

# boatinginsider

by **NBAM**

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National Boating Association of Maldives (NBAM)

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11<sup>TH</sup>, 12<sup>TH</sup>, 13<sup>TH</sup> DECEMBER

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6<sup>TH</sup> EDITION

## MALDIVES MARINE EXPO 2021

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# SAVE THE DATE

### NBAM signs with ASMM as a partner to conduct "Life Jacket, Wear it" campaign

The signing took place at the National Boating Association of Maldives (NBAM)'s office, on 23<sup>rd</sup> October 2021. Al Shaali Marine Maldives Pvt Ltd signs as the first partner of the campaign. NBAM has proposed to organize and hold a Nationwide campaign named 'WEAR IT #SAFETY FIRST CAMPAIGN.' ...

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### Highlights from Dubai Expo 2021

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National Boating Association of Maldives (NBAM) Executive members attending #Expo2020Dubai and Maldives Investment Forum in Dubai...

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## BOATING & MARINE

### NBAM signs with Al Shaali Marine Maldives as a partner to conduct "Life Jacket, Wear it" campaign #staysafeafloat



The signing took place at the National Boating Association of Maldives (NBAM)s' office, on 23<sup>rd</sup> October 2021. Al Shaali Marine Maldives Pvt Ltd signs as the first partner of the campaign. NBAM has proposed to organize and hold a Nationwide campaign named 'WEAR IT #SAFETY FIRST CAMPAIGN.' The tagline of the campaign focuses on responsibility for safety on the vessel skipper. 'You're the skipper – You're responsible' is an initiative aimed at encouraging recreational and commercial boat operators to take responsibility for their actions on the water and for skippers to be aware they are ultimately responsible.

The aim of the campaign is to make people more aware of the impact of their behavior, and in particular, alert people to the increased likelihood of severe injury or fatality if safety equipment is not on board or not used. Having this awareness campaign is rather crucial for maritime safety especially regarding the importance of wearing life jackets. Additionally, with all the tragic cases that have been happening, NBAM believes that this should be implemented promptly. The importance of this campaign is not just for liveaboards however, for the entire boating sector of Maldives. Therefore, to support us in the work to introduce this campaign, Al Shaali Marine has affirmed their full support for this campaign.

### Virtual Boat Show Sri Lanka 2021 held from 25<sup>th</sup> to 29<sup>th</sup> October 2021



South Asia's most focused and largest international Boat Show Sri Lanka 2021 was held from 25<sup>th</sup> to 29<sup>th</sup> October 2021. This event was the first ever virtual boat show in Sri Lanka organized to show case the country's capabilities in recreational boating and yachting, nautical tourism, boat building and related services for export and local markets.

Virtual Boat Show Sri Lanka 2021 is organized by Boat Building Technology Improvement Institute (BTI) and Sri Lanka Export Development Board (EDB), in association with Ministry of Trade. The objective of the Boat Show Sri Lanka is to provide a single platform for all related business sectors involved directly and indirectly in the boat and ship building industry and nautical tourism sector to display and promote their respective sectors for potential international and local clients and giving initiation for the recreational boating culture in Sri Lanka.

To attract the younger age groups towards boating, in addition to the boat and ship building sector, water sports events geared to the younger generation including wake boarding, water skiing, jet ski racing, wind surfing, catamaran and dinghy racing, try a boat event run by sailing clubs, fashion show linked to a nautical theme, fishing events and demonstrations will be displayed in a virtual platform by the companies involved in the respective businesses in Sri Lanka. A total of 40+ exhibitors including a few international exhibitors participated in the virtual event.

Following the success of Boat Show Sri Lanka 2008, 2010, 2012, 2014, 2016 and 2018 held physically, the Virtual Boat Show Sri Lanka 2021 attracted large number of buyers and visitors, boating enthusiasts, and industry professionals from countries such as India, Singapore, Hong Kong, China, Seychelles, Maldives, South Korea, Belgium, Italy, Germany, Holland, UK etc.

