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## UAE-based Super Yacht Manufacturer to Exhibit at Abu Dhabi Yacht Show 2009

*Gulf Craft sales spurred by boom in High Net Worth Individuals*

**Dubai- xx January 2009:** Informa Yacht Group (IYG), the world's leading yachting events organiser is showcasing the Middle East's leading boat and yachts manufacturer, Gulf Craft, Inc., at the upcoming Abu Dhabi Yacht Show 2009.

Gulf Craft boasts an impressive line-up that features the Majesty Yachts 44, 56, 61, 66 and 77 as well as the Silvercraft 37 SC, 26 and 33 along with the Oryx 36 Open, Oryx 40 Open and 40 Fly.

Considered the premier pleasure boat manufacturer in the region, Gulf Craft caters to local and international markets, with exports accounting for over 70% of its sales. The company, based in Ajman, manufactures fiberglass boats and yachts, ranging in length from 31' to 140', with an annual production of about 800 boats and yachts worldwide.

Gulf Craft currently commands over 30% market share in the Kuwait boat and yacht industry, where most larger leisure yachts registered in the Gulf region are moored. Gulf Craft has four production sites in Ajman and an in-house design team from Holland, Italy, Britain and Australia, allowing the company the freedom to customise its super yachts for its clientele.

According to industry experts, the rise in dedicated maritime servicing sectors and commercial and private marinas in the region is linked to the expected boom in the number of high net worth individuals (HNWIs) coupled with tax-free incomes. According to the annual world wealth report, the total assets of high net worth individuals in the Middle East rose to US\$1.7trillion in 2007, an increase of 17.5 percent over the previous year. In the GCC, the combined net worth of HNWIs - those with investable wealth of more than US\$1m - is expected to grow from US\$2.1 trillion in 2007 to US\$3.8 trillion by 2012.

"With the rapid growth of marina-style real estate in the region, interest in the leisure marine lifestyle has skyrocketed," said Franck Dailles, Group Director of ADYS. "With over 200,000 dollar millionaires in this region, it's only natural that mega and super yachts are increasing in demand in the Middle East."

The Abu Dhabi Yacht Show - due to take place from March 12-14, 2009 - will be the region's first super and mega yachts show. It will introduce a new leisure 'Super' yacht concept to the rapidly developing luxury yacht market in the Gulf Coast and is expected to attract up to 5000 (HNWIs).

The ADYS will also feature a number of special events and activities to create unique networking and meeting opportunities throughout the event, such as a superyacht fashion show at the Emirates Palace, a charity auction gala dinner, a cocktail party featuring an exclusive Swarovski Runway Rocks Fashion Show, business conferences and a golf tournament.

Headline Sponsor of Abu Dhabi Yacht Show is Abu Dhabi Tourism Authority (ADTA). Associate Sponsors include ALDAR Properties and Horus Watches. Official Sponsor is Swarovski and Vistajet is ADYS Official Private Jet Sponsor. The Financial Times is the International Newspaper Partner and Al Arabia is Regional Broadcast Company.

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**About Informa Yacht Group:**

The Abu Dhabi Yacht Show (ADYS) is organised by Informa Yacht Group (IYG), the leading global yachting events business, and a division of Informa plc, the world's largest publicly-owned organiser of exhibitions and conferences. The current IYG portfolio includes high-end events such as the Monaco Yacht Show, the brand new Abu Dhabi Yacht Show, the Superyacht Cup Regattas, the Phuket International Marine Exhibition, and the World Yacht Racing Forum. The ADYS is a unique yachting event created to meet the demands of a high profile and discerning audience. The ADYS is a by invitation-only show with a very specific focus on super and mega yachts only. With this unique, first-to-market formula, the ADYS will set a new standard in the world of Yachting industry events and provide a world-class super and mega yacht show distinguishing it from other yacht and boat shows across the globe. For more information and full exhibitor list, please log on to [www.abudhabi yachtshow.com](http://www.abudhabi yachtshow.com)

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