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Attracting members of UAE, Kuwaiti and Qatari royal families
**Region's first Super & Mega yacht show
wows visitors**

Abu Dhabi, 19th March 2009: The Arabian Gulf's first Super- and Mega-yacht spectacle, the Abu Dhabi Yacht Show (ADYS), which ran for three days this month produced major sales and quickly positioned itself as one of the world's most luxurious industry events.

In an awe-inspiring display of sea-faring luxury, the event at the Abu Dhabi National Exhibition Centre (ADNEC) featured a flotilla of 21 Super- and Mega-Yachts - some coming with price tags in excess of 200 million dollars - ranging in length from 30 metres to 90 metres and several ranking among the world's 100 largest yachts.

Over 100 exhibitors representing the world's leading companies exhibited in the elitist event, which attracted a high net worth audience including members of the UAE, Kuwaiti and Qatari ruling families amid a host of yachting enthusiasts.

And the show quickly won acclaim from the region's leading businessmen. Among them was Ahmed Seddiq Al Mutawaa, President, Atlas Group, UAE. "This show is really going to go places – it is fantastic for a first time event – many shows in Europe cannot achieve this standard on the first time out. I think it has huge potential," he said.

Exhibitors too were effusive. Anne Blythe, Senior Registrar at Isle of Man Registry said: "Many people are unaware of the advantages which we can offer for them. ADYS represented a great platform for us to meet with other industry partners, shipbuilders, yacht brokers, designers and project managers as well as the owners."

Platinum Yacht 90 metre Dubawi, the largest yacht at the show, and one of the 100 biggest yachts in the world, stole the show's opening day. VIP visitors also marvelled at Alysia, the astounding 83.5 metres US\$100 million yacht, Lauren L, 90 metres, and Silver, 73 metres. Aviva, measuring 68 metres, is a stylish and well-engineered vessel that has been nominated for Superyacht Awards for each of the past two years.

Also thrilling the VIP entourage was the 65 metre Ambrosia III, Oras at 40 metres, a 50 metre Benetti, a 38 metre Sunseeker, the 36 metre Wally Power - the 'stealth' of the waves and star of the James Bond movie 'Tomorrow Never Dies -as well as Shelelia at 36 metres and an Azmuit 116 at 35.5 metres. Gulf Craft, the region's leading boat manufacturer, also showcased its latest most fabulous vessels the Majesty 121, a 37 metre superyacht and its 30metre Majesty 101.

The glittering show's success has been attributed to strong government support, its excellent location – at the heart of a buoyant economy and mid way between the SuperYacht hubs of Europe and Asia - great features, layout and services as well as the diverse exhibitor range. These included yacht builders, yacht brokers, interior designers, naval architects, consultants, marina developers, marine suppliers and private jet operators, who together created a full industry spectrum.

"The show's success must be attributed to all parties involved, but especially the Abu Dhabi Tourism Authority, the event's headline sponsor, and other sponsors and partners. All have worked together for a common goal, to place Abu Dhabi on the world map of the Super- and Mega-yacht industry," said Franck Dailles, Group Director of ADYS. "We unquestionably succeeded in achieving this goal."

The show also saw millions of dollars-worth of vessels sold. Many negotiations are still under process as sea trials have been taking place in Abu Dhabi since the end of the show. Ron Cleveringa from the Burger Boat Company said that the company has received good quality enquiries, which was very encouraging. "The Abu Dhabi Yacht Show is a unique show in a key market that we could not afford to miss. It helped us promote our brand to the market place especially in this new and exciting market which holds so much potential."

It also saw major regional premiers from Abu Dhabi Mar, 4Yacht Arabia, Al Masaood Marine, Al Seer Marine, Arabian Yachts, ART Marine among others.

According to Dailles, exhibitors have reported more interest and business than expected, with the majority cautiously optimistic about the results achieved. "Over the past three days, we have enjoyed plentiful media interest, positive feedback from both our visitors and exhibitors and a healthy flow of visitors," he said. "And yet, we promise to hold a breathtaking show next year in March 2010 with more exhibitors, more yachts and more luxury."

ALDAR Properties and Horus Watches were the show's associate sponsors, Vistajet its official private jet sponsor and Rolls Royce its supporting partner. The Financial Times was the show's international newspaper partner and Al Arabiya its regional broadcast company.

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About the Abu Dhabi Yacht Show:

The Abu Dhabi Yacht Show (ADYS) is a show with a specific focus on super and mega yachts. 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.

It 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 organizer 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.

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