

Hot to Yacht

Dubai International Boat Show is an event where fortunes are launched and dreams set sail. **Frances** and **Michael Howorth** preview its 27th voyage in February 2019 at the famous Dubai Canal, where the nautical world comes together under one mast

Dubai International Boat Show organisers, Dubai World Trade Centre and the Superyacht Builders Association, commissioned a study in 2017 that found 20% of ultra-high net worth individuals in the Middle East and North Africa have purchased a superyacht in the past 15 years. This illustrates that MENA has the second highest concentration of superyacht owners in the world, behind eastern Europe, where the figure is 46%.

The UAE is a key player in driving offshore investment in the region, accounting for 35%

of the total regional maritime sector investment. The Dubai Boat Show plays an integral role in these investments, complete with its mix of entertainment and live events.

Today, the most influential gathering in the MENA marine industry is in its 27th year, offering international marine, luxury and lifestyle companies the opportunity to sell boats, exhibit trends and network to do big business.

Happily settled into its new venue along the canal in Jumeirah, the region's largest boating and lifestyle show is set to showcase more than 450

leisure craft from across the globe in 2019, including a stunning collection of superyachts. Show organisers are predicting there will be more than 30,000 visitors.

An exclusive Marina event will bring together the world's elite superyacht builders as they display their latest projects. The line-up of superyacht builders include, Lürssen (Germany), Amels, Heesen, Feadship, Oceanco (Netherlands), Baglietto, Benetti, CRN, Fincantieri and Sanlorenzo (Italy).

Local boat builders are equally well represented, with the UAE's

favourite homegrown superyacht builder, Gulf Craft, exhibiting superyachts from their Majesty range, alongside a host of smaller craft.

Regional dealers, Art Marine (representing Ferretti, Riva and Princess Yachts) will also attend, with berths full of boats to clamber on. Another local distributor, SF Yachts (representing Montecarlo Yachts and Mondo Marine) will be presnt, as well as British brand, Sunseeker, with an equally exciting fleet of motor yachts to mull over.

In 2018, more than 28,000 visitors from 51 countries attended the show, of which 5,000 were VIPs from the UAE, The Kingdom of Saudi Arabia, Kuwait Oman and Bahrain. More than 1,500 trade visitors visited from around the world.

Below: The show is a who's who of the marine industry



Senior-Vice President for events management at the Dubai World Trade Centre, Trixie Loh, said: "The calibre of superyacht manufacturers that are represented at the show this year will undoubtedly pique interest and demand from the boat owners in the Middle East and the rest of the world, who are eagerly anticipating the latest launches from the industry".

From the glitz and glamour superyachts moored in the marina, to the smaller boats, submarines and jetskis in and around outdoor areas, visitors to the show are sure to find what they travelled for. If gear and gadgets is on the shopping list, then the Equipment Supplies and Services Area is the place to head to. Everything from the latest safety devices to marine electronics is on display with experts on hand to give advice.

The Rad Zone is dedicated platform that promises to be a thrill-seeker's dream come true. Featuring some of the most ▶

Pictured: From superyachts (top) to supercars (above); it's not all boats at the Dubai Boat show which celebrated the world of engineering with the Bugatti Chiron stand in 2018





Right: Press conference with Dubai superyacht builder, Gulf Craft discussing the latest in its Majesty range

creative, fresh and innovative products on the market, the Rad Zone will give brands and products valuable exposure to high net worth individuals in one of the most affluent countries in the world. It offers a great opportunity to pop along and speak to the team at Triton Submarines who have built "the most important vehicle for human endeavour and exploration since *Apollo 11*". Available to purchase for \$48.2m, the fully proven Triton 36,000 'Submarine Exploration System' will be for ready delivery in 2019. The submarine is capable of extending the boundaries of human endeavour and technology and offers a deep-diving capability unmatched by anyone in the world.

The Show moved to its new canal side location last year and is now set in the middle of a city in the midst of one of the world's greatest urban transformations. The Dubai Water Canal, a 3.2km long waterway winds its way to the Arabian Gulf from the Creek in Old Dubai through Business Bay.



Along its waterfront, the W Hotel, the St Regis and a whole range of new lifestyle precincts. At a cost of AED 2.7bn (\$735m), the much-anticipated project is an impressive undertaking, involving an infrastructure overhaul of one of Dubai's busiest areas. But in just three years since the project launch, it has turned a significant part of the emirate into spectacular island.

The canal itself is a great place for boating. The 3.2km extension ranges 80 to 120m in width and cuts through Dubai's main artery, the Sheikh Zayed Road, across Safa Park and into the residential

Jumeirah district, connecting with the Arabian Gulf. This has added 6.4km of waterfront to the emirate and creates 80,000 sq.m for public space and facilities, plus a 3km running track and 12km cycling path. There is also a mechanical waterfall, where the Canal meets the Sheikh Zayed Road bridge. This motion-operated waterfall pumps water through the bridge in a constant flow, visible from the promenade, and is switched off automatically when a sensor detects boats approaching it.

Hospitality is legendary throughout the Gulf and the Dubai International Boat Show

is a perfect example of this, with its VIP hospitality lounge, private beach and live entertainment at the Nikki Beach lounge. Unlike most boat shows, which open in the morning, the Dubai show takes a more leisurely and sociable approach, opening as the heat of the day begins to subside at 3pm and not closing until well into the cooler evening at 11pm.

The worth of the yachting industry globally is expected to exceed US\$74.2bn before the year 2022. Before the same deadline the leisure boating industry is targeted to reach US\$30bn.

boatshowdubai.com ■