



Abu Dhabi Superyacht Show – February 25-27<sup>th</sup> 2010

Opening hours 1400-2200 Thursday, Friday, Saturday

#### Travel

- 7hrs flight time from Heathrow
- Airport is 20 minutes from Yas Island. Cost 30 dirhams = £5 in taxi.

#### Impressions of Abu Dhabi

- Investment has been made in infrastructure as Dubai but more care has been taken of overall appearance e.g. more landscaping. Abu Dhabi tends to launch attractions and buildings when they have been completed – as opposed to the Dubai way which is talk about projects long before they are finished.
- There is a development vision for the emirate – the 2030 plan. To have your building project authorised you need to prove how it fits into the overall city plan.
- Yas Island – this area is the home of the Abu Dhabi Formula 1 track and is approx 45minutes from main Abu Dhabi town. A new 5 lane highway links Yas Island to the city. The Yas Island circuit and surrounding hotels (approx 6 hotels close to circuit) are still so new that taxi drivers do not necessarily know where it is.
- Yas Island is planning a Ferrari theme park and other attractions. The track hosted a motorbike track day on 2 of the show evenings and was running an Aston Martin owners club event as well.

#### Show impressions

A very highly regarded Emirate, Sheikh Mubarak bin Mohammed Al Nahyan, died on the eve of the show. This meant the local Emirati population were then in 3 days of official mourning. The opening dinner on the eve of the first day of the show was therefore a subdued affair and his death also affected the turn out at the show of the local population. The Prophet Mohammed's birthday was also on the opening day of the show, which meant that the hotels' were dry from 1900 on the 24<sup>th</sup> to 1900 on the 25<sup>th</sup>

After the show the organisers provided entertainment, drinks and nibbles for exhibitors and visitors – no tickets required.

Strong winds with accompanying sand, regarded locally as "bad weather" affected the show for the 3 days, and at 7pm on the last day a large thunder storm brought the show to a premature close.

The Informa Yacht Group, show organisers, came in for strong criticism from many exhibitors due to build up logistics, placement of the pavilions away from yachts, the lack of air-conditioning in the tents, lack of catering and meeting points.

#### Feedback from Exhibitors and visitors

The death of the sheikh plus the weather meant the local population did not turn out in expected numbers. This meant that the yards and brokers did not see the clientele



they expected to. The up side to this though was that the service and equipment companies had more time with the yards and brokers.

As Ft Lauderdale is quieter than Monaco, so this show was quieter than Ft Lauderdale. It did provide many of the Superyacht industry a good chance to network with industry contacts before, during and after show hours.

#### **Reasons to exhibit/visit**

- Many people commented on the travelling circus of the superyacht industry – this was a great opportunity for the smaller companies to build their contacts.
- Some companies were visiting because their clients just expect them to be there.
- As the yards bring in the high profile visitors this in turn means visits and interest at the equipment and service stands. Most of all for the smaller exhibitors it gives them an opportunity to make new contacts at the yards in a relaxed atmosphere.
- Monitoring of the competition
- Finding new clients and supporting existing ones (by just being there) amongst the exhibitor

#### **Local development**

Aldar Marina's – builder of the Yas Marina and in line to complete several other Abu Dhabi marinas. Met Paul Lane who is in the process of setting up an Emirate's MIA (details given to ICOMIA). Main local players are behind the venture.

#### **Co's talked to**

Servowatch, Marine AV (Veritas), Savage, Eurotask, YPI, Orchid Security, IPC, World of Yachting, Yachting Pages, Isle of Man Ship register, Uni-team, Burgess, O2 Exhibitions, Devonport, Dominion, Dubai Show, Stephane Schwarz, Asia Pacific Yachting, Yacht Report, BMT Nigel Gee, Yacht Plus, Carbon Offset, Monaco Yacht Show, Informa Yacht Group, IPC (SY Business/SY World), Princess Yachts Middle East

#### **Yachts viewed**

Feadship \$98m 65 metre (Donal Starkey interior)

Support vessel \$35m 67 metre

Oceanfast (part of Austal Group) Freemantle \$28m, 48 metre



## Press cuttings – post show

### Abu Dhabi show organisers respond to concerns

Held at the stunning new Yas Marina, the second Abu Dhabi Yacht Show closed on Saturday after suffering several setbacks. Many exhibitors were clearly frustrated by last minute changes within the show and poor quality logistics such as ineffective air-conditioning and infrequent ferry operations.

The seriousness of the complaints eventually led to an intervention from SYBAss who sought assurances on behalf of many of the world's leading builders that improvements would be made. The show was expected to attract up to 10,000 visitors but only 6,000 passed through the gates. Much of this deficit has been put down - quite reasonably - to three days of national mourning following the sudden death of a member of the royal family on the eve of the show.

The Abu Dhabi Yacht Show does, however, clearly continue to have great potential and IYG says it has already begun to work closely with exhibitors to ensure that next year's ADYS improves in order to reach its undoubted potential.

