



Leading Global Superyacht and Megayacht Players Rally To 2nd

Abu Dhabi Yacht Show

Monaco Yacht Show Promotion secures more prestigious names for exclusive 2010 event

Abu Dhabi, September 29, 2009; A high profile promotion at the Monaco Yacht Show has spurred a flurry of international enquiries from major industry names looking to sign up for the 2nd Abu Dhabi Yacht Show (ADYS), to run from 25-27 February next year.

The Abu Dhabi Tourism Authority (ADTA), headline sponsor of ADYS, was also an official sponsor at last week's 19th Monaco Yacht Show and had a major presence there alongside a stand-alone participation by the Tourism Development and Investment Company (TDIC) of Abu Dhabi.

TDIC, which was promoting marina facilities on its flagship Saadiyat Island development, was visited by His Serene Highness, Prince Albert II of Monaco, who is High Patron of the Monaco Yacht Show. Prince Albert commented on similarities between Saadiyat's marina facilities and those in his own principality.

Meanwhile, ADTA has reported strong interest in the show from Monaco visitors and exhibitors. "The word is out that Abu Dhabi is the upcoming Superyacht hub of the future and many industry players are now looking for a foothold in the market," said Faisal Al Sheikh, Manager, ADTA's Major Events Division. "Prince Albert himself expressed keen interest in visiting the show in Abu Dhabi next year."

ADYS has already attracted a powerful exhibitor line-up with industry heavyweights from the USA, Europe, Scandinavia and the Middle East contracted.

Those now confirmed for the event at the Abu Dhabi National Exhibition Centre – the largest facility of its kind in the Arabian Gulf - include US shipyard Westport, Dutch powerhouse Feadship and other Superyacht Builders Association (SYBASS) members including Amels BV of



The Netherlands, and Fincantieri Yachts from Italy, as well as the USA's Burger Boat Company and Trinity Yachts. Abu Dhabi marina developer Aldar Properties and yacht builders Abu Dhabi Mar Group, which owns CMN Yachts and has recently acquired Nobiskrug, lead the support from the local Superyacht industry.

"It takes considerable clout to be able to attract this level of participation. Early confirmation of some of the biggest names in the business indicates that the industry is sitting up and taking notice of Abu Dhabi and its ambition to emerge as the regional Superyacht hub. The emirate is investing considerably, not only in the development of waterfront districts, island destinations and marina and berthing facilities, but the entire gamut of support infrastructure like dry stock storage, fueling points and repair facilities. In the future, this will encourage pleasure cruisers to look to this region as they do the Mediterranean – as a complete leisure and lifestyle offering," says Franck Dailles, Group Director, Informa Yacht Group (YIG) which organizes the show.

"With good sailing conditions in terms of calm seas and steady winds, and an attractive natural coastline, the broader region also offers superb cruising opportunities in countries like Oman and at unique waterfront developments in the neighboring emirates. This all adds up to an emerging proposition which will soon be a world-leader.

Held under the patronage of His Highness Sheikh Mohammed Bin Zayed Al Nahyan – Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, ADYS is the Middle East's premier show focusing exclusively on the luxury superyacht and megayacht sector, comprising sailing and motor yachts over 25 metres in length.

"The market is four-dimensional," explained Dailles. "It provides an audience looking for suppliers to meet existing owners' overseas needs, a well-heeled cadre of vessel and accessories buyers, an expansive marina developer base looking for partnerships and an embryonic manufacturing base needing the latest in technology and equipment."



In Photo: ADTA staff welcome Prince Albert to their stand and TDIC's Saadiyat Island.

-ends-

Editors Notes;

Abu Dhabi Yacht Show

The Abu Dhabi Yacht Show (ADYS) is a show with a specific focus on superyachts and megayachts. With this unique, first-to-market formula, the ADYS sets a new standard in the world of yachting industry events and provide a world-class superyacht and megayacht show distinguishing it from other yacht and boat shows across the globe.

The inaugural show in March 2009 opened to an enthusiastic reception and went onto impress exhibitors, industry experts, press and visitors alike over a course of three days.

By general consensus, it provided a wealth of first-class business opportunities and catered to the highest industry requirements for quality, exclusivity and style.

ADYS 2009 saw sales of vessels totaling over US\$200 million (AED 735 million), confirming the growing importance of Abu Dhabi as a leading superyacht and megayacht destination, and establishing ADYS as the best event in the Middle East region for viewing the world's largest and most exclusive private yachts.

For more information and full exhibitor list, please log on to www.abudhabi-yachtshow.com

The Informa Yacht Group: Global Leaders in Yachting Events
Informa Yacht Group (YIG) is the business division that encompasses all of the yachting and boating events owned by Informa Plc. Made up of many constituent businesses which include some of the longest-standing brands in world publishing, Informa is one of the world's leading providers of information and knowledge via a wide range of media. Informa is also the largest publicly-owned organiser of exhibitions and conferences, with some 12 500 events annually in 46 countries world-wide.

YIG's mission is to become the world's leading organiser of yachting events and to provide our customers with ever more high-quality data and information, and with constantly evolving face-to-face marketing opportunities.

YIG provides the yachting industry's manufacturers, suppliers and sponsors with a truly international marketing platform through a global portfolio of Superyacht and other marine-industry events:

- The Monaco Yacht Show
- The Abu Dhabi Yacht Show
- The Superyacht Cup, Palma & Antigua
- The Superyacht Cup Special Edition, Cowes 2012
- The Phuket International Boat Show
- The World Yacht Racing Forum
- The Yacht Racing Design & Technology Symposium
- International Superyacht Coatings Conference

For further information on the Informa Yacht Group, please visit our website: <http://informayachtgroup.com/>

ABU DHABI
YACHTSHOW
25 - 27 February 2010



For further information please contact:

Celine Fenet, Group Marketing Manager

Informa Yacht Group

E-mail: celine.fenet@informayachtgroup.com / Tel: +971 4 407 2434

Or

Julie Hubball

TRACCS

E-mail: julie.hubball@traccs.net / Tel: +971 4 367 2530