

boatinginsider

by **NBAM**

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National Boating Association of Maldives (NBAM)

PHONE +960 797-0033

EMAIL info@boating.mv



Photo: Delegates of government ministers participated in the Maldives Investment forum held at Dubai Expo 2021

Allied Insurance Confirms as a Partner for Stay Safe Afloat - Life Jacket Wear it! Campaign Initiated by NBAM

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Maldives Marine Expo 2021 Comes to a Close

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The official exhibition of the National Boating Association of Maldives (NBAM), the expo provides the marine industry with a platform to exhibit and promote its ...

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National Boating Association of Maldives Elects the New Board of NBAM for the years 2022 & 2023

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BOATING & MARINE

Allied Insurance Confirms as a Partner for Stay Safe Afloat - Life Jacket Wear it! Campaign Initiated by NBAM



Leading insurance service provider, Allied Insurance company of the Maldives has confirmed as a partner for Stay Safe Afloat - Life Jacket, Wear it! campaign initiated by National Boating Association of Maldives (NBAM).

NBAM advises that the campaign will be conducted nationwide with the support from various partners including MNDF, Coastguard, Marine Police, Ministry of Transport, Ministry of Tourism, Al Shaali Marine, Allied Insurance, MNU Maritime studies and Maldives Association of Tourism Industry (MATI).

The campaign will include tactical boards in local islands and harbors, visual awareness videos through mediums such as Tv channels, outdoor TV's, sessions for schools and other organizations including general public and marine industry. Meanwhile, continuous digital awareness programmes will be conducted with the support of LGA to city, atoll and island councils.

The campaign, Life Jacket- Wear it, is scheduled to formally commence during December 2021.



President Ibrahim Mohamed Solih Launches the NBAM's safety Initiative - the "Life Jacket - Wear it" Campaign



On the first day of the 6th edition of the Maldives Marine Expo 2021 (13th December 2021, Monday), during HE Ibrahim Mohamed Solih's visit to the Marine Expo, he launched the "Life Jacket – Wear It" campaign – an initiative by NBAM.

NBAM has proposed to organize and hold a Nationwide campaign named 'LIFE JACKET – WEAR IT.' 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 properly. Initiating 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 happened, 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.

HE Ibrahim Mohamed Solih had kindly taken the time out of his schedule to launch this rather crucial awareness campaign for NBAM. This launching was done in the presence of the key sponsors and partners of the campaign.

On behalf of the board of NBAM, we would like to sincerely thank the President of the Maldives, His Excellency Ibrahim Mohamed Solih for the inauguration of this safety awareness campaign. NBAM's executive board, key sponsors and partners, highly appreciate the President's kind gesture.

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BOATING & MARINE

NBAM Partners with the Maldives Police Service to Sponsor 10 Lucky Students for Captain Training Courses



On the second day of Maldives Marine Expo 2021 (14th December 2021, Tuesday), the President of National Boating Association of Maldives, Ahmed Afrah and the treasurer of NBAM, Abdulla Ibrahim, has launched a partnership with the Head of Marine Police - Chief Superintendent of Police, Ibrahim Adnan Anees, to train 10 lucky students in a new Captain Course program.

The Maldives Police Service is conducting a training program named "Laamaseel Zuvaan Program 2022," where they train young individuals in different key areas. During a meeting with NBAM, Maldives Police Service had shared information regarding this program which then led to both parties agreeing form this partnership.

The Maldives Police Service will be identifying talented individuals from their program who have an interest in becoming captains and notifying NBAM. The Executive Board of NBAM has agreed to sponsor 10 students which are handpicked from the Laamaseel Zuvaan Program by the Maldives Police Service.

NBAM believes that getting students with the help of the Maldives Police Service, aids them in identifying potential, gifted students. Both parties look forward to making this partnership an immense success for the marine industry!

Maldives Marine Expo 2021: Kicked off on 13th December 2021



On 13th December 2021, the largest event for all marine industry enthusiasts finally opened its doors! The exhibition showcased veritable display of many world-famous brands, the latest equipment and a breathtaking programmes for the entire family. Maldives Marine Expo did not only present more exhibitors and products – it also showcased special stage programmes, product highlights and panel discussions on various marine industry-related topics.

Visitors were able listen in on exciting presentations and discussions, got personal tips from professionals and experts. While asking any questions from the experts and clear it for themselves on things and products or areas of marine industry. With more than 84 stalls, the Marine Industry gathered as a festival.

