a part of the new, dedicated, Superyacht Pavilion at next year's show.

*'Dubai International Boat Show is the most trusted leisure marine event in the Middle East, and the participation of Burger Boats, Trinity Yachts, and Westport confirms the quality of manufacturers that will again be on display,'* said Trixee Loh, Senior Vice President, Exhibitions, Dubai World Trade Centre, organiser of the show.

'Dubai International Boat Show is now the most important event in the year for companies looking to strengthen their position in the Middle East market,' she added.

Open from 9-13 March 2010 at Dubai International Marine Club (DIMC) - Mina Seyahi, the international award winning Dubai International Boat Show will once again reconfirm its position as one of the top five leisure marine events in the world.

*"Westport's participation reflects our long term view for continued growth in Dubai and the Middle East. The Dubai International Boat Show is an established event in the calendar, and provides us with the perfect platform to meet with current and potential customers. The Middle East is one of the most important regions in the world for the marine industry, and we have chosen the Dubai International Boat Show to bring the latest luxury yachts to our valued clients,"* said Philip Purcell, Vice President, Westport Yachts.

Located within the heart of the shows exclusive luxury area, the Superyacht Pavilion is a dedicated platform for the world's leading superyacht builders and shipyards to present their products and services to the regional and international high net worth individuals, Royalty and VIP's who attend the show.

Furthermore, the new Superyacht Promenade located within the Marina Display Area will showcase some of the world's most luxurious yachts.

"The Middle East market is key to our business plans, and our participation at the Dubai International Boat Show is at the heart of that," said William S Smith III, Vice President, Trinity Yachts. "Buyers from this part of the world have a strong loyalty towards Trinity and we look forward to bringing our latest accomplishments in the world of superyachts to the heart of the region's boating industry."

Around 400 boats will be on display at next year's event from every part of the industry, including boat-builders and designers as well as marine equipment suppliers and service providers.

"The Dubai International Boat Show brings Burger Boat Company's blend of rich heritage and the latest technologies to Middle East buyers," said Ron Cleveringa, Vice President Sales and Marketing, Burger Boat Company. "We have designed and built many yachts since our founding in 1863, and participating at Dubai International Boat Show gives us the platform to expand our reach into this key market."

## Notes and Media Contacts

About Dubai International Boat Show:  
[www.boatshowdubai.com](http://www.boatshowdubai.com)

Dubai International Boat Show, the most trusted and established marine industry exhibition in the Middle East, is a showcase of yachts and boats from both local and international builders together with the latest innovations in marine equipment and accessories.

Established in 1992, the multi-award winning show showcases the latest Leisure Boats, equipment and associated services in the Middle East:

\* Exhibitors include both local and international boat manufacturers as well as the latest innovations in marine equipment and supplies

\* More than 25,000 international and local visitors expected to attend including key buyers from Kuwait, Qatar and Saudi Arabia

About Dubai World Trade Centre (DWTC):  
[www.dwtc.com](http://www.dwtc.com)

As the organiser of Dubai International Boat Show, Dubai World Trade Centre offers over 30 years' experience of delivering world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. Our team organises 18 of the largest and most successful international and regional shows in Middle East, providing an ideal platform for business development in the region.

Our commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors. DWTC works the region's leading trade bodies and industry associations to ensure that all conferences deliver full value and are built upon the real needs of their specific sector.

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