

## Launching the 8<sup>th</sup> Edition of Beirut Boat Show 2012

**CEO of IFP Group: “The show surface increased by 15% and we expect more than thirty thousand visitors this year”**

**Beirut, May 10, 2012:** International Fairs & Promotions (IFP) Group announced the launch of the Eighth Edition of the Beirut Boat Show 2012 during a press conference held yesterday, Wednesday, May 9, 2012, at the Royal Hotel–Dbayeh, in the presence of media representatives, maritime industry representatives in Lebanon and the Middle East, and a number of diplomats and businessmen.

Mr. Albert Aoun, President of the Board and General Director of IFP, opened the conference with a welcoming address in which he presented an overview of the boat show in light of the current situation of the maritime industry in the region, and the potential that characterizes Lebanon at this level.

“We are pleased to meet with you today to announce the launch of the eighth Edition of Beirut Boat 2012, taking place at La Marina Joseph Khoury–Dbayeh from May 16 to May 22 under the patronage of H.E. The President of the Republic of Lebanon, General Michel Sleiman. We are eagerly looking forward to this exceptional event given the high esteem this exceptional show has attained in Lebanon and across the region. In fact, IFP joined efforts with the renowned Messe Düsseldorf in order to organize this annual boat show. Despite the unrest and instability the Arab world is currently witnessing, we are well aware that Lebanon remains the main destination for regional yacht and boat companies as well as international companies involved in leisure and water sports, seeking investment opportunities in our emerging markets,” said Aoun.

“The show’s last edition hosted twenty-eight thousand visitors and we are expecting more than thirty thousand this year, especially since the boat show features leading international brand names involved in the manufacturing of yachts and boats, and water sports equipment. These companies were keen to attend this event; an event that increased its surface area by 15% to now include a water surface display area for illustriously designed yachts and boats and internationally renowned brand names. The surface area of the exhibition area on land also increased given the participation of many countries and world-renowned companies in various industries such as maritime, tourism, real-estate and development, water sports accessories, leisure, and luxury. We expect to witness a week filled with investment opportunities given that the show is meant to serve as an open platform to seal deals between international companies and all the major Lebanese and Arab companies participating in this event,” said Aoun.

In conclusion, Aoun thanked President Sleiman for supporting the event. He also thanked the boat show’s sponsors: Waterfront City–La Marina Joseph Khoury, Maserati Company, Le Royal Hotel, and Ulysse Nardin luxury watches.

The Beirut Boat Show is among the Middle East's most important shows in the luxury maritime sector. It has become a fixed date in the regional and international agendas of maritime industry representatives and has become an event that is eagerly awaited by marine amateurs and leisure-seeking marine enthusiasts. Last year's edition was an outstanding success and witnessed the participation of 130 exhibitors from 17 countries of which 50 companies were first-time participants.

According to Joelle Ghannam, Director of the Beirut Boat Show, this year's edition will be, "The Most Spectacular Boat Show in Lebanon's History' as the slogan states. The volume of business and the success of last year's boat show prompted maritime industry companies and exhibitors to book their space in this year's event," said Ghannam.

The growing success of this year's Boat Show is attested by development projects for the marina and associated waterfront facilities in Lebanon given the great touristic and economic value these represent. Boat and yacht owners, moreover, favor Lebanon because of its geographical location on the shores of the Mediterranean Sea among other important considerations.

For his part, Mr. Alain Bejjani, Head of Business Development for Majid Al Futtaim Properties and Member of the Board of Directors for Waterfront City stated: "As you may know, Waterfront City is a flagship project that will soon rise around the La Marina Joseph Khoury stretch. It is the product of a strong joint collaboration between Majid Al Futtaim Properties and Ste. Joseph G. Khoury et Fils Holding. The boat show, ideally held at La Marina Joseph Khoury - home of the Waterfront City project - will provide a unique and relevant platform to showcase the evolution of Waterfront City over the past year since the launch of the project. This is Waterfront City ladies and gentlemen, where every dream sets sail."

In conclusion, the speakers invited all luxury- and leisure-seeking yacht enthusiasts—Arabs, foreign tourists, and Lebanese expats and residents— as well as all water sports amateurs and professionals, and tourists to visit the show for an outstanding experience offered by an event buzzing with luxury and leisure.

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## About IFP Group



IFP Group is the Middle East's leading trade fair organizer, boasting more than 30 years experience in which it has organized over 400 trade fairs and conferences. The company has established a network of relations with thousands of trade partners around the world, including companies, associations, institutions, and governments. Given the company's esteemed reputation and renowned goodwill, this network has developed and grown over the years to include additional countries and sectors. IFP is present and active in Lebanon, KSA, Qatar, Iraq, Kuwait, and UAE and covers the sectors of construction; energy; environment; industry;

agriculture and agro-food; communication and IT; healthcare; and tourism and entertainment. IFP events host thousands of companies from around the world and attract thousands of visitors.

For more information, please visit: [www.ifpgroup.com](http://www.ifpgroup.com)



### **About Messe Düsseldorf Group**

Organizers of the world's largest boat and water trade fairs, the Messe Düsseldorf Group's annual program includes 40 international fairs, including 23, which are the most important in their respective fields. The Boat and Super Yacht Show organized by the company in 2011 attracted approximately 250,000 visitors from around the world; thus, proving its exceptional organizational capacities and boundless reputation. The Group joined efforts with IFP to offer Lebanese and Arab visitors an unforgettable experience in maritime luxury through the Beirut Boat Show 2012.