Maldives Marine Expo is the official event of National Boating Association of Maldives and celebrated its 6th successful edition in 2021. The event is organized and managed by Medium Private Limited.



**Life Jacket.
Wear it!**

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BOATING & MARINE

Marine Vibe to Exhibits the Premiere Brand 'Honda Marine' at Maldives Marine Expo 2021



Honda Marine exhibited the premiere outboard engines at the Maldives Marine Expo 2021 which took place at Central Park, Hulhumalé from 13th - 15th December.

Recently introduced Honda Marine outboard engine to the market by Marine Vibe, the company has announced offering products which accommodates a broad range of customer needs from commercial to recreational needs on the water while remaining focused on people-friendly and environmentally-responsible high-quality 4-stroke outboard engines.

Honda will offer a full lineup of clean and high-performance outboard engines to fulfill the needs of a growing boat market and continue offering its customers the joy of cruising.

Cummins Showcased by Electrify Maldives at Marine Expo 2021



Electrify Maldives showcased Cummins Marine engines and generators at Maldives Marine Expo 2021. Cummins engines are used by yachts, liveaboards, fishing boats and other high-speed vessels in the Maldives.

The Cummins engine offers unrivaled performance, without sacrificing fuel economy. It also helps in providing a cleaner, quieter and more sociable environment. Cummins will provide both commercial and recreational ratings from various hp ranges.

Electrify Maldives has strong support capability across Maldives, providing full aftermarket support across its recreational and light commercial marine product range. This includes the provision of service, repairs and maintenance, and the supply of parts, and engine consumables. Cummins / Electrify Maldives delivers local support through a network of Service locations, providing rapid response in-house or at the customer's location.



National Boating Association of Maldives

Executive Coordinator: +960 797 0033

Tel: +960 330 0640 ; +960 330 0630

Email: info@boating.mv

Web: www.boating.mv



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BOATING & MARINE

Al Shaali Marine Maldives Presents as Official Boat Builder of Maldives Marine Expo 2021



Participated in the Maldives Marine Expo 2021 as official boat builder, Al Shaali Marine showcased its newest products and displayed its services at the event on 13th, 14th and 15th of December 2021 at Central Park, Hulhumalé.

AS Marine has been delighted with the importance given to the line-up of products by Maldives marine industry and tourism segment. Mr. Ismail Shareef, General Manager of Al Shaali Marine Maldives showcased a new product for the sports enthusiasts at the event.



Maldives Marine Expo 2021 Comes to a Close



The sixth edition of the Maldives Marine Expo was held from 13th to 15th December 2021 at Central Park, Hulhumalé. The event was inaugurated by the Minister of Fisheries, Marine Resources and Agriculture Dr Hussain Rasheed Hassan.

The official exhibition of the National Boating Association of Maldives (NBAM), the expo provides the marine industry with a platform to exhibit and promote its products and services. Moreover, the event enables foreign and local businesses to engage in one of the largest industries in the Maldives. The marine element is an integral part of Maldivians' daily routines. The Maldives Marine Expo serves not only as a show of businesses but is also a celebration of the marine industry, which is deeply rooted in the local lifestyle and culture. In addition to featuring marine industry products and services, there were a number of programmes and panel discussions.

The over 50 participants at this year's Maldives Marine Expo comprised liveaboards and yachts, as well as fishing, watersports and logistics businesses. Furthermore, exhibitors included boatbuilders, financial and insurance firms, equipment and marine foods suppliers, relevant government administrations and private organizations.

Industry experts took to the stage to participate in panel discussions on marine-related topics. The topics discussed include the revival of the local boat building industry, retaining the Maldives as a top dive destination, and damage to the ocean from waste disposal. Panellists discussed issues faced in their respective fields and shared their insights on possible solutions.

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BOATING & MARINE

The National Boating Association of Maldives Elects the New Board of NBAM for the years 2022 & 2023



On 25th December 2021 at SALT Café and Restaurant, the National Boating Association of Maldives elects the new Management Team and Executive Board for the years 2022 & 2023.

The Management Team of NBAM for 2022 & 2023:

1. Ismail Hameed – President
2. Abdulla Ibrahim Fulhu – Vice President
3. Ahmed Ibrahim – Treasurer

The Executive Board of NBAM for 2022 & 2023:

1. Abdulla Nasheed
2. Ahmed Afrah
3. Ahmed Zubair Adam
4. Aminath Salah
5. Amir Mansoor
6. Hussain Aman
7. Ibrahim Shahid
8. Mariyam Maaisha Shujau
9. Moosa Rasheed

As this term ends for the National Boating Association of Maldives, the achievements and the work done during these past 2 years are plenty. With the hard hit of the worldwide pandemic, the Maldivian boating industry, which depends on tourism arrivals, was nearly crippled.

