

Special Feature

QATAR INTERNATIONAL BOAT SHOW

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F O C U S P U B L I C A T I O N



A new chapter in
Qatar's rich
nautical legacy

Marine Sports

GULF TIMES



QATAR INTERNATIONAL
BOAT SHOW

A new chapter in the annals of boat shows

Once the doors had closed on the very first edition of the Qatar International Boat Show (QIBS) in November 2013, the question on everyone's lips was not just how could the organisers have pulled the proverbial rabbit out of the hat with such a short lead in time, but how were they going to top what they had already achieved in the coming 12 months.

Fast forward a year and it is clear that one of the legacies following last year's first edition of QIBS is that the profile of Qatar has already grown in stature on the international boat show circuit. The local maritime industry, too, has been expanding, with a number of local companies interested in joining the ever growing quantity of manufacturers of yachts and speed boats.

The figures for QIBS 2013 were already impressive, by anyone's standards. With an exhibition covering 15,000 square metres across both land and water, and with a total of 40 boats and yachts - ranging from 10m to 50m - on display, 10 boats were sold from local and regional boat builders and dealers valued at over \$27 million, with another four prospective orders for boats valued at some \$700,000 and three prospective orders for yachts valued at \$2.5 million. There were even more boats arriving throughout the event, with more luxury yachts adding to the number already there. Indeed, one of the highlights of the show was the presence of M/Y Sharq, a 165ft Overmarine Mangusta, which was sold to a Qatari businessman.

Of the 10,500 visitors - coming from 62 countries - a quarter of whom were business and trade professionals, fully a third of them made more than just one visit. There were also high level visits from Qatar's Minister of Economy and Commerce, the Minister of Culture, Arts and Heritage, the Minister of Education, the Vice President of the Doha Chamber of Commerce & Industry, not to mention personal visits by the ambassadors of United Kingdom, Canada, Poland and Italy, to name but a few.

Already a fixture within the international boating industry calendar, the Qatar International Boat Show is now widely regarded as the premier platform to preview new products, evaluate market trends and establish long-lasting and commercially profitable partnerships.

Sixty-five leading exhibitors came from 16 countries, including Bahrain, Canada, Cyprus, Egypt, France, Germany, Greece, Italy, Japan, Kuwait, Poland, Qatar, Switzerland, Turkey, UAE, and the UK. In fact over a half of the exhibitors came from abroad, representing 12 major international shipyards; and with eight thousand Facebook fans, and over 170 thousand people viewing the Facebook posts, not to mention around 1.23 million results from a Google search, QIBS 2013 attracted a huge amount of interest around the world. Best of all for the organisers, three new dealership agreements were signed at the show, while



fully a quarter of all the exhibitors had confirmed their participation at QIBS 2014 before the 2013 show had actually ended.

So with the second edition of QIBS about to take place once again at Mourjan Marinas in Lusail City, just north of downtown Doha, what can be expected this

time around? Well, firstly, everything is taking place on a much grander scale than last time.

Faysal Mikati, Vice President of Snow Comms Conceptual Communications & Events - the organisers of the Qatar International Boat Show - said that the number of companies that have signed up has once

more surpassed all expectations. "We knew from the very start that Qatar's very own International Boat Show was not a one off event, but could literally take years to become a solid show. Yet this time around, with the event taking up double the area that it did last year, we have sold all the available exhibition slots, even though we tried our very best to squeeze in extra room for those who booked late, wherever we could.

"The massive increase in exhibitors who have signed up to QIBS 2014 confirms our earlier belief that many potential exhibitors last year were waiting to see how well the first show would go before committing themselves. So we feel entirely vindicated in our early commitment to staging Qatar's very own international boat show for the mutual benefit of the marine industry and for Qatar as a whole."

Of particular note is that this second show is being held under the auspices of H.E. the Prime Minister and Interior Minister, Sheikh Abdullah bin Nasser bin Khalifa al-Thani. Mikati believes that given the fact that the State of Qatar is rich in natural oil and gas reserves, and that its capital, Doha, is one of the fastest growing cities in the world, no one should be surprised that Qatar's projected market outlook from now to 2020 is extremely strong.

"The successful bid to host the FIFA 2022 football World Cup and the country's National Vision 2030 are leading to an active projects market estimated to be worth \$285bn," Mikati continued.

