

Superyacht builders eye 2010 Mideast sales boost

by [Andy Sambidge](#) on Thursday, 13 August 2009

Luxury superyacht builders have already signed up to next year's Dubai International Boat Show, saying the Middle East remains a key market for them.



BOAT BOOST: Three of the world's top superyacht manufacturers have already signed up for the 2010 Dubai boat show

Despite the global economic downturn, three of the world's biggest manufacturers have committed to the region's biggest 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.

"Westport's participation reflects our long term view for continued growth in Dubai and the Middle East," said Philip Purcell, vice president, Westport Yachts.

"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."

Trixe Loh, senior vice president, Exhibitions, Dubai World Trade Centre, organiser of the show, added: "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."

"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.

Around 400 boats will be on display at next year's event which takes place from March 9-13 at Dubai International Marine Club (DIMC) - Mina Seyahi.

<http://www.arabianbusiness.com/564724-superyacht-builders-sign-up-for-2010-dubai-show>