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## BOATING & MARINE

### Al Shaali Marine Maldives Pvt Ltd appointed Mr. Ismail Shareef as General Manager



Ismail Shareef has been appointed as the General Manager of Al Shaali Marine Maldives Pvt Ltd.

In 2011, Ismail Shareef joined Al Shaali Marine Maldives as the Service Delivery Manager. Later, he was promoted to Operations Manager and now sits at the General Manager seat. Over the years with Al Shaali Marine Maldives, Ismail Shareef has played a key role in supporting the company to deliver long-term success.

One of the leading boat builders in the Maldives, Al Shaali Marine Maldives is a joint venture between the renowned Al Shaali Marine of UAE and Coastline Investments. Al Shaali offers a range of dhonis, speedboats and dinghies designed to suit customer requirements. Al Shaali also provides services such as boat design and manufacturing, haulage, repair and refurbishment, fabricating & welding works, engine servicing and rebuilding as well as complete boat fit-out.

### Gulf Craft Launches a New Series of Boats at Abu Dhabi International Boat Show



Gulf Craft has unveiled a new range of products that include sleek sporty styling and sustainable technologies at the Abu Dhabi International Boat Show, which was inaugurated on 13<sup>th</sup> October by Sheikh Sultan bin Tahnoon Al Nahyan, Chairman of the Board of the Frontline Heroes Office. The event concluded on the 16<sup>th</sup> October 2021

An all-new 49-foot flybridge yacht from Gulf Craft's flagship Majesty Yachts was premiered at the show, focusing on a young sporty style with impressive speeds. Also in the new lineup is the Silvercraft 47, a leisure fishing boat with a unique layout ideal for families spending the day on the water. The Silvercat 40 Lux is also on display, which boasts impressive new solar technologies allowing the family onboard to enjoy a quiet night's rest with full air conditioning without the noise of a generator.



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## #EXPO2021

### HIGHLIGHTS FROM DUBAI EXPO 2021



H.E. Ibrahim Mohamed Solih, the President of Maldives attending the official ceremony of Maldives National Day at #Expo2020Dubai was received & welcomed by H.E. Sheikh Nahyan Mubarak Al Nahyan, Cabinet Member of UAE & Commissioner General.

President Ibrahim Mohamed Solih was accompanied by the First Lady, H.E. Fazna Ahmed along with Minister Fayyaz, Minister Mausoom, Minister Aslam and Minister Mahloof to celebrate the National Day at #Expo2020Dubai

National Boating Association of Maldives (NBAM) Executive members attending #Expo2020Dubai and Maldives Investment Forum in Dubai.



The Maldives Investment Forum, graced by HEP Ibrahim Mohamed Solih was held to coincide with the Maldives' honor day at the Dubai Expo & was attended by dignitaries from the Emirati Chambers of Commerce & corporate leaders from the UAE, the Maldives and other countries.

The investment forum, organized by the Ministry of Economic Development of Maldives showcased the immense potential of Maldives as an attractive investment destination & the concrete steps the government of Maldives is taking to develop a conducive business environment.

Minister Fayyaz had stressed the important role of foreign direct investments in the development of the Maldivian economy and highlighted the investment opportunities in the Maldives



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## TRAVEL & TOURISM

### International Maldives Travel Market 2021 Commenced its Virtual Fair on IMTM Air



The International Maldives Travel Market (IMTM) 2021 Virtual Fair has commenced with its opening ceremony on the virtual platform, IMTMair. The fourth edition of IMTM fair is held from 26<sup>th</sup> to 28<sup>th</sup> October 2021.