However, with hard work, a lot of team work, patience and strategic thinking; NBAM is still here stronger than ever. Our membership numbers have increased, despite the difficulties faced due to COVID-19. Looking at the achievements, the National Boating Association of Maldives has pulled off the largest Marine Expo held in the Maldives. With over 60+ exhibitors it came about to become a huge success. Furthermore, NBAM has also launched the nationwide safety awareness campaign 'Life Jacket – Wear It' and also conducted many other activities in regard to development, promotion and human resource development of the industry.

On behalf of the current board of NBAM, we would like to thank each and every one who has always supported our industry and aided in making tourism in Maldives progress. Additionally, we would like to congratulate the new board of NBAM. We wish you success and all the very best in your future endeavours!

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TRAVEL & TOURISM

Sri Lankan Airlines Recommences Scheduled Flights to Gan this December



SriLankan Airlines has announced that the airline will recommence scheduled flights to Gan starting December 4, 2021.

This new connection provides a "convenient gateway to Fuvahmulah, an island filled with natural wonders and unforgettable adventures," said the airline.

Fawzan Fareid, Country Head for SriLankan Airlines Maldives Operations has previously said that the airline wants to focus on more unique areas Maldives offer in the southern region on its global marketing activities.

SriLankan Airlines most recently launched the operation of 2 London-Male direct flights a week, anticipating an extremely extraordinary winter season for the guests visiting the Maldives.



Maldives consecutively secures the World's Leading Destination Title and other Accolades at World Travel Awards 2021



It was a triumphant night for Maldives as the country once again secured the World's Leading Destination title and other accolades at World Travel Awards 2021. The announcement was made at the WTA 2021 ceremony held virtually on 16th December 2021. Established in 1993, World Travel Awards is the most prestigious honors program in global travel. The award is recognized globally as the ultimate hallmark of industry excellence. The distinguished award is of great value to the destination, especially as it was achieved during such a challenging time. Maldives won the title by competing against 18 destinations including Dubai, Indonesia, Spain, Vietnam, USA and Greece.

Speaking about the achievement, Chief Executive Officer and Managing Director of Maldives Marketing and Public Relations (MMPRC) Thoyyib Mohamed expressed his sincere gratitude to everyone who voted for Maldives. MD Thoyyib noted that the achievement is possible due to the concerted efforts of the Government of Maldives, the Ministry of Tourism, other authorities, associations, NGOs and all tourism sector stakeholders. He particularly acknowledged the tireless effort of MMPRC employees in maintaining destination presence, marketing the destination as a safe haven, promoting our tourism products and our unique geography and experiences which promoted travelers confidence towards the destination post covid.

This is the second time the Maldives won the World's Leading Destination in a row. The Maldives won the prestigious award last year during one of the most challenging periods for the tourism industry. Maldives has also won 4 awards in the Indian Ocean category at World Travel Awards, attesting to this. These categories are Indian Ocean's Leading Destination 2021, Indian Ocean's Leading Beach Destination, Indian Ocean's Leading Dive Destination 2021, Indian Ocean's Leading Tourist Board 2021. The destination has also won the famed Indian Ocean's Leading Destination award 14 times within the last 18 years.

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TRAVEL & TOURISM

"Reconnect with Maldives" Programme has been Aired on CNN



"Reconnect with Maldives" programme has been aired on CNN feeds as part of the ongoing global campaign conducted by Maldives Marketing and Public Relations Corporation, MMPRC (Visit Maldives) and CNN International.

The 30 minutes programme premiered on 11th December and was shown on CNN International's Europe, Middle East Africa, Asia Pacific, South Asia, North America and Latin America feeds. The repeat of this program aired 4 times on 11th and 12th of December.

Through this program viewers got a glimpse of what visitors can expect to experience in the Maldives, including local life in the UNESCO Biosphere Reserve, Baa Atoll, traditional music, how locals make the instruments, local food and life within local communities. It also featured the work of Manta Trust and Reefscapers, the first local female PADI course instructor, a local chef and the all women boduberu (traditional drums) music group "Faimini Boduberu Group". Reconnect with Maldives video is also posted on CNN's social media platforms.

