

## PremierSail at the Dubai International Boat Show 2007

It is not surprising that Dubai has joined the global tour of boat shows that have traditionally been reserved for the Mediterranean, Caribbean and America. The weather in March is surprisingly pleasant making Dubai a serious contender to attract marine enthusiasts to break the monotony of the Western spring climate. Dubai is one of seven United Arab Emirates (UAE) and home to the Dubai International Boat Show at the Dubai International Marine Club in Mina Seyahi. A close neighbour to the Show is the Dubai Marina, a new complex with numerous tower apartments and marina berths limited only by the low bridges that prevent sailing yachts entering this luxurious setting. But knowing how they do things in Dubai, it may not remain this way.



*The Dubai International Boat Show*

The UAE in the Middle East is fast becoming one of the world's hotspots for business and tourism. With its liberal nature, glorious sunshine, azure blue seas and friendly atmosphere, the UAE is attracting serious global investment and cosmopolitan ideals. What is evident to the visitor is that UAE wealth is not so much from oil and gas (only 3% of UAE GDP), but from their renowned position as one of the world's greatest traders and now the most ambitious developers. This is clearly visible at the Dhow Wharfage in the city of Dubai where traditional Dhows load and offload cargo in the shadow of an increasing number of tall buildings. Dubai may be witnessing significant growth, but it has not forgotten its past.

One of the biggest construction sites on the planet, the UAE is building firm foundations for the future. The Burj Tower that is currently under construction is to become the tallest building in the world possibly 180+ floors and 3/4 km high. Then there are the reclaimed islands of The World, Palm Jumeirah, Palm Diera and Palm Jebel Ali that will offer a diversity of anchorages and playgrounds for the water enthusiast. Add to these Dubailand and ventures like Falconcity of Wonders (which will re-create full-scale the Eiffel Tower, Hanging Gardens of Babylon, Leaning Tower of Pisa and Pyramids to name a few), and you begin to realise what delights will be on the menu après yachting. The Burj, the Palms and The World are symbolic of the ambitions of Sheik Khalifa Bin Zayed Al Nahyan and global investment moguls, and what will surely become another home for the superyacht enthusiast.



*The Dubai Marina currently under construction*

The fifteenth Dubai International Boat Show was the largest display of boats, marine supplies and services in the Middle East. More than 720 companies exhibited at the Show, alongside 142 luxury power and sailing yachts and the Dive Middle East Exhibition. Organised by the Dubai World Trade Centre, this year's Show attracted some of the best known marine industry names such as Cavendish White, Edmiston, Rodrigues Group, Art Marine and Sunseeker. It also welcomed fledgling companies like PrivatSea, M2M Fenders and PremierSail. With a booming development programme and continued growth in the marine industry, it will not be surprising to hear that this year's Show was the most successful yet (we patiently await the press release). After all, there is a healthy demand to fill more than 30,000 marina berths in the Dubai Marina, the Palms and The World. What better asset to add to your £2-5 million villa on Palm Jumeirah than a sailing yacht, motor yacht or sports fishing boat?



*The Dhow Wharfage in Dubai*

You can't help wondering why the Dubai International Boat Show concentrates so heavily on motorboats, fishing boats and small sailing vessels. With 200 islands, untouched coral reefs and significant development of marinas, waterfront property and the Palms, you would expect there to be more representation from the superyacht and megayacht fraternity. It will be interesting to see if the completion of Dubailand, the Palms and 'Beckingham Villa' on Palm Jumeirah will attract their interest alongside movie stars, pop stars, football stars and wealth magnets.

We look forward to the future completion of Dubai's development programme and the possibility of a flotilla of Perini Navis, Alloy Yachts, Concorde Yachts, Jongerts and Valdettaro gently laying at anchor and at watch over Dubai Marina and The Palms. It's quite possible that PremierSail and our Members will be there too.