"Especially in the marine sector, a series of new projects that will offer hundreds of new berths and respective industry-relevant supporting services to all boating enthusiasts are already under development and even more are confirmed and starting to being built.

The new upgraded exhibition area comprises shows both on land and in the water with 15,000 square metres of water basin surface, over 60 boats in the water, 15 boats exhibited on stands and more than 10,000 square metres of pavilions and outdoor areas, with almost 100 exhibitors.

"New marinas and long awaited yacht clubs, the new Banana Island Resort, and the new commercial port, along with the rest of the relevant marine preparations that will be required for the needs of the World Cup 2022, are only a few of these."

So it being already a firm fixture within the international boating industry calendar, and consolidating the country's importance on the international yachting industry circuit, the Qatar International Boat Show is now widely regarded as the premier platform to preview new products, evaluate market trends and establish long-lasting and commercially profitable partnerships.

The new upgraded exhibition area comprises shows both on land and in the water with 15,000 square metres of water basin surface, over 60 boats in the water, 15 boats exhibited on stands and more than 10,000 square metres of pavilions and outdoor areas, with almost 100 exhibitors. There will be a totally new layout from last year, with the entire marina promenade being used for the first time, together with a bigger dock area situated right in the heart of the exhibition (as opposed to one of the side docks that was used last year).

In addition to the Marina Display, an External Display Area, Shipyards and Boatyards, Equipment Accessories and Services, there will also be a new section this year devoted to luxury products and services, as well as one of the most atmospheric VIP areas of all boat shows worldwide!





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A high percentage of international exhibitors representing many of the top names in the maritime industry will also be there, together with a total of 75 boats on display - including world acclaimed brands such as Azimut, Sea Ray, Princess, Ferretti, Riva, Gulf Craft, Sunseeker, Prestige, Itama, San Lorenzo, Benetti, Sunreef, Esen Yachts, Ares, Lagoon, Amer Yachts, Cranchi, Everglades and more. Other exhibitors of note include Blohm+Voss, Lurssen, Y.CO, Palmer Johnson and Gulf Yachts to name but a few.

Of particular local interest, Nakilat Damen Shipyard from Qatar will also have a presence. NDSQ is the only super yacht builder in the country - a joint venture of two blue chip companies: Nakilat and Damen. In fact it seems undeniable that QIBS has helped raise the profile of the local marine industry as a whole, with more locally manufactured boats which will be on display alongside their international counterparts.

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The investment opportunities have grown noticeably, too, since the first version of QIBS last year; and what's more, there is clear growth in the marine services industry as well. QIBS is playing a pivotal role in promoting and fostering the continued growth in the boats and yachts manufacturing industry and the boat culture in general in Qatar. This will lead to the continuous and accelerated growth of the country's manufacturing industry, leading it to become a worthy competitor to major countries and manufacturers in this field.

Coincidentally, Qatar is also laying the foundations to create a well-distinguished future for the industry as a whole. Part of the old Doha port, will be assigned as a harbour for boats and yachts; and this move will make it possible to accommodate large yachts - of 30 to 50 meters in size, not to mention the arrival and expansion of international cruise ships plying the Gulf.

It is also widely expected to see the launch of mandatory licenses to operate motorboats and yachts as part of wider regulations of the industry in Qatar very soon. The completion of other planned major projects such as tourist complexes

and new berths is guaranteed to help make the industry flourish in Qatar; and this in turn will help the country's waterfronts become tourist and economic destinations in their own right. Qatar has one of the world's best reefs suited for diving, according to the standards laid down by PADI (the Professional Association of Diving Instructors), an international body specialising in diving.

And so all these factors will help to create an environment, which is suited for both tourism and the wider boating industries, in support of the local economy.

Meanwhile, QIBS organisers 'Snow Comms Conceptual Communications & Events' was admitted as a candidate member of the International Federation of Boat Show Organisers (IFBSO) just two weeks prior to the opening of the second edition of QIBS.

Founded in 1964, IFBSO brings together more than 30 of the world's leading boat shows and marine and maritime trade exhibitions. Members of IFBSO own or operate events in 24 countries on four continents; and its mission is to help them mount cost-effective, quality exhibitions for the marine industry around the world, by establishing standards and by providing a forum for the exchange of ideas. All members are required to comply with the IFBSO Code of Excellence, ensuring that they meet the highest expectations of exhibitors and visitors alike.

