



## EXCITEMENT AND COMMITMENT FOLLOWS JANUARY LAUNCH

Following the recent launch of the Abu Dhabi Yacht Show (24<sup>th</sup> – 27<sup>th</sup> March 2009), interest in this prestigious superyacht show has been 'immediate, serious and exciting', according to Group Director of the Abu Dhabi Yacht Show, Franck Dailles.

Companies such as *Trinity Yachts*, one of the world's elite builders of custom superyachts and *Edmiston & Company*, one of the world's leading yachting companies specialising in sales, charter and management have voiced their enthusiastic support and intention to attend.

At the European Launch, Franck spoke to gathered media and talked about the ongoing plans for the show and the opportunities this dynamic and growing area presents to the global yachting market. 'There are opportunities beyond comparison in this region. Massive waterfront development and construction is ongoing and the show marina will be incorporated within the Abu Dhabi National Exhibition Centre.'

Coupled with the immense spending power of the inhabitants of the United Arab Emirates and the Gulf region, this show offers unparalleled potential for builders, owners and charterers keen to tap into this emerging market.

'The Abu Dhabi Yacht Show will offer exhibitors access to the Gulf audience and achieve in the UAE what our hugely successfully Monaco Yacht Show has accomplished in Europe. Companies and individuals operating in the superyacht and megayacht market should seriously consider attending this show. While it is acknowledged that some megayacht facilities in this region are in their infancy, as developments are completed the companies and brands that have invested and exposed themselves early to this market will see the greatest benefit.'

The first day of the Abu Dhabi Yacht Show (Tuesday 24<sup>th</sup> March 2009) will be set aside for royalty and the following three days will principally be 'invite only', high net-worth individuals from the Gulf regions. The Superyacht Cup race, involving power and sailing superyachts, will take place on the last day of the show.

Franck continues, 'Having talked to builders and shipyards it is clear that discerning, wealthy individuals are unfamiliar with waiting in line to view a yacht and want the immediacy that a less populated show offers. By targeting vetted, wealthy visitors who are acknowledged as being in the

market for yachts upwards of \$15million, our show will allow exhibitors to dedicate their time and resources to important potential purchasers.'

Companies who are interested in exhibiting at the exclusive Abu Dhabi Yacht Show, should contact Franck Dailles in the first instance on + 971 4 4072511. An exhibitor pack including Show Plans, costs and relevant details will be available in the Spring. Alternatively visit **[www.abudhabi-yachtshow.com](http://www.abudhabi-yachtshow.com)**.

Notes For Editors are annexed to this press release.

Ends

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Further information can be obtained from:

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**Notes For Editors:**

The Abu Dhabi Yacht Show is organised by the Informa Yacht Group, which owns and operates The Monaco Yacht Show.

Abu Dhabi is the world's wealthiest city where 420,000 of the residents boast a net per capita wealth in excess of US\$17m.

The Abu Dhabi National Exhibition Centre (ADNEC) was opened in February, 2007. It has eleven halls totalling 55,000 square metres (180,000 square feet), and will host around 60 major exhibitions during 2008 with up to a million visitors.

Abu Dhabi offers a perfect maritime environment with over 200 natural islands offering a superb platform to host this luxurious event.