



2nd Abu Dhabi Yacht Show Moves To Yas Marina

Superyacht marina at world's most recent and spectacular Formula 1™ Circuit makes for stunning new venue

For Immediate Release

Abu Dhabi, 15 December, 2009. The 2nd edition of the Abu Dhabi Yacht Show (ADYS), the Middle East's only annual exhibition devoted to the superyacht and megayacht sectors, is to be staged at the spectacular Yas Marina, which was the glittering backdrop to this year's inaugural Formula 1™ Etihad Airways Abu Dhabi Grand Prix.

"With only several months remaining until the second Abu Dhabi Yacht Show, news that this elite event will move to the magnificent Yas Marina, on Yas Island, will allow us to showcase the truly world-class leisure marine infrastructure now being developed throughout our emirate. Yas Island is an apt host for the show as it will eventually house multiple marinas," said His Excellency Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman, Abu Dhabi Tourism Authority (ADTA), headline sponsor of Abu Dhabi Yacht Show and Chairman of ADNEC.

The move to Yas Marina, which has deep berthing facilities and significant available berthing slots, was prompted by a need for a vastly expanded dockside venue that can accommodate a bigger edition of the ADYS.

"Luxury yacht owners who came to watch the F1 Etihad Airways Abu Dhabi Grand Prix recently can attest to the world-class berthing facilities of Yas Marina; and we expect first-time exhibitors and guests to be similarly impressed. Ideally suited to accommodate super and mega yachts, Yas Marina likewise boasts striking aesthetics, first rate support services and a luxurious cosmopolitan vibe surrounding the bigger Yas Island

development of which the marina is a strategic part,” said Franck Dailles, IYG Group Director.

Dailles has confirmed that the new venue is more than adequately equipped to cope with the increased number of exhibitors and yacht entries the 2010 show, which will run from February 25-27, has attracted.

“In addition, having considerably enhanced the show’s programme, we believe Yas Marina’s first-class amenities and facilities will create an inspirational atmosphere to promote meetings, negotiations and overall interaction between exhibition guests, exhibitors, visitors and potential buyers.”

Held under the patronage of His Highness Sheikh Mohammed Bin Zayed Bin Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, ADYS is expected to further cement Abu Dhabi’s burgeoning reputation as a world-class yachting destination.

Many around the world are now familiar with Yas Marina from the breathtaking television shots and stills photography which circulated globally during the highly successful inaugural Formula 1™ Etihad Airways Abu Dhabi Grand Prix.

“The images of fabulous yachts, from which owners, charterers and their guests enjoyed the race action, left lasting, and emphatic impressions and did much to assist the emirate’s SuperYacht hub aspirations. The fleet of the world’s best SuperYachts expected to attend the yacht show will no doubt realise an equally inspiring vista and again provide a visual image of an international maritime destination in the making,” Al Nahyan said.

Yas Island is one of the most highly-prized projects within the portfolio of Aldar Properties, one of Abu Dhabi’s leading developers. Located strategically off the city of Abu Dhabi, Yas Island is within driving distance of the capital and nearby Dubai, and will feature numerous leisure and recreation attractions, such as a racing circuit, signature hotels, theme parks, marinas, and a golf course, among other world-class facilities.

Covering 115,000 square metres, Yas Marina has 143 berths and can house vessels from 15 metres to 75 metres. Even larger boats – those upwards of 130metres – can be berthed in facilities alongside Yas Yacht Club, outside the Marina.

Yas Marina welcomed its first vessel – the Royal Yacht, *MY Rabdan* – in October, which dropped anchor a few weeks prior to the first Formula 1™ Etihad Airways Abu Dhabi Grand Prix. The marina hosted an impressive flotilla of superyachts at the start of November during the motor racing extravaganza and received an exceptionally positive response to its outstanding facilities.

“This year, we have also revised the show’s layout to ensure all exhibitors have a waterfront presence, a format that will put the spotlight even more on the true stars of the show – the stunning super and megayachts that will be anchored at Yas Marina exclusively for the event,” added Dailles.

Caption: Yas Marina – new venue for Abu Dhabi Yacht Show 2010

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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 in excess of US\$100 million (AED 370 million), confirming the growing importance of Abu Dhabi as a leading superyacht and megayacht destination, and establishing ADYS as the premiere 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 that 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 held annually in 46 countries world-wide.

IYG'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.

IYG 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

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