

## Uniting the Far Poles of the Maritime Industry from Around The World

*MP Fadi Abboud: "This boat show endorses Beirut's significance on the international scene and reaffirms trust in the capital's potential."*

**Beirut, May 17, 2012:** Representing H.E. the President of the Lebanese Republic, General Michel Sleiman, the Prime Minister and the Speaker of the House, the Minister of Tourism, Mr. Fadi Abboud, launched the Eighth Edition of the International Boat and Super Yacht Show, **Beirut Boat 2012**, at La Marina Joseph Khoury, Dbayeh. Running from May 16 to May 20, 2012, this event is organized by **International Fairs & Promotions** in partnership with **Messe Düsseldorf**.

Abboud cut the opening ribbon in the presence of several diplomats, high-ranking officials, the representative of the Lebanese Army Chief, businessmen, prominent local and international figures, members of the Board of Administration of the Arab Maritime Industries Association (AMIA), directors of Messe Düsseldorf, in addition to numerous local and international reporters, and media representatives.

After visiting the various aisles, Abboud addressed the media, saying that: "The international presence we are witnessing today reaffirms Beirut's significance on the international scene and represents a testimony of trust in the resources and potentials of our capital."

He added, "We all know that Beirut enjoys a maritime heritage, modern infrastructure, and an exceptional geographical location in relatively close proximity to other international maritime ports. All these factors combine in making the city an excellent venue to host such an exceptional event as the Beirut Boat Show. A multitude of development projects for the marina and associated waterfront facilities in Lebanon are currently being constructed with the aim of attracting luxury boats and yachts. New harbors are, moreover, being developed in order to endorse Lebanon's position on the map of luxury boat harbors in the region."

This year's edition gathers the different sub sectors of the maritime industries from around the world, and contributes in shedding light on the waterfront development projects such as the Waterfront City at La Marina Joseph Khoury in particular. The event, moreover, highlights the development of the tourism sector in Lebanon, which seeks to

endorse its position on the international scene of maritime sports. The Eighth Edition of Beirut Boat Show is expected to meet exceptional success, given its role as the region's leading Boat Show. In fact, last year's show attracted more than 30,000 visitors and showcased more than 130 exhibitors, and hundreds of internationally renowned names in the maritime industry.

This year's event increased its surface area by 15% to now include world-renowned companies in various industries such as motor and sailing boat construction companies; anchors and maritime fronts developers; providers of maritime equipments; engineering consultancy services, yachts registration companies and agents; yacht designers; technical services and support; maritime systems providers; private yacht operators; and providers of maritime services, equipment, solutions, and designs; in addition to a large range of water sports accessories and equipment such as those used in diving, fishing, water skiing, windsurfing, etc.

Mr. Albert Aoun, Chairman & CEO of IFP, discussed the event's role in promoting the maritime tourism sector and marina leisure in Lebanon. He said, "The world and the region are witnessing a big development in the yachting and boating industries, which are considered smart and lucrative investments given that boats and yachts retain value in the long term. In fact, super yacht construction sites are currently witnessing significant development, evidenced by the operating requests that have booked production capacities until 2104. Consequently, the show clearly supports this industry at the local and regional levels given the extensive shoreline Lebanon enjoys, including the numerous services and facilities it offers."

For his part, Mr. Abdel Rahman Adib, the Messe Düsseldorf representative, said, "Over the past few years, Beirut has endorsed its leading position as a prime destination for maritime leisure. Everyone agrees on the key role that the Beirut Boat Show plays toward advancing this position, a fact which is evidenced by the record number of participating exhibitors in this year's edition and in the eagerness of leading international and regional yachting and boating construction companies to launch their latest boat designs during the show."

Mr. Adib expected more than 30,000 visitors, who are passionate about sailing and the sea, to flock to the five-day show.

This year's edition showcases hundred of millions of dollars worth of yachts of various sizes, anchoring for the first time in Beirut, to enrich the show's diversity and meet all tastes.

Joelle Ghannam, Project Manager of Beirut Boat Show said, "The Beirut Boat Show meets the requirements of yacht and boat owners in a way that suits their particular lifestyle. We are keen to welcome the show's guests and visitors who will find the best platform to interact with all those concerned and those interested in yachts through a program filled with innovative activities."

Mr. Olef Yang Michael of Messe Düsseldorf, said, "I commend the international level of participation at the show, and I hope that this level of participation continues to grow and develop in the coming editions."

He added, "International exhibitors compete to partake in this show, because of the lucrative business opportunities it offers across the region. Beirut has the right to be proud of this event, which attracts leisure marine amateurs and serious buyers for around the world."

On the topic of buyers, the rise in the number of the affluent in the region is the main factor behind the increase in the purchase of yachts and boats. According to the annual report on international wealth, the total number of affluent people in the Middle East region increased by 24% between 2010 and 2011, and the combined fortune of these people is expected to reach USD 4 trillion by the end of 2012.

Away from the world of business and figures, the show buzzes with entertainment and leisure activities for visitors of all categories. In addition, a VIP hall was especially designed to provide additional privacy and luxury. In parallel, entertainment shows such as live fashion and music shows, and other forms of entertainment are aimed at adding a sense of fun throughout the event, offering visitors a memorable experience.

Speaking on this lively atmosphere, Ms. Ghannam said, "We have prepared a program filled with interesting and entertaining activities, and we were keen to provide visitors with an entertaining atmosphere to cater for all ages. Visitors will discover that we have merged all things related to the luxurious maritime lifestyle such as fashion, accessories, jewelry, watches, luxurious cars, and much more.

The sponsors of the Beirut Boat Show include Waterfront City–La Marina Joseph Khoury (Platinum Sponsor), Maserati Company, which will showcase the latest luxury sport cars, Le Royal Hotel, and Ulysse Nardin luxury watches.

The boat show is staged at La Marina Joseph Khoury, Dbayeh from May 16 to May 20, 2012, between 5:00 p.m. and 10:00 p.m.

### **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 440 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.net](http://www.ifpgroup.net)

### **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.