

Megayacht Industry Tips Abu Dhabi Yacht Show For 'Big Three' Ranking

Trinity Opens Its First Base Outside The US In Yas Marina

The world's biggest megayacht industry players are tipping Abu Dhabi Yacht Show (ADYS), the Middle East's only show dedicated to super and megayachts, as the next big thing after sector-leading Monaco and Fort Lauderdale events with high potential for builders and brokers of vessels over 80m.

The most powerful players in the megayacht and custom-built luxury superyacht business, including Blohm + Voss, Trinity Yachts, Feadship, Oceanco and Lürssen, are out in force at the second ADYS, which runs at Abu Dhabi's stunning Yas Marina on Yas Island until Saturday night.

Such is the region's and the show's potential in serving it that elite US builder of custom superyachts Trinity Yachts has announced its opening of a Middle East regional office on Yas Island – its first overseas operation outside its Gulfport, Mississippi home base.

"We are very encouraged by Abu Dhabi, as it is building the infrastructure to turn this city into a real yachting destination," said Trinity's Vice-President William S. Smith III. "Our move here is an indication of just how bullish we are with this market."

Germany's Blohm + Voss Shipyard says the Middle East continues to be a buoyant market for custom-built yachts of between 80-100 metres. The company's Christian Schwarzwälder commented: "Considering that on average we sell one vessel a year, this is a very important market to consider. We are already very well known in this region on account of some of our more prominent builds, such as the 105m Lady Moura, built for a client in Saudi, and the 80m Golden Odyssey, also built for the Middle Eastern market, and the interest in private yachts of this size still exists and that's why we are here."

Show newcomer, Turkey's Dunya Yachts believes ADYS is a main port of call for any industry player wanting a foothold in the region. The company has chosen the 2nd Abu Dhabi Yacht Show to offer for sale for the first time the 88m Ken Freivokh designed megayacht Blade. "As a company with business concerns exclusively in the megayacht sector, we felt that having a presence in the Middle East required participation in this show, as the only yacht show focusing on larger vessels. We currently have two megayachts under construction, and many of the other shows in the region do not really meet our needs. We were at Monaco, then Fort Lauderdale, and now here at in Abu Dhabi – the big three covered," said Dunya's Esra Tarlan.

Edmiston, a global leader in the sale and charter of larger yachts, having received keen interest from the show says the importance of the Middle East market is "ever-increasing", and that "people have been looking around" during the three-day event. The market, says Edmiston's James Lloyd, is also showing signs of recovery.

"Prices were increasing all last year. Around 18 months ago the market collapsed, but I would say prices are back up to the level before the crash at the moment. There were a few new builds on the market and interest all last year. The prices are just a reflection of demand," he said.

For Abu Dhabi Tourism Authority (ADTA), headline sponsor of the elite event which is organised by the Informa Yacht Group, the industry feedback is a vote of confidence in the emirate's ambitions to be a superyacht hub and up-market marine leisure destination.

"This is great news. To be ranked alongside other destinations and shows which have an established and long-held industry pedigree is a huge leap forward. The show's move to Yas Marina has demonstrated that Abu Dhabi is capable of providing best-in-class infrastructure on a par with some of the best in the world and our whole marine leisure proposition can only go forward from here," said Ahmed Hussein, Deputy Director General, ADTA.

"We still, however, have a long way to go but the industry in Abu Dhabi is progressing with numerous marina facilities, and for after-sales suppliers this is a new market opening and a great opportunity to get in on the ground floor."

Held under the patronage of His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the Armed Forces, ADYS has Aldar Marinas, which owns and operates Yas Marina, as its associate sponsor.

Bentley is the exclusive ADYS associate car sponsor and luxury Swiss watchmaker Ulysse Nardin the official watch sponsor. Other supporters include broadcast partners CNN and Al Arabiya, and The Times, Al Ittihad and The National as official newspapers.

- Ends -

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

The Informa Yacht Group: Global Leaders in Yachting Events

Informa Yacht Group (YIG) 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.

YIG'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.

YIG 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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