During the show several new designs were presented including the new 130m Magellan One from Fincantieri who also displayed a model of a 134m yacht to be completed next summer. For local superyacht builder Gulf Craft a deal with ICON Yachts in the Netherlands (originally announced at Monaco) was taken further with plans to build a 52m yacht. In other moves, US builder Trinity opened an office in Yas Marina and Heesen announced a new joint venture with private jet provider VistaJet. Dubai International Boat Show will also be increasing its superyacht commitment with 25 large-yachts expected to attend and a dedicated superyacht area within the show.

Superyacht Business / Dennis O'Neill, 3 March 2010





## Abu Dhabi Yacht Show 2010 Round Up

<http://www.superyachts.com/news/abu-dhabi-yacht-show-2010-round-up-411.htm>

After letting the dust settle on the 2010 Abu Dhabi Yacht Show we gathered feedback from major industry representatives who, after having time to reflect, help us conclude our extensive coverage of the second annual show.

Last month saw the second annual Abu Dhabi Yacht Show (ADYS) take place in the new Yas Marina against the stunning backdrop of the Yas Hotel which captivated visitors.

Among the wide array of attending superyachts were some examples of the finest luxury yachts on the water. The new, magnificent, 61m Roma was proudly on display next to other premium quality yachts such as the 65m Trident and the 48m Australis. The list of exhibitors was a wide display of over 140 stands featuring highly respected organisations such as Lurssen, Oceanco, Amels, Blohm + Voss, Greenline, YPI and Westport Yachts alongside unveilings of new projects and major industry collaborations.

The news of the respected Dutch yacht builders Icon and Ajman based yacht builders Gulf Crafts collaboration was one of the highlights alongside the unveiling of fashion kingpin Elie Saab's collaboration with Oceanco on the new superyacht concept design, the ES 117.

The show faced a few initial teething problems due to a last minute change of venue to the Yas Marina, which in turn presented organisers with logistical issues, problems with air-conditioning and location of the yachts from the exhibits. However, event organisers, Informa Yacht Group (YIG) have openly stated that they have plans in place to overcome these issues for next year.

The organisers had predicted an attendance of around 10,000; however only 6,000 arrived on the ever growing Yas Island to view the stunning displays. This could be attributed to the sudden, unfortunate death in the royal family on the eve of the show as a customary three day mourning period across the gulf region was observed.

Albeit, the actual attendance was lower than predicted the show gave audience to a number of local Sheikhs whose identity was kept under wraps.

We spoke to a wide array of industry representatives who, at the time, commented that buyers were thin on the ground, but after the show YIG confidently announced a number of multi-million dollar deals are under negotiation.

The show served to focus attentions on the growing presence of the Middle East in the superyacht industry with an emerging demand for luxury motor yachts. Group Director of YIG, Franck Dailles noted that "The yachting industry, and the number of yachting and marine related businesses in Abu Dhabi has been growing ... the show is playing a significant role in further strengthening its claim to be a global superyacht destination for this region". Cromwell Littlejohn from Merle Wood & Associates believes "The show is bringing yachting to a group of financially capable individuals that have not had quite this level of exposure to the market in the past; it's good for the area and great for the industry"

Representatives from Aldar Marina, the company behind Yas Island, stated "The Marina is a gateway not just to Yas Island but to Abu Dhabi, one of the most important things Yas Marina does is allow people access to this environment and its culture"



Yas Island is constantly growing with a new theme park, F1 circuit and plans to expand the Marina by 2500 berths.

Key Industry representatives made further comments on the show and how it was positively affecting the industry by bringing more and more attention to an untapped market.

Jamie Edmiston of Edmiston & Company noted that "The location of the ADYS in 2010 was certainly impressive with a good turnout of yachts. The number of new visiting clients was relatively small; however, I was reasonably pleased with the attendance of clients who we'd invited to attend the show beforehand". When asked about the effect the 2010 ADYS may have on the superyacht Industry, Jonathan Beckett CEO of Burgess stated that "The Arab market has been strong ... The Gulf has a relatively new appetite for yachts."

Ezra Tarlan from Turkish based yacht builder Dunya noted that "Were not necessarily here to sell our boats, we're here to make our brand name stronger. This is only the second show – it will expand". The day after the show we spoke to a number of captains who stated that they would be staying around the Gulf area rather than heading straight back which could be a promising sign for the show. The luxury yachts will most likely visit the Dubai International Boat Show this week to tender in from an anchored position whereas yachts such as the world renowned Blink and Silver Zwei are to be attending the show.

The general consensus of the key players we spoke to was relatively inconclusive with statistics still to emerge, the main focus of the event seemed to be collaborations, with major industry players joining forces with Middle Eastern organisations, emphasising the need to enter a growing market. It has been generally noted as a success and if there are major deals in the pipeline they will be revealed in time; business in the UAE holds an entirely different structure of practice.

Dubai based Greenline Yacht Interiors Chairman and CEO Mr Samir Badro, a man with many years of experience in the Middle Eastern market, poignantly noted on current market trends, saying "In the end everything will be ok, and if it is not ok, it is not the end".

This phrase could be aptly applied to the 2010 ADYS, being a young and promising show which, after only two years, has succeeded in helping bring attention to an untapped and exposed market region.