

# Dubai boat show reflects int'l confidence in ME

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DUBAI — The 19th edition of the Dubai International Boat Show is set to open with 20 per cent more exhibitors this year and it will also witness a record number of world and regional launches during the five day show, scheduled to open on March 1, 2011.

With a record breaking 41 premiere-, 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. More than 750 companies and brands will take part at the show.

The number of companies exhibiting at the show is up by 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.

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

## 19<sup>TH</sup> DUBAI INTERNATIONAL BOAT SHOW

MARCH 2011 • DUBAI INTERNATIONAL MARINE CLUB, MINA SEYAHI



Helal Almarri addressing a Press conference in Dubai on Wednesday. More than 750 companies and brands will be taking part at the Dubai International Boat Show, running from March 1 to 5.

this event is by far the best in the Middle East to both illustrate and increase Lürssen's international success."

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.

"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 indus-

try and the focal point of the world-wide boating industry, stimulating demand and encouraging trade between the hundreds of international companies that recognise its importance and success. For nearly two decades, this show has been the lynchpin of the Arabian boating industry and the driving force behind the Middle East's ever-increasing marine market share. It is not only a show of regional importance but of global significance." — [abdulbasit@khaleejtimes.com](mailto:abdulbasit@khaleejtimes.com)