



## **Press Release**

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For Immediate Release

### **Five-day countdown to Dubai International Boat Show**

As the Middle East gears up for the 21st and best-ever Dubai International Boat Show, as stated by its organisers (5<sup>th</sup> to 9th March 2013), there are five reasons to join this superyacht event.

#### **1) 19 luxurious superyachts to drool over**

This year the show boasts the highest ever concentration of superyachts with 19 being shown to their best advantage during the show. Their total value is set at over AED1 billion. There will also be 430 smaller vessels present and 30 world exclusive premiers and launches to look forward to.

The UAE and neighbouring Gulf States are among the world's top 10 countries in terms of the density of ultra-wealthy households. This affluence is underlined by the fact that 60% of the world's top 100 superyachts are owned by residents of the Middle East.

#### **2) 30 world premieres**

The superyacht trade's red carpet will be out in force with no less than 30 world or regional premieres to attend. Illustrious exhibitors choosing to introduce their ground-breaking new products at the show include Al Shaali Marine, Art Marine, Chris Craft, Delma Marine, Du Boats, Fountaine Pajot, Gulf Craft, IMG Boats, Safwa Marine, Riviera and Van Dutch.

#### **3) 750 brands, 10,000 customers and a "Made in the UAE" Pavilion**

More visitors than ever in the history of the show are expected to attend the renowned Dubai International Marine Club (DIMC), in Mina Seyahi. Over 750 companies and brands await an anticipated 10,000+ visitors over the five-day duration of the show.

Spearheading the promotion of local talent and craftsmanship is the Made in the UAE Pavilion. High quality regional manufacturers include Ocean Boats. Its owner, Ahmed Bin Ghulaita said, "The dedicated Pavilion is a great opportunity for smaller businesses like mine to showcase our expertise in producing first-class vessels for fun and leisure out on the water."

#### **4) Record number of countries: 49 flags a-flying**

The Gulf region's marine industry is growing, as evidenced by a record number of countries participating in the show. There are debut appearances from Armenia, Belgium, Malaysia, Malta, Palau and the Russian Federation, with boat manufacturers choosing Dubai to promote their yachts to local and global markets. Turkey's presence is particularly impressive in 2013 and is 800% larger than in 2012, while the USA's presence has more than doubled.

#### **5) Encouraging advice from well-placed experts**

H.E. Helal Saeed Almarri, CEO of Dubai World Trade Centre and director of Dubai's Dept of Tourism and Commerce said, "The Dubai International Boat Show has secured its position as the region's



leading leisure marine event...serving as a true barometer of the stability and strength of the regional maritime industry.”

Ian Jones, sales manager with Yachting Pages and the Superyacht Owners’ Guide, said, “We’re thrilled to be an official media partner of the show. With our superyacht directories, owners’ guide and online search engines, our superyacht media have a truly international reach.

“We’re keen to meet with established and upcoming brands across the superyacht and leisure marine industries in the Gulf region. We welcome contact from any companies wishing to build their businesses in superyacht circles and will be exhibiting and available for meetings in the Luxury Supplies and Services Lounge.”

With prize draws, world-firsts and record-breaking numbers of visitors, vessels and exhibitors, there are actually far more than five reasons to visit this year’s event.

For further show information, visit [www.boatshowdubai.com](http://www.boatshowdubai.com).

For further information about Yachting Pages, visit [www.yachting-pages.com](http://www.yachting-pages.com).





## **Notes to Editors**

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## **Yachting Pages**

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 60,000 directories are distributed annually, often by hand, to superyacht captains, crew and related business in over 90 countries. To find a local stockist or request a free copy, visit <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.

## **www.YachtingPages.com**

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.

## **Yachting Pages Delivers**

Yachting Pages Delivers is a specialised distribution service that hand-delivers company promotional material, including brochures, magazines and leaflets directly to prime superyacht captains, crews and businesses from Marseille (France) to Livorno (Italy). It is designed for anyone who wants to connect with key players in the Riviera's superyacht industry. To book a scheduled or tailored delivery, contact: [simon.brooks@yachtingpages.com](mailto:simon.brooks@yachtingpages.com) or call +33 610 58 18 39.

## **Superyacht Owners' Guide (SYOG)**

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.