

DIBS to raise confidence in ME marine market

BY OUR BUSINESS BUREAU

DUBAI: The 19th edition of the Dubai International Boat Show (DIBS) will parade a record number of world and regional firsts this year as the Middle East's most illustrious marine businesses unveil their winter and spring launches to tens of thousands of boating enthusiasts.

With a record breaking 41 premiers at the Dubai International Boat Show, including 11 World Launches and 30 Regional Premieres, the show will house more than 425 boats and yachts, reaffirming its position as one of the top five international boat shows in the world and the Middle East's number one destination for leisure marine trade.

The number of companies exhibiting at the show is up by an impressive 20 per cent, with first time appearances by Belgium, Czech Republic, Monaco, Oman, Singapore, Sri Lanka and Ukraine.

Sri Lanka and South Korea will debut their national pavilions, bringing

the total number of countries to 42, including marine industry powerhouses Australia, France, Italy, Spain, Turkey, UK and US.

With a growing trend towards boats of 40 feet and under, the Middle East market is becoming more accessible to many international marine companies. The number of boats in the GCC alone is expected to reach 50,600 according to latest industry reports, emphasising the interest from first time buyers.

Many of the event's major exhibitors also say confidence within the industry is returning across all leisure marine markets including the luxury sector, which is still dominated by Middle East residents who own more than 50 per cent of the world's largest superyachts. Dubai International Boat Show 2011 will welcome more members of the world's leading superyacht builders association (SYBAss) than ever before in its 19 year history.

AMELS, Benetti, Burger Boat Company, Feadship, Fincantieri, Heesen Yachts, Lürssen, Oceanco, San-



Officials during the press conference announcing 19th edition of the DIBS.

lorenzo and Trinity Yachts will be taking centre stage in the show's Enhanced Superyacht Pavilion, another coup for the show and a major boost for the industry. Dubai Boat International Show is the ultimate

barometer of the world's confidence in the regions' marine leisure sector.

Michael Breman, Sales Director, Lürssen Yachts, said: "At Lürssen, we have been building ships for 135 years and we do not com-

promise on either the quality of our brands or the satisfaction of our clients. The Dubai International Boat Show is a vital platform for some of the most impressive and best known superyacht builders and the number of

SYBAss members this year is a clear illustration of that. It is a natural choice for the highest calibre companies, and this event is by far the best in the Middle East to both illustrate and increase Lürssen's international success."

In an outstanding display of luxury boats, yachts and marine products, more than 750 companies and brands will be taking part at the Dubai International Boat Show, running from 1 - 5 March at the Dubai International Marine Club - Mina Seyahi.

"The Dubai International Boat Show brings together the leading marine companies from across the world, driving business across five continents," said Helal Almarri, CEO, Dubai World Trade Centre, organiser of the event. "It is both the catalyst for the Middle East leisure marine industry and the focal point of the worldwide boating industry, stimulating demand and encouraging trade between the hundreds of international companies that recognise its importance and success."