The three-day event was inaugurated by the Minister of Tourism, Dr. Abdulla Mausoom, on a virtual ceremony held on the IMTMair platform. Speaking at the opening ceremony the Tourism Minister said, "We anticipate year 2022 to be truly a golden year, the year of 50th anniversary of Maldives tourism. The global competition is intense, and we have to make sure that Maldives stays ahead of the competition. We won the World's leading destination award in 2020. Winning the award is the easy part, maintaining is tougher. We have to ensure that our competitive advantage is further enhanced." "The networking created through this exhibition is very important for us to compete in the global tourism arena." he further added. Minister also highlighted the development of new diversifies component, where tourism is taken to its people creating a unique cultural experience for the tourists.

IMTM air is an in-house virtual platform structured with features which allow easy navigation, fluidity and transparency in maintaining business relationships between parties over the coming years. This platform allows participants to remain connected with businesses providing continuous communication and relationship management. "The last year has reminded us that COVID- 19 is not a short-term crisis to quickly fade away, but an era we must adapt to and evolve around. This is what we aim to do by adapting and shifting to digital means through IMTM Air. As many businesses shift to online methods to adapt to current situations, IMTM Air wishes to be that online platform that powers all your needs in communication for the tourism industry with the Maldives. Therefore, this platform will provide our participants with a cost-effective experience, prioritizing the satisfaction of our users with full flexibility. " Said the Managing Director of IMTM, Ms. Shiuna Khalid.

In addition, many inspiring and grateful words were shared from speakers of the ceremony to all the attendees of IMTM 2021, such as special invitees, partners, and participants, for all their contributions to the event and to utilize the virtual platform for a constructive and valuable experience.

The ceremony was initiated with a recitation of the Holy Quran by Ms. Anoofa, for good and sincere motivation and wellbeing of all attendees of the event.

Attendees of the opening ceremony included;

- The Guest of Honor, the Minister of Tourism of the Maldives, the Honorable Dr. Abdulla Mausoom
- The High Commissioner of Bangladesh in the Maldives, His Excellency Rear Admiral Nazmul Hassan
- The Managing Director of the Maldives Marketing and Public Relations Corporation (MMPRC), Mr. Thoyyib Mohamed
- The Founder of Capital Travel & Tours, Mr. Yoosuf Riffath

"In my understanding, initiative taken by the government organizations are as important as the private entrepreneurs, and towards that direction the initiative taken by the IMTM 2021 to arrange this virtual event of business to business meet for the stakeholders in the tourism industry from different parts of the world are very significant." said the High Commissioner of Bangladesh, His Excellency Rear Admiral Nazmul Hassan. "For any country's development in any industry, the private sector plays the leading role; the initiative, courage and the innovation that the private sector bring to the table are invaluable. In my understanding IMTM is such an example of private constant." he added.

The ceremony highlighted the contributions made by the event on the steady recovery in tourism in the Maldives, by providing not only luxury resorts and hotels, but other local accommodation providers the opportunity to increase competitiveness in the market. Higher growth in such businesses such as liveaboards and guest houses will provide more variety in choice, budget and experiences for tourists vacationing in the Maldives. IMTM aims to aid the government's objective to boost the local community through the success in Maldives' tourism, through rural tourism development, a worldwide movement of 2021.

"Travel fairs such as IMTM, provide a glimpse of what we are capable of and what the future can look like for us. The question that arises is can the Maldives really do it? It is the same question that many had when the Maldives first embarked its journey into the tourism industry. It is the same question that arose when we first opened the guesthouses for local tourism. In each step we were incredibly successful. I have no doubt that with our determination we can archive success in MICE as well" said the Managing Director of the Maldives Marketing and Public Relations Corporation (MMPRC), Mr. Thoyyib Mohamed.

"I want to offer our support for IMTM 's mission to come together on a common platform to overcome the challenges and explore solutions for the better and sustainable growth of the tourism sector in Maldives. We welcome such effort wholeheartedly," he further added.

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## TRAVEL & TOURISM

### Maldives Launches Destination Promotion Campaign with Germany's 'Condor' Airline



Visit Maldives launches a campaign with one of Germany's largest leisure airlines, Condor, as part of the efforts to increase the popularity of Maldives amongst German travelers. The six-month long campaign will reach an impressive number of travel enthusiasts and travel trade from the German market.

