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Article: DWTC and DIMC to Expand 2010 Event

## DWTC and DIMC to expand 2010 event

Success of this year's International Boat Show prompts organisers to review facilities to meet increased demand

### Staff Report

**Dubai** The Dubai World Trade Centre (DWTC) in partnership with the Dubai International Marine Club has announced plans to expand the Dubai International Boat Show's berthing spaces for super and mega-yachts, land and marina exhibits to accommodate the higher number of exhibitors expected next year.

The Dubai Boat Show 2009 saw millions of dollars worth of luxury vessels sold and thousands of new and returning visitors during the five-day event, organisers said in a statement yesterday.

Demands for increased participation from companies around the world, especially after this year's exceptional success, has prompted the organisers to review the facilities to accommodate the upsurge in exhibition requests. The expansion will include increased availability of land and marina display areas as well as reconfiguration of



ARSHAD ALI/Gulf News

### Luxury living

Millions of dollars worth of luxury vessels were on display at this year's Dubai International Boat Show.

the exhibition site to promote greater accessibility.

"The Dubai International Boat Show has firmly placed Dubai and the UAE on the world map of the leisure marine industry. It is a world-class trusted brand with a proven histo-

ry of delivering long term partnerships and value between the international sellers and the exclusive regional buyers," said Helal Saeed Almarri, CEO of the Dubai World Trade Centre, organiser of the boat show.

The Dubai International

Boat Show, the largest marine show in the region and one of the top five leisure marine events in the world, witnessed the largest gathering of super-yachts ever seen in the history of the show. Nineteen super-yachts were on display, a 45

per cent increase from last year. In addition, the launch of the highly anticipated Super-yacht Pavilion welcomed the world's leading super-yacht builders and shipyards including Abeking & Rasmussen, AMELS, Feadship, Lurssen, Heesen Yachts, Burger Boats and Trinity Yachts.

"DIMC is pleased to work closely with Dubai World Trade Centre and its boat show clients to develop the expansion requirements for the next and future editions.

"There has been great demands for the super-yachts and larger vessels to participate in the Dubai boat show given its exclusive reach to a very elite following of regional fans.

"We are excited with the expansion of the marina and outdoor areas to fully accommodate the unique environmental requirements of the superyacht builders and suppliers," said Saeed Hareb, COO, Dubai International Marine Club.