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US\$500 million armada of super yachts go on display in UAE capital

Debut yacht show signals international confidence in Abu Dhabi, says Sultan Bin Tahnoon

Abu Dhabi, 9th March 2009: 20 of the world's most luxurious Super and Mega Yachts have sailed into the UAE capital, from around the world, to form the major attractions at the inaugural Abu Dhabi Yacht Show (ADYS) which runs at Abu Dhabi National Exhibition Centre (ADNEC) from March 12-14.

Representing a total value in excess of US \$500 million, the glamorous flotilla of Super and Mega Yachts, ranging in length from 30 metres to 90 metres and several ranking among the world's 100 largest yachts, is berthed at ADNEC's new Marina Zone – marking the public debut of the 2.4 kilometre facility.

ADYS, which is being held under the patronage of His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, will feature 100 exhibitors from 26 countries and provide a complete spectrum of the multi-billion dollar international SuperYacht industry.

The strong global response to the show has been hailed as a huge vote of confidence in the UAE capital and its economy. His Excellency Sheikh Sultan Bin Tahnoon Al Nahyan, Chairman, Abu Dhabi Tourism Authority (ADTA), the show's headline sponsor, said: "It is a clear indication of continuing international confidence in this emirate's robust and resilient economy. There can be few places as well suited as Abu Dhabi to host an event of this nature."

He added: "Abu Dhabi remains committed to progressing its measured expansion plans and the waterfront and island destinations, many boasting state-of-the-art



marinas, which have been master planned over the past few years are now taking shape.”

The show’s impressive MegaYacht line up includes the 85.3 metre long Alysia –which boasts a seven-star interior resplendent in gold and crystal ornamentation. A ‘resort’ afloat, the Alysia features a swimming pool, jacuzzi, barbeque, sunbathing decks, a helipad, sauna, steam rooms, beauty salon and gym.

Other showstoppers include the 90 metre Lauren L, the award-winning 68 metre Aviva, the 73 metre Silver, 65 metre Ambrosia III, 50 metre Benetti, 40 metre Oras, a 38 metre Sunseeker, the 36 metre iconic Wally Power, as well as a Majesty 121 and another 37 metre vessel from the UAE’s own yacht producer, Gulf Craft.

“A lot of hard work, imagination and creativity has gone into the planning of ADYS,” said John Bullough, Chief Executive of Aldar Properties, one of Abu Dhabi’s leading developers and an associate show sponsor. “There really is a huge variety of experiences and activities for visitors to take in.” Aldar Marinas, a division of Aldar Properties, plans to roll out a new Superyacht concept at ADYS.

Exhibitors will be demonstrating a range of capabilities from fabulous interior supplies to hi-tech entertainment systems.

“In a world of depreciating home values, the mega-yacht is the ultimate in liquid assets and they are in such demand around the world that most of the large yacht shipyards are fully booked until 2014,” said Frank Dailles, Group Director of ADYS. “We are certain that the yachts’ superior design and their extraordinary and innovative features will be appreciated by the sector’s discerning clients.”

ADYS is to be an integral element in Abu Dhabi’s emerging SuperYacht hub proposition with the ADTA committing to ongoing support.



"It is our intention to continue to provide strong support for this show and believe it will not be too long before it ranks alongside the best SuperYacht shows in the world," said Feisal Al Shaikh, the ADTA's Events Management Section Head.

"The show fits well into Abu Dhabi Tourism Authority's aim of building a world-class destination with events that enrich the lives of visitors and residents alike."

Additional sponsors of the inaugural ADYS include: Horus Watches as Associate Sponsor, Vistajet as Official Private Jet Sponsor and Rolls Royce as Supporting Partner. The Financial Times is the show's international newspaper partner with Al Arabiya its regional broadcast partner.

ADYS will be open to visitors from 10am-7pm on March 12; from 12pm – 6pm on March 13 and 10am – 7pm on March 14.

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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

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ABU DHABI
YACHTSHOW



12-14 March
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