Through the campaign, Maldives will be promoted as a top of the mind destination for agents looking to sell the Maldives tourism products (resorts, guesthouses, hotels and liveaboards), and experiences unique to the destination, as well as consumers searching for their next getaway via Condor airlines.

The campaign will reach the target audience by utilizing paid searches, retargeting ads, YouTube, webinars, newsletter and through social media handles of Condor airlines. Over 2.5 million impressions are estimated to be generated through this campaign per month. Through this campaign with Condor airlines, Visit Maldives hopes to promote Maldives as a safe destination, which has stringent measures in place offering German tourists' utmost safety, security and privacy whilst vacationing in the country. During the campaign, Visit Maldives will emphasize and market the natural safety bubble offered by the unique 'one island one resort' concept, thanks to the geographic formation of our islands.

Headquartered in Frankfurt, Condor is amongst the largest airlines in Germany, with a fleet of 54 aircrafts. Every year, around 9.4 million passengers fly with Condor from eight German airports to around 90 destinations around the world. It remains a popular leisure airline in Germany and has plans of expanding further to more long-haul destinations from Frankfurt.

As Germany holds the position as one of the top source markets to the Maldives, Visit Maldives is conducting several activities in the German market to maintain Maldives as a preferred destination amongst German tourists. Ongoing activities in Germany include FVW e-learning program, which will be conducted till November 2021 and campaign with Connoisseur Circle to be held till next year. Planned activities for 2021 for this market includes familiarization trips, print advertising, social and digital media campaigns and joint campaigns with stakeholders.

### Maldives Wins at World Travel Awards 2021



Maldives has won 4 prestigious awards in the Indian Ocean category in World Travel Awards - the most prestigious honors program in global travel and tourism, established in 1993 and recognized globally as the ultimate hallmark of industry excellence.

The awards won by Maldives this year includes;

- Indian Ocean's Leading Destination 2021: Maldives
- Indian Ocean's Leading Beach Destination 2021: Maldives
- Indian Ocean's Leading Dive Destination 2021: Maldives
- Along with the awards listed above, Maldives Marketing & Public Relations Corporation has been awarded the Indian Ocean's Leading Tourist Board 2021.

On winning the Indian Ocean's Leading Destination Award and the Indian Ocean's Leading Tourist Board 2021 for MMPRC, Thoyyib Mohamed, the Managing Director of Maldives Marketing and Public Relations Corporation stated, "We are extremely proud to win the Indian Ocean Leading Destination Award from the World Travel Awards. It is a testament to all the hard work, effort, and the dedication of all in the Maldives tourism and travel trade, and I congratulate all stakeholders of the industry for this great achievement. Furthermore, it is a special honor and a matter of great pride that MMPRC has been selected as the Indian Ocean's Leading Tourist Board 2021. I congratulate our team at MMPRC. This is a great reward for the team, for the hard work and dedication they have shown during the extremely challenging times during the last one and half years. Thank you for voting for us. We hope to see you soon in the sunny side of life".

These prestigious wins at the 28th World Travel Awards will assist MMPRC in strengthening the brand image and further enhance brand presence globally. Maldives has secured multiple awards in various categories over the years including the World's Leading Airport Resort, World's Leading Beach Destination, World's Leading Honeymoon Resort, World's Most Romantic Resort and World's Leading Luxury Island Resort. The destination had also won the famed Indian Ocean's Leading Destination award 13 times within the past 17 years.

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## TRAVEL & TOURISM

### Maldives participates in Ukraine International Travel Market (UITM) to maintain destination momentum in Ukrainian market



Visit Maldives participates in the Ukraine International Travel Market (UITM) as part of the effort to maintain destination momentum in this market. This event is held from 5th to 6th October at the International Exhibition Centre in Kiev, Ukraine. Maldives was awarded the Best Island Destination in this event.

