



**ABU DHABI
INTERNATIONAL
BOAT SHOW**
معرض أبوظبي الدولي للقوارب
16-19 OCTOBER 2019

ABU DHABI'S LUXURY YACHT, LEISURE MARINE & FISHING SHOW #ExperienceTheLuxuryLife ACROSS THE MIDDLE EAST

WELCOME TO THE ABU DHABI INTERNATIONAL BOAT SHOW 2019

The 2019 Abu Dhabi International Boat Show (ADIBS) will build on the incredible success of our launch event in 2018. We smashed all the targets we set ourselves back then and we're on course to do the same for 2019. In 2018 we aimed for 150 brands and 75 boats on the water, and actually attracted 270 and 96 respectively, along with over 21,000 attendees. But the numbers only tell half the story – satisfaction ratings were also very high (visitor satisfaction was 97%, while 96% of exhibitors were satisfied), but we recognise there are always areas where you can improve – we're working on those and continuing to invest for the benefit of both exhibitors and visitors. Above all it's about the high levels of business done at the show; maintaining and building on that buzz. So for 2019 it will in a sense be more of the same – we want to keep the ship heading in the same direction and make the show even better this year. More brands, more boats, more for visitors to do. There's something for everyone.

What's new for 2019?

We have introduced a UAE boat manufacturers pavilion and have already sold 700m² of floor place and it's



Alex Nichol, Director Business Development ADNEC

growing. It's an area for UAE SMEs (Small and Medium sized Enterprises) who are looking for an affordable way to get the exposure they need. We've already signed up a number of centre console manufacturers, for instance.

One particular area of focus in 2019 will be conservation. The International Game Fishing Association (IGFA) and the Environment Agency Abu Dhabi (EAD) are returning supporting partners of the show. We're also working toward ISO 20121 so that we are a sustainable event.

There will also be a luxury element offering a high-end retail experience and we're more than doubling the size of the Sports fishing zone that was a really popular feature last year. The IGFA will facilitate its interactive school of sports fishing at ADIBS this year which was last seen and enjoyed at a major boat show in the USA. There will be lots of demos and interactive activities throughout the show this year to create a

real buzz for visitors to enjoy.

Are you expecting more international companies this year?

We've definitely seen a growth in new international



NEW UAE MANUFACTURERS ZONE

to support local UAE companies.

business coming in as a result of visits to international shows where we have met and networked with the industry. We have new firms attending like Ocean Winner from Australia; Fleming Yachts from the US and Sirena Yachts from Turkey. Local builders will of course also be represented. Al Suwaidi Marine is our gold sponsor again this year, and Enata, with their Flying Foiler, will be exhibiting at the show for the first time after observing the success of the inaugural event. But they'll be something for everyone – from new technologies, equipment and boat supplies, to the latest house boats, catamarans and powerboats.

What's Abu Dhabi's special draw?

We're the first show in the Middle East calendar, which is a key selling point, but we know we have to differentiate in other ways from shows like Dubai and Kuwait. The look and feel of the Abu Dhabi show is unique.

We've taken major efforts to elevate the visitor experience, targeting an audience whose disposable income is higher than average but still allowing the option to purchase anything from a SUP board to a luxury yacht and everything in-between

We've invested heavily this year in creating a 'designed visitor experience' – you'll be able to feel it as you walk in. At its heart ADIBS remains a functional shop window for companies to exhibit, but it's about using the space imaginatively. We invested a lot last year in the various attractions, and we'll be doing the same again, but we're looking critically at what attractions really work and add to that visitor experience. The on-water demos will be carefully structured for 2019 allowing for sea-trials throughout the show to ensure people get out on the water. We're all about the water this year.

And the goal for 2019 in terms of numbers?

We're aiming for 25,000-plus attendees and more than 350 exhibiting brands. We'll have 100-plus boats on the pontoons, that's the highest number for any show in the Middle East.

We're investing more than ever. We're building for the future. The Abu Dhabi International Boat show is here for the long term. ■

EXPANSION OF THE SPORTS FISHING ZONE

Supporting partners Environment Agency Abu Dhabi (EAD) and International Game Fishing Association (IGFA) return again for the show's second edition.

TICKETS & OPENING TIMES



ADIBS will take place 16-19th October 2019 and show opening hours are 4-10pm.

