

## 2010 Abu Dhabi Yacht Show Commits to Carbon Footprint Reduction

### Region's Premier Luxury Superyachts Show aims to compensate for CO2 emissions

The Abu Dhabi Yacht Show (ADYS), the Middle East's premier show focusing exclusively on the luxury superyacht and megayacht sector, has made a commitment to reduce the carbon footprint for its 2010 edition scheduled on February 25-27, 2010 at the stunning Yas Marina.

The eco-friendly initiative is 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, will conduct a greenhouse gas assessment of the 2<sup>nd</sup> 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.

"ADYS fully supports initiatives that will help reduce its carbon emissions and promote responsible use of non-renewable energy resources. Our commitment to reduce the carbon footprint of this year's edition is a contribution to the efforts of the Abu Dhabi Government to help create a more sustainable future for the emirate," said Franck Dailles, Group Director of Informa Yacht Group (IYG), organisers of ADYS.

EcoVentures director Armen Vartanian added, "We are very enthusiastic to be working with the Abu Dhabi Yacht Show in its efforts to reduce the carbon footprint of this year's event and in compensating the use of energy. It is motivating to see such an initiative from one of the regional yachting industry's most high profile events and we hope this will serve as an example for organisers of other regional trade shows going forward."

Yachting is generally perceived as a clean leisure and sporting activity. While bigger and faster motor yachts continue to be built, the most stringent national and international regulations regarding exhaust emissions are followed in their construction. To demonstrate, defend and follow such initiatives, ADYS has committed to reducing its emissions, through internal reduction strategies and purchase of carbon credits. d

"As part of our strategy of enhancing Abu Dhabi's major events portfolio, ADTA is currently reviewing the gradual adoption of an environmental policy across its stable of business and leisure events," said Faisal Al Sheikh, Events Manager, Abu Dhabi Tourism Authority (ADTA), headline sponsor of ADYS.

"Abu Dhabi Yacht Show's commitment to carbon footprint reduction is certainly a pioneering initiative in the right direction and one which, we hope, will be emulated by other major events in Abu Dhabi."



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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 totaling over US\$100 million (AED 368 million), confirming the growing importance of Abu Dhabi as a leading superyacht and megayacht destination, and establishing ADYS as the premier 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](http://www.abudhabi yachtshow.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:

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**EcoVentures**

EcoVentures is the Middle East's premier emissions reduction firm. Based in the United Arab Emirates, the firm helps companies across the Middle East and North Africa reduce their environmental impact by becoming CarbonNeutral®, offsetting their emissions, and replacing their use of fossil fuels. EcoVentures delivers sound consultancy, advisory and management services to public and private sector organizations using global best practices and meeting internationally recognised standards. The firm specializes in the following areas: emissions reduction advisory, carbon finance, alternative fuels, green building advisory. Its clients include Jumeirah Group, The Big 5 Exhibition, Dubai Holding, Emirates Foundation, The World Future Energy Summit, Environmena Power Systems and events such as the Coldplay Viva La Vida Abu Dhabi concert.



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