Faysal Mikati says that the IFBSO worked hard to admit his organisation early, in time for this year's QIBS. "IFBSO pulled out all the stops for us, which is testament to the high regard that QIBS has already generated in the industry after only one show. We will be joining an elite family of member shows, including London, Düsseldorf, Miami, Istanbul, Dubai, Amsterdam, Shanghai, Barcelona, Genoa, Fort Lauderdale and others; but given that some other well known boat shows have still not yet been officially recognised by IFBSO, we take this as a great honour indeed."

The 2014 edition of the Qatar International Boat Show will be open daily from 3.00pm to 9.30pm from 11-15 November at Mourjan Marinas in Lusail City.

As Faysal Mikati summed up, "with Qataris making up a significant proportion of all Gulf state buyers of boats, yachts and yachting products, it is fitting that Qatar is finally taking its rightful place on the international boat show circuit. We are greatly looking forward to making the second edition of QIBS a resounding success, and to welcoming back old and new friends alike."





Int'l exhibitors at the show...

The Ferretti Group represented in the region by **Gulf Yachts and ART MARINE**, whose most notable customers have included the likes of Richard Burton, Brigitte Bardot and Sophia Loren, is an Italian shipbuilding company which specialises in the design, construction and sale of luxury motor yachts.

Sunseeker International, is a UK luxury motor yacht manufacturer, making motor boats since 1979 in Poole Harbour, England. Its boats have featured in a number of James Bond films.

Princess Yachts International is a British motor yacht manufacturer, French majority owned and based in Plymouth, England. Its current model line-up includes a range of flybridge yachts ranging from 42 to 64 feet, motor yachts from 72 to 98 feet, M Class super yachts from 105 to 130 feet and a series of V Class sports yachts ranging from 39 to 85 feet. In 2010 Princess became the first major European boat-builder to be awarded ISO14001.

Azimut Yachts is an Italian yacht-manufacturing company based in Avigliana, Turin. Established in 1969, the company has a range of yachts between 39 and 140 feet. Their largest, the Azimut Grande 140, has 6 cabins and 4 crew cabins.

Sea Ray was founded as an independent company in 1959 in Detroit, USA. It manufactures boats ranging from 5.2 metre power cruisers to over-18 metre yachts, including the Sundancer brand.

Sanlorenzo is the third shipyard placed in the world rankings of the top 20 builders over 24 metres. Set up in 1958, Sanlorenzo yachts are customised accordingly to each owner's request.

Benetti has a history going back 140 years, with close to 300 boats built, over 300,000 sq m of production facilities at six boatyards in Italy and with 36 yachts under construction at the present time, including a 90-metre mega yacht.

Overmarine will be exhibiting the largest boat at this year's QIBS exhibition. Measuring 50 metres in length and with a top speed of 40 knots, the Mangusta 165 is the fastest composite Maxi Open Yacht ever to be built.

FIPA Group, will be represented at QIBS by two of their brands - the Maiora (traditionally-styled flybridge yachts built in fibreglass, with lengths ranging from 20 to over 50 metres) and AB Yachts (specialising in fast open yachts, from 17 to 50 metres, with waterjet propulsion).

Sunreef Yachts is a leading designer and builder of luxury sailing boats, power catamarans and super yachts ranging from 60 to 200 feet. Today more than 60 Sunreef yachts, both sailing and power, are cruising worldwide and the company is now a world leader in the design and construction of large, customized luxury catamarans.

The **Bilgin Shipyard**, based in Istanbul, Turkey, spans five generations of successful boat builders. It builds every type of luxury and standard motor yacht in Steel/Aluminium and Wood Composite/Cold Moulded Construction with customised interiors and exteriors according to customer specifications, up to 80 metres.

The **Cranchi shipyard**, Cranchi® Company was established in 1870 on Lake Como, in San Giovanni di Bellagio producing fiberglass boats. Currently Cranchi® has three manufacturing plants in Italy located in Lombardy and Friuli Venezia Giulia, a Marine Test Centre, a dock for launching and hauling yachts larger than 50 feet and a shipyard on the sea able to do refitting. Cranchi® now exports to 68 Countries in the world more than 80% of the company's production.

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