Tickets can be purchased on the ADIBS website www.adibs.ae from September 2019 or can be purchased on the door on the day of attending (16th-19th October 2019).

ABU DHABI – STATS & FACTS

MORE EXHIBITORS

(350 expected),

MORE VISITORS

(25,000 expected),

MORE BOATS ON WATER

(100 expected).



#1 wealth market in the Middle East

3rd largest sovereign wealth fund in the world

3.23 million population (88% expat)

1.45 million in Abu Dhabi urban/coastal area

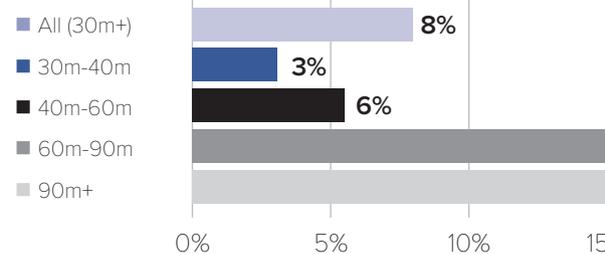
ECONOMY

3% GDP growth estimate for 2019; (3.9% non-oil growth)

10.3 million international visitors (2018)

\$13.6bn three-year economic diversification/public spending
10,000 estimated new jobs

MIDDLE EAST SUPERYACHT OWNERSHIP (% OF)



WHY ABU DHABI PRESENTS A UNIQUE OPPORTUNITY

As the Abu Dhabi Boat Show (ADIBS) gears up for its second edition in October 2019, IBI Middle East Correspondent Mike Derrett, who has reported on the Gulf marine industry since 1990, offers an overview of the UAE and Abu Dhabi boating market and highlights the opportunities Abu Dhabi offers.

The United Arab Emirates (UAE) comprises seven Emirates, all with distinctly different identities. Abu Dhabi, the federal capital, has massive sovereign wealth due to its oil reserves and has developed a more conservative and cultural image with the Grand Mosque and the impressive Louvre Abu Dhabi museum attracting a more discerning and conservative visitor.

Both Abu Dhabi and Dubai can claim to be home to owners of some of the world's largest superyachts based both in the Gulf and around the world – the Gulf region is recognised as being home to at least 15% of the world's superyacht owners. This year's ADIBS in October will reflect this with the strong showing from the world's superyacht builders.

The UAE's per capita GDP has been on a par in recent years with those of leading West European nations with GDP growth figures in the region of 4%. Its high oil revenues and its moderate foreign policy stance have allowed the UAE to play a vital role in the affairs of the region.

Abu Dhabi has a strong maritime heritage stemming from its past association with fishing, pearl diving and Dhow trading. This strong link with the past has encouraged the growth of marine leisure and Abu Dhabi is the Emirate with the largest concentration of leisure boats.

A large number of boats are kept on trailers in Abu Dhabi, although there is a developed and well managed network of 15 marinas with 2,500 berths. There is an increasing emphasis on preserving the maritime environment in Abu Dhabi with its many Islands and unique mangrove creeks which thrive with fish and other wildlife. The majority of boats under 40ft are outboard powered and used for leisure fishing by locals and for cruising by expatriate boaters.

IBI visited last year's ADIBS show and it was clear from the first day's attendance that a high proportion of the visitors are either UAE or other Gulf State nationals with a strong attendance by Arabs rather than expatriates. It was apparent that one of the key objectives of ADIBS – to build a stronger awareness of leisure boating within the region – is on track.

While the presence of two, potentially conflicting boat shows in Abu Dhabi and Dubai may seem an issue, a more enlightened view is that both events are owned and promoted by the two local governments and are providing a valuable contribution to the growth of the boating market in the UAE. The differentiating factors are that the two shows are five months apart and have a different visitor profile mirroring that of the two Emirates. Abu Dhabi having strong Arabic appeal while Dubai is more expatriate focused. The UAE boating market has endured turbulent times in the past, particularly the fallout from regional events such as the Iran/Iraq war of the 1980s, the invasion of Kuwait by Iraq in 1990, the removal of Saddam Hussein in 2003 and the ever-present tension with Iran. On the economic front there have been major downturns largely related to the price of oil and from global recessions such as in 2008. Despite these economic and regulatory issues, the market has always remained resilient. The ability of the UAE and its marine industry to bounce back against all odds is well proven.

