

POST SHOW REPORT DUBAI INTERNATIONAL BOAT SHOW 2008



SHOW OVERVIEW

The 16th edition of the Dubai International Boat Show sailed into new waters surpassing all previous show records. Exceeding over **27,000 visitors** and with an **overall increase of 20%** in exhibitor space, this year's show has reconfirmed its position as the largest and leading event for the leisure marine industry in the Middle East.

GENERAL SHOW INFORMATION

Dates: 11 - 15 March 2008
Times: 3 pm - 9.30 pm daily
Venue: Dubai International Marine Club
 - Mina Seyahi
Frequency: Annual
Website: www.boatshowdubai.com
Admission: Trade and General Public

SHOW BREAKDOWN

Equipment Supplies & Services Area:	5,944m ² net	34% Growth
Luxury Supplies & Services Area:	3,617m ² net	38% Growth
External Exhibition Area:	11,015m ² net	At full capacity
Corporate Deck Space:	2,925m ² net	42% Growth
DMEX:	276m ² net	100% Growth
Total Land Size:	23,501m ² net	
Total Size of Show	85,000 m² Gross	20% Overall increase





SHOW BY AREA

Equipment Supplies & Services Area (ESS): Displaying an extensive range of marine equipment, the ESS Area brought together a number of manufacturers, suppliers and national group pavilions.

External Area: Spanning the largest area of the show the External Area consisted of an attractive display of self built stands. Exhibits ranged from small to medium size boats to high speed power boats and water sports equipment.

Luxury Supplies & Services Area (LSS): With a total increase of 38% the LSS Area played host to a number of charter, brokerage and waterfront developers along with the finest superyacht and luxury boat builders from around the world.

On-Water Area: Exceeding previous shows figures by 34%, the on water area displayed 176 boats ranging from small sailing boats to 170 ft superyachts.

EXHIBITOR INFORMATION

	No. of Exhibitors	No. of Companies Represented	No. of International Exhibitors	No. of Countries Represented	No. of Superyachts	No. of Boats on Water
2007	460	722	524	44	6	142
2008	514	810	616	48	10	176
% Increase	12%	12%	18%	9%	40%	24%

78%

of exhibitors rated the show as good to excellent

76%

of exhibitors said the show met and exceeded their expectations at DIBS

89%

of exhibitors reported that DIBS is an important part of their marketing strategy, while **94%** maintain the show as one of the most prestigious events



"It has been a very good show with more and more visitors interested in this market and more exhibitors coming from all parts of the world."

**- Hana Dajani, Marketing Manager,
Pino Meroni Yacht International**

"DIBS is the most exciting boat show in the region that enables manufactures to show case models to a strategic audience."

- Emma Hamilton, Marketing Manager, Fairline

"2008 was Gulf Craft Inc's most successful Dubai International Boat Show to date and saw the launch of our new Silvercraft range. DIBS is an excellent platform to launch new models and a fantastic opportunity to showcase the quality of manufacturing, design and finishing of our crafts. Visitors to DIBS are highly discerning and this premier exhibition is our most effective platform for sales both in the region and beyond."

- Erwin Bambs, Executive Manager, Gulf Craft

"Bigger and better than previous shows, the 2008 Dubai International Boat Show was an outstanding success for Honda and we look forward to continuing our participation in the future."

**- Lynn Mudaliar,
Marketing Support Services Manager - Honda Marine**

"DMEX 2008 was superb for business. It provided an excellent opportunity for international scuba diving professionals to meet and discuss what is happening in the diving industry worldwide and not just in the Middle East. It is an excellent way to meet the general diving public and present products and services at an international level."

- Stephanie Davies, General Manager, Scuba Dubai

"Enterprise Florida selected the Dubai International Boat Show as our first international event that allowed us to highlight Florida's marine and boating industry. We're thrilled that the results achieved have been so significant and we are looking forward to returning in 2009."

**- Julie Balzano,
Director of Special Projects, Enterprise Florida**

"Dubai International Boat Show has really positioned itself as a hub for the whole Middle East and has truly become THE market place for the leisure and marine industry. Holland has always produced superb yachts and marine equipment; this has always been appreciated in the region and still results in many clients, both customers and business to business."

**- Farouk Nefzi, Export Director HISWA Holland Yachting
Group, the Netherlands**

Support from Worldwide Industry Associations

- AIMEX (Australia)
- British Marine Federation, BMF (UK)
- Enterprise Florida (USA)
- German Boat and Ship Builders Association (Germany)
- Gold Coast City Council (Australia)
- Holland Yachting Group, HISWA (The Netherlands)
- ICE (Italy)
- Isle of White Chamber of Commerce (UK)
- Marine Industry Association (New Zealand)
- National Marine Manufacturers Association, NMMA (USA)
- UBI France (France)
- UCINA (Italy)

ASSOCIATED EVENTS

Dive Middle East Exhibition (DMEX): Maintaining its exclusive position as the only dive exhibition in the Middle East, DMEX offers a unique platform to showcase the very latest in diving equipment, supplies, services and techniques. With just under 10,000 of the shows visitors attending, DMEX was a sellout success recording over 100% increase in growth.

Gulf Boating Conference: The 4th edition of the Gulf Boating Conference attracted a panel of industry experts presenting their knowledge of modern boating in and around the Middle East. Site visits included Dubai Maritime City and NakHEELS Anchor Marina.

Nearly 100 delegates attended the conference which opened with a presentation on the Lusail Project and the various developments around the Middle East Region. The conference concluded with an overview of the Gulf marine industry and other waterside developments.



VISITOR INFORMATION

Registered Visitors	General Public	Others (VIP / Press)	Media	Total No. of Visitors	No. of countries visitors came from
15,851	9,257	2,312	419	27,420 (11% increase)	94 countries

95%

of visitors rated the overall show as good to excellent

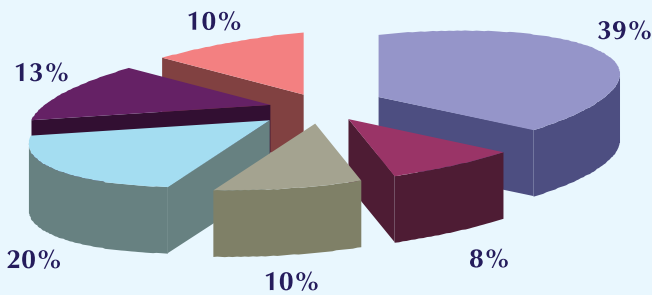
96%

of visitors rated the variety and quality of exhibits as good to excellent

85%

of visitors considered DIBS to be a leading industry event

Visitors Area of Interest



- Boats, Yachts, RIBs and Sailing Boats
- Charters and Brokerage
- Clubs, Associations and Export Groups
- Diving, Fishing and Watersports
- Equipment Supplies, Services and Engines
- Others

"Excellent well run, everything you need in one area."
- John F. Wareing, Director, Sada Racking Fze.

"DIBS is an excellent event and is organised very well."
- Sony Parekh, Managing Director, Water World.

"From small to extravagant, its all here."
- Tani Rieben, Air Traffic Controller, Dubai Civil Aviation.

"The show is excellent. Nice features & design."
- Leah Florida, Al Yousuf Motors.



See you next year: 3 - 7 March 2009

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