The program was shown as part of MMPRC's global campaign with CNN, conducted from September 2021 till the end of December 2021. The purpose of this campaign is to further promote Maldives as the ideal and safe travel destination that caters to the needs and wants of travellers in the era of the new normal. It will focus on providing information on the stringent measures that are in place at our tourism products which includes resorts, hotels, guesthouses and liveaboards. It will also promote the geographically scattered islands which provides natural social distancing for travelers and promote the experiences unique to Maldives. CNN is also marketing the destination via digital platforms through ads and banners as part of the global campaign.

The campaign with CNN is conducted in alignment with MMPRC's global marketing strategies, which is focused on sustaining the tourism sector, through partnerships and joint campaigns conducted with international stakeholders. Annually webinars, marketing and digital and social media campaigns, are held as part of these partnerships, aimed at providing the latest information about the destination to travel trade and travelers across the globe.

Singapore Airlines Operates First Vaccinated Travel Lane Flight Between the Maldives and Singapore



With the inclusion of the Maldives in the list of countries participating in Singapore's Vaccinated Travel Lane (VTL) scheme, fully vaccinated passengers travelling on SQ437 on 16 December 2021 were the first from Male to enjoy quarantine-free entry into Singapore.

Ms Susan Yong, General Manager Maldives said: "The commencement of VTL flights from Male to Singapore is a reflection of the importance of the Maldives market. We are excited to welcome more passengers on board our flights."

Flights between Male and Singapore were suspended in March 2020 when the COVID-19 pandemic hit. By December 2020, Singapore Airlines had resumed its operations and currently operates daily flights between Male and Singapore, with SQ437 operating three times a week as the designated VTL flight.

To further boost air links, Singapore Airlines will be increasing its flight frequency from 7 to 10 times a week, from 2 January 2022.

Singapore Airlines offers Business Class and Economy Class services on flights between Male and Singapore. Passengers can purchase their tickets via www.singaporeair.com or our Singapore Air mobile app as well as through authorized travel agents.

To find out more about the eligibility requirements for VTL flights, please refer to singaporeair.com/vtl

A checklist of the travel requirements go to: <https://safetravel.ica.gov.sg/vtl/travel-checklist>

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TRAVEL & TOURISM

Qatar Airways Marks 20 Years of Operation to the Maldives



A colorful celebration was held at Velana International Airport to commemorate Qatar Airways' 20th anniversary of flying to the Maldives. Qatar Airways has been a strong associate to the Maldives since its inception back in 2001.

To mark the anniversary, Maldives Airports Company Limited, in collaboration with Qatar Airways Maldives, welcomed Qatar Airways' first flight to Velana international airport with a water salute and traditional Boduberu on December 17, 2021. Dr. Abdulla Mausoom, Minister of Tourism, and Mr. Ibrahim Thoha, acting in charge of MACL was present at the welcoming event. A ceremonial cake was cut to celebrate the occasion.

Minister Dr. Abdulla Mausoom states the importance of Qatar airways in bridging the world to the Maldives. "Congratulations and Best Wishes to Qatar Airways on their 20th Anniversary of flying to the Maldives. From the commencement of its flights to the Maldives, Qatar Airways has played a very important role in bridging the world to Maldives. We convey special appreciation to Qatar Airways for being the first airline to resume flights upon Maldives reopening its

borders on 15th July 2020. We hope that Qatar Airways will continue its ever-engaging contributions and be a strong partner in Maldives tourism development and promotion".

Qatar Airways continued flights to the Maldives despite the harsh conditions created by the Covid-19 Pandemic. Qatar is one of the first airlines to resume scheduled flights to the Maldives once the border is reopened in July 2020. As we are closing in to the pre-covid figures, Qatar airline has been instrumental in meeting the demand of travelers visiting to the Maldives.

Referring to the impact that Qatar Airways has created on the tourism industry, the Acting In charge of Maldives Airports Company Ltd Mr. Ibrahim Thoha said "with its steady performance Qatar Airways become a major partner with increasing number of flights and passengers. We have seen the dedication and the drive of Qatar Airways in the most vulnerable times of Covid -19 Pandemic. Qatar Airways was the very first Airline to start its service after our border reopened and I want to thank the airline for the huge impact it created on our Tourism. On behalf of MACL I want to congratulate the management & staff of Qatar Airways on their 20th Anniversary of flying to the Maldives and I'm confident that the airