

Dubai World Trade Centre

News Release



EMIRATES NBD AND DUBAI INTERNATIONAL BOAT SHOW SIGN STRATEGIC PARTNERSHIP

Dubai International Boat Show to Provide Unparalleled Access to the Middle East's Biggest Investors

Dubai, United Arab Emirates

The Dubai International Boat Show will provide a unique opportunity to network with the region's biggest investors, according to the head of the largest banking group in the Middle East in terms of assets.

Emirates NBD has just signed an agreement with Dubai International Boat Show organiser, Dubai World Trade Centre, to be the exclusive bank sponsor of the 2010 event.

The international award-winning 18th Dubai International Boat Show will take place at the Dubai International Marine Club (DIMC) - Mina Seyahi, from 9 - 13 March 2010. The show will deliver more than 400 boats and a vast array of products and services from every part of the industry, including superyachts, boat-builders and designers as well as marine equipment suppliers and service providers.

"Dubai International Boat Show is an established brand synonymous with luxury, style and an unparalleled access to region's biggest investors," said Saif Al Mansoori, Head of Business Marketing, Emirates NBD. "We believe the show provides the ideal platform to meet with our high-level private and corporate clients, who will be visiting the show in high numbers."

"There is a powerful synergy between the Dubai International Boat Show and Emirates NBD," said Helal Saeed Al Marri, CEO, Dubai World Trade Centre. "A luxurious marine lifestyle creates an elite environment for VIP visitors and we are sure that Emirates NBD will have huge success as they launch their new brand, and exclusive products to the market."

Major names throughout the marine world committed to Dubai and the industry include Al Boom Marine, Al Hareb Marine, Al Masaoud, Al Shaali Marine, Al Yousef Motors (Suzuki), AMIT, ART Marine, Aquaspeed, Bristol Middle East, Danish Yachts, Delma Marine, Duboats, Emirates Boats, Gulf Craft, IMG Boats, Macky Marine, Mastercraft, MTU, Leisure Marine, Platinum Yachts, Princess Yachts, RTA, Sunseeker Middle East, Trinity Yachts and Westport.

New companies taking part in the show for the first time include Al Sayer Yachts, Emirates Waves and Luxury Seaboats, who will all be looking to make a big impact on the Middle East marine lifestyle industry.

Government organisations including the Australian International Marine Export Group (AIMEX), Enterprise Florida, Italian Trade Commission and UBI France are also lending their support to the show.

“The Dubai International Boat Show will also offer a spectacular array of superyachts, boats and marine equipment as well as a whole luxury range of high street products to create a whole lifestyle weekend,” added Al Marri.

Among the new features at this year’s show, include a dedicated Superyacht Pavilion, a Superyacht Boulevard, Heritage Village, Luxury Retail Plaza and Exclusive VIP Lounges.

Dubai International Boat Show takes place from 9 – 13 March 2010 at the Dubai International Marine Club (DIMC) - Mina Seyahi. The show is open to trade visitors and general public from 3pm – 9.30pm daily.

Admission is AED 55 per person for all attendees without an invitation. Children under 12 will be admitted free and must be accompanied by an adult at all times. Access to the Marina Display Area may be restricted at certain times. For more information please visit www.boatshowdubai.com.



Emirates NBD Sign as Exclusive Bank Sponsor at the Region’s Most Established Boat Show.