A key driver behind the market remains. The people of Abu Dhabi and the UAE love the sea and boating, it's in their DNA, they won't give it up easily, and for Gulf-based expatriates, boating is one of the best outdoor activities available.



WEALTH INDICATORS

18,000 approx. HNWI population

(net assets of US\$1m or more)

2,000 HNWIs moved to the UAE in 2018

11th Abu Dhabi's global ranking in household earnings index

\$78,300 GDP per capita

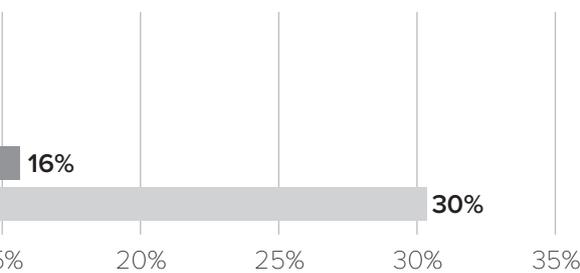
(0% personal taxation rate)

270,686 households with \$250k+ income

\$5.7bn in real estate transactions in first half of 2019

(\$570,00 avg. value)

GLOBAL FLEET



Source: KnightFrank World Wealth Report 2019

Though Abu Dhabi has more than its fair share of superyacht owners, boating has definite mass market appeal in the Emirate





GOING FOR GOLD (AND SILVER!)

ADIBS is delighted to welcome the return of leading UAE luxury day cruising boat manufacturer Al Suwaidi Marine (ASM) as key Gold Sponsor.

After a successful show in 2018 where ASM launched ASM 29 F, the company will return with the ASM 29 F, ASM 34 F, ASM 37 C, Limo Sea 46 C and the Limo Sea 46 O.

Since the show, ASM has been busy developing business relationships in the Gulf and as a result has signed a dealership agreement with Yamaha Kuwait and has a strategic approach to target new markets such as Africa and the USA. As a long-standing UAE manufacturer, ASM is the first UAE company to have obtained membership status with the National Marine Manufacturers Association (NMMA) and is working towards

full certification based on a proud history of serving clients in the Middle East.

Mohammed Al Suwaidi, Chairman of Al Suwaidi Marine, said: "We remain confident that the Abu Dhabi International Boat Show will continue to open doors to a new world of boating and leisure marine within the UAE, accompanied by a rush of potential opportunities that will benefit the players in the maritime industry. We are excitedly looking forward to the return of this event in 2019, which we believe is a strategic and important platform to showcase and highlight the best that the boating industry has to offer."

The Captains Club (TCC), a leading charter and membership-based enterprise and the biggest boat club in the UAE, joins ADIBS 2019 as Silver Sponsor.



HIGH FLIERS

Innovation will be front and centre with a wealth of exciting product on display. ENATA's carbonfibre FOILER with its ground-breaking foiler technology will be sure to turn heads, as will Mercury's latest range of high-powered racing outboards. Chinese company EfoilFly is one of a number of firms using the show for key product launches – visitors will be able to get hands-on for the first time with the firm's new battery-operated hydrofoil surfboard, NeptunX. In development for two years, NeptunX is capable of speeds up to 45kmph, weighs just 35kg, and can run for 1.5 hours on just a two-hour charge time.

Official Travel and Destination Management Partner

HALA ABU DHABI

(Etihad Company)
Providing discounts on flights and hotels to support those looking to travel internationally and from within the region to attend the show.

Official Luxury Automotive Partner

MASERATI

Produced by:



Experience Formula One power boating at ADIBS 2019

RIDE OF A LIFETIME

The Abu Dhabi International Marine Sports Club (ADIMSC) will be bringing Formula One (F1 H2O) powerboat racing to the show along with a number of powerboat passenger rides up for grabs with Team Abu Dhabi F1 H2O Champion, Thani Al Qemzi.

In keeping with the race theme, ADIBS will be the platform for the regional launch by Xtreme Marine, official representatives of Mercury Racing in the region and leading suppliers to the UAE marine manufacturing business, of Mercury Racing's new high-powered 450R V8 outboard that re-defines modern marine technology with its robust power and light weight efficiencies.

And if you miss out on an F1 ride, Watercooled will also be providing a number of exciting activities and adrenaline-based watersports for visitor enjoyment at the show.