

**Volume of Business Reflects Growth of
Boat Construction Industry, Maritime Sports**

Beirut Boat Show Ends With Resounding Success

Beirut, May 21, 2012: International Fairs & Promotions Group (IFP) recently ended one of the most successful editions to date of Beirut Boat, the leading International Boat & Super Yacht Show. This year's edition was held under the patronage of H.E. General Michel Sleiman, President of the Lebanese Republic, at La Marina Joseph Khoury, Dbayeh. Participating companies achieved sales figures valued in the millions of U.S. dollars, during the five-day event with additional deals expected to be closed shortly. These pending contracts, resulting directly from the event, are expected to increase the sales volume value. The Boat Show attracted more than 130 exhibitors and 250 internationally renowned brand names in the maritime industry.

Mr. Albert Aoun, Chairman and CEO of IFP, said "The Beirut Boat reflects horizons of growth for the future of the maritime industry and its luxury segment in the Middle East. This event's resounding success substantiates its vital role as a comprehensive platform that promotes business and investment opportunities, and brings together to Beirut celebrated boat and yacht construction companies from around the world."

Aoun added, "In just a decade, this event has contributed in developing this sector and helped it realize new horizons. This year's edition has greatly contributed in promoting the Boat Show's position as one of the most important boat and yacht shows in the region as well as one of the region's most interactive platforms, which promotes business opportunities and increases sales volume in this sector."

The Beirut Boat Show 2012 showcased a wide variety of new boats and yachts designed and constructed by leading and specialized maritime boating and yachting companies. The industry's leading brand names showcased their latest yacht and maritime sports luxury equipment, services, and accessories at the event. This year's Show also put on exhibit luxury sports clothing and fashion, valuable watches, and luxury cars such as Maserati.

The show attracted hundreds of visitors, both amateurs and specialists, who flocked in from across the Middle East. In addition, the event also welcomed both maritime sports amateurs and professionals. Both groups considered the Show a prime venue in which to discover novelties in the luxurious maritime world and buy the best boats and yachts at competitive prices. The attractive price tags were made possible by the participating international brand names, which

provided these limited prices especially for the Show, and included a large selection of boats, yachts, and diving accessories.

As every year, the Arab Maritime Industries Association (AMIA) was present at the event, represented by Mr. Mohamad Bin Hossein Alshaali, the Honorary President of the AMIA, H.E. Former Minister of Foreign Affairs of the United Arab Emirates (UAE), and Chairman of Gulf Craft Company.

On his part, Mr. Mohammed Shama, President of Shama Marine Industries (Egypt) echoed similar opinions when he said, “Undoubtedly, Beirut Boat provides a perfect setting and opportunity for boat and yacht owners to acquire the highest-quality products at competitive prices. Beirut Boat is committed toward maintaining these exceedingly high standards to preserve its prestigious level and distinguish itself from other similar events in the region.”

It is worth noting that next edition of Beirut Boat, scheduled for 2013, is expected to attract a larger number of participants in terms of both international exhibiting companies and visitors.

- End -