



Second Abu Dhabi Yacht Show Promises Even Bigger Splash

30-strong superyacht flotilla and 140 exhibitors to make major waves in the industry

Abu Dhabi, 23 February, 2010- Abu Dhabi Yacht Show (ADYS) 2010 berths in its stunning new home of the UAE capital's Yas Marina this week with a line-up of 30 of the world's most impressive superyachts and some 140 exhibitors representing international industry powerhouses.

Making a powerful statement of Abu Dhabi's ambitions to evolve into a superyacht hub, the exhibition line-up includes several new builds – including the 65m Trident, the sleek 62m Roma, the 73m Silver Zwei, 48m Australis and 41m Blink – that will make their debut in the Middle East, to an admiring audience of yacht enthusiasts from the region.

Other spectacular ocean beauties will include the luxurious 60m Linda Lou, the 67m Allure Shadow, 48m Ellix Too, 43m Le Yana and 39m Red Sapphire, arresting in both exterior dimensions and interior extravagance, along with lavish megayachts such as the 90m Lauren L , 85m Alysia and 104m Loaloat, whose dramatic scale promise to impress.

The superyacht flotilla will also include a Westport 112, 4 Majesty Yachts, 2 Benetti Yachts, 5 Azimut Yachts as well as 2 Sunseekers and the Al Mohammady.

Other highlights include the unveiling of the ES 117, a Weyves Couture by international fashion designer Elie Saab megayacht, the Devonport OneSixty Concept launched with Belgium's Emocean Yacht Design and the super-green, superyacht Soliloquy by the UK's Callender Designs.

"This is a line-up which is tracking new superyacht trends which includes significant progress in environmental operations," said Franck Dailles, Group Director of Informa Yacht Group (IYG), organisers of the elitist show which runs from February 25-27. "It is therefore appropriate that we are committed to reducing the carbon footprint of this year's show, in line with the UAE's Ecological Footprint Programme, which aims to develop environmentally-friendly policies and foster co-operation among the public and private sectors, as well as non-governmental organisations, to reduce the nation's carbon footprint and move it towards a more sustainable future."

EcoVentures, the region's leading emissions reductions firm, is to conduct a greenhouse gas assessment of the 2nd Abu Dhabi Yacht Show to measure its carbon footprint. The assessment will serve as a benchmark for future shows, with the stated goal of reducing emissions by 100% by 2012.

To demonstrate the seriousness of its commitment, ADYS also plans to buy carbon credits necessary to offset the show's expected carbon footprint – a move aimed at compensating for all energy consumption and a percentage of the fuel used by yachts to reach Abu Dhabi for the show.

Testimony to the show's ability to deliver substantial business results is the fact that the majority of last year's exhibitors from 32 countries have returned for this expanded 2010 edition.

The powerful exhibitor line-up reads like a 'Who's Who' of the international maritime industry. It includes shipbuilders, charterers, brokerage houses, marine support services, yacht registries and interior designers from the US, UK, Monaco, France, Germany, The Netherlands and the Baltic states among others.

The exhibitor profile is a heady mix of international market-leaders and emerging Gulf players. It includes US shipyard Westport, Dutch heavyweight Feadship and other Superyacht Builders Association (SYBAss) members such as Amels BV of The Netherlands, Fincantieri Yachts from Italy, the USA's Burger Boat Company and Trinity Yachts, alongside Abu Dhabi marina developer Aldar Properties, regional vessel builders Abu Dhabi MAR Group and Gulf Craft, and yacht managers and distributors Art Marine.

"The show is an unrivalled forum for Abu Dhabi to present its expanding marine leisure and superyacht credentials to industry leaders, who we hope will partner our development, and an audience of regional high-net-worth individuals," said Faisal Al Sheikh, Events Manager, Abu Dhabi Tourism Authority (ADTA), which is the show's headline sponsor.

Addressing a pre-show press conference aboard the motor yacht Trident in Yas Marina today, IYG, ADTA and show sponsors Aldar Marinas and Bentley Motors Middle East, spoke of the event's ability to take their message to an influential international audience.

"With a significant overseas media corps representing some of the most prestigious titles in the industry present, there are ample opportunities to engage our targeted end-users in Abu Dhabi's ambitions to evolve into a superyacht destination on a par with anything in the Mediterranean – if you like, to become the Monaco of Arabia," explained Dailles.

Abu Dhabi Yacht Show is 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. It is the region's premier yacht show devoted to the super and megayacht sector.

Running alongside ADYS will be the Gulf Superyacht Forum, from February 24-25 at The Yas Hotel, where delegates will explore the opportunities and challenges surrounding the Gulf's superyacht industry potential that this developing market offers. In addition, our programme will explore the cruising and operational issues, coupled with the rules and regulations unique to the Gulf. Over the two days, all delegates will have a unique and unrivalled insight into the way the Gulf works.

The 2nd Abu Dhabi Yacht Show, which runs daily from 2pm – 10pm, also features a glittering social programme including a Charity Gala Dinner on February 24 at Emirates Palace in support of the Special Care Centre Abu Dhabi and the Emirates Marine Environment Group, and evening cocktail receptions along the Yas Marina quayside on February 25 and 26.

"The backdrop could not be better. As the colour-changing LED shroud which canopies the hotel is lit in the evening it will send shafts of lights across the marina and the berthed yachts creating a dazzlingly display," said Dailles.

Also delivering the 'wow' factor will be two of Bentley's fastest and most powerful models - the Continental Supersports and Continental Flying Spur Speed - which will flank the quayside.

End

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 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 365 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.abudhabiyahtshow.com

The Informa Yacht Group: Global Leaders in Yachting Events

Informa Yacht Group (IYG) 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

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

Celine Fenet, Group Marketing Manager

Informa Yacht Group

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

Or

Farah Ibrahim

TRACCS

E-mail: farah.ibrahim@traccs.net / Tel: +971 4 367 2530

TRACCS 24/7 Media Hotline: +97150 9448389