UITM serves as an effective international platform for the consolidation and communication of travel industry professionals from Ukraine and abroad. Annually, UITM unites hundreds of participating companies, hotel delegates, resorts, airlines and airports, as well as representatives of international and national tourism organizations, diplomats, government ministries and agencies, and agents of related industries from Ukraine and 20 countries. The event is attended by thousands of B2B audience from all regions of Ukraine and other countries.

During this event, Visit Maldives along with 4 industry partners will conduct several meetings and speed networking sessions with key members of the travel trade community. Through this event Visit Maldives will provide the travel trade professionals with the latest

information about the destination, including the stringent measures in place at our products (Resorts, Hotels, Guesthouses and Liveaboards). Emphasis will also be given on marketing the destination as a safe haven, focusing on the geographically scattered nature of our islands which provides natural social distancing for travelers from this market. Furthermore, Visit Maldives will promote the experiences unique to Maldives and inform the attendees of the latest information relating to the destination.

The participation in UITM is conducted as part of the strategy to maintain momentum and increase arrival numbers from Ukraine. As part of this strategy, last month, Visit Maldives took part in the Deluxe Travel Market (Russia and CIS) event and conducted a media familiarization trip targeting this market. Future activities planned for this market includes a webinar targeting Russia & CIS market to be held later this year.

Ukraine is the fifth top source market to the Maldives, with arrival figures growing exponentially since border reopening last year. So far this year Maldives has welcomed 817,387 tourists, with Ukraine contributing 3.4% of the total arrivals. By September 16th Maldives welcomed 27,695 tourists from Ukraine.

Visit Maldives aims to keep the momentum of Maldives as a preferred destination amongst all source markets and new emerging markets, with focused marketing for different segments and groups of travelers.

## 17 MEMBERSHIP BENEFITS OF



**1** Referrals to Potential Customers

**2** Free Consultation about Industry

**9** Safety Training Opportunities for Crew

**10** Invitation to NBAM Events and Gatherings

**3** Free Listings for Member Boats on Liveboards of Maldives Magazine

**4** Free website listing for Liveboards

**11** Special Rates for Members to Participate in Maldives Marine Expo

**12** Exclusive Benefit in nominating to Maldives National Boating Awards

**5** Free website listing for Service Providers and Marine Equipment Sellers

**6** Special Member Packages on Insurance Premiums from Allied Insurance Company (Exclusive for NBAM)

**13** Members to Members Networking

**14** Logo on Brochures and address cards / promotions

**7** Special Terms and Prices on Fuel Suppliers

**8** Special assistance on Regulations and Guidelines

**15** Partnership Programme Discounts

**16** Special Discounts from Boating Privilege Partner Businesses

**17** Opportunity to communicate with government and authorities as a team and comment on Regulations

NATIONAL BOATING ASSOCIATION OF MALDIVES

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National Boating Association of Maldives

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## BOAT SHOW CALENDAR

### METSTRADE 2021

16<sup>th</sup> -18<sup>th</sup> November 2021



The METSTRADE Show is the world's largest trade exhibition of marine equipment, materials and systems. We are the only truly international B2B exhibition for the marine leisure industry and have served as a platform for innovation, market developments and networking since our launch in 1988. In addition to the overall leisure marine industry, we cater for three specialist sectors, namely Superyachts, Marinas and Yards and Construction materials. We do this through three specialised pavilions, each offering a smaller self-contained show within the larger METSTRADE Show context.

Register your visit now and connect with marine professionals from all over the world. Registration for METSTRADE 2021 is open now.

More information on the events' official website, [www.metstrade.com](http://www.metstrade.com)

### CHINA (XIAMEN) INTERNATIONAL BOAT SHOW 2021 - Virtual Boat Show

19<sup>th</sup> -30<sup>th</sup> November 2021



China (Xiamen) International Boat Show (hereinafter called Xiamen International Boat Show) is an important supporting activity of Xiamen International Ocean Week. It is annually held in November at Wuyuan Bay Yacht Harbor and it has become an annual compound international yacht event integrating exhibition, forum, race and activity, and is praised as the most influential water-based boat show. In 2012, Xiamen Boat Show became a member of IFBSO (International Federation of Boat Show Organizers), being the second boat show in China to join IFBSO after Shanghai in 2008, and the sixth in Asia after Dubai, Singapore, Tokyo, Shanghai and South Korea. It is also one of the youngest shows of IFBSO. In 2014, Xiamen Boat Show successfully obtained IFBSO's highest membership, i.e the platinum membership, and actively exchanged and cooperated with boat shows held in Singapore and Taiwan. In 2015 and 2018, Xiamen International Boat Show became a sister show with Australia's Sanctuary Cove International Boat Show and Taiwan International Boat Show respectively, which fully reflected the increasing international influence of Xiamen International Boat Show.

More information on the events' official website, [www.xmboatshow.com/en](http://www.xmboatshow.com/en)



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## UPDATES FROM MALDIVES MARINE EXPO 2021



### MTCC SIGNS AS THE MAIN SPONSOR FOR MALDIVES MARINE EXPO 2021

MTCC PLC has committed as the Main Sponsor for the upcoming Maldives Marine Expo 2021 to be held on the 11<sup>th</sup>, 12<sup>th</sup>, 13<sup>th</sup> December at the Central park, Hulhumalé city. Being a key stakeholder in the development of the Maldives infrastructure and transport sectors, MTCC PLC is a prime participant and supporter of the Maldives Marine Expo 2021.



### GULFCRAFT & JALBOOT MALDIVES SIGNS AS CO-SPONSORS

Gulf Craft Maldives and Jalboot Marine Services commits as Co-Sponsors for the upcoming Maldives Marine Expo 2021. Gulf Craft Maldives celebrating 20 years of boat building in the Republic is a testimony of the company's dedication to serving the people of Maldives.



Jalboot Maldives is a subsidiary Jalboot Holdings LLC, a marine company based in the capital of the United Arab Emirates. Established in 2017, Jalboot Maldives specializes in delivering high quality, fully integrated marine solutions such as water transport, marina management, design and build of custom boats, watersports, and luxury charters.



### CATEGORY SPONSORSHIPS OF MALDIVES MARINE EXPO 2021

A noteworthy mention of the category sponsors of the Maldives Marine Expo 2021;

- Official Boat Builder : Al Shaali Marine Maldives Pvt Ltd
- Official Product : Honda Marine by Marine Vibes / dBlue
- Official Supplier : Electrify Maldives Pvt Ltd / Cummins Distributor
- Official Marine Lifestyle Distributor : Sea Gear
- Official Diving Solutions Partner : MA Services Pvt Ltd
- Dockyard: Gulhi Boat Yard



### HDC PLC ENDORSES MALDIVES MARINE EXPO 2021

HDC PLC endorses the upcoming Maldives Marine Expo 2021. The event is held at the Central park, Hulhumalé city on the 11<sup>th</sup>, 12<sup>th</sup>, 13<sup>th</sup> December 2021. Maldives Marine Expo is the official event of the National Boating Association of Maldives (NBAM) and has had five successful events in the past, HDC PLC has supported this years edition with collaborative and positive feedback to the event.



### COUNTDOWN TO MALDIVES MARINE EXPO 2021

The final countdown for Maldives Marine Expo 2021 is on, visitors are encouraged to check the latest details about the event from the events' official social media channels mentioned below.

MaldivesMarineExpo

MvMarineExpo

MvMarineExpo

[www.marineexpo.mv](http://www.marineexpo.mv)

OFFICIAL EVENT OF



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6<sup>TH</sup> EDITION

# MALDIVES MARINE EXPO 2021

11<sup>TH</sup>, 12<sup>TH</sup>, 13<sup>TH</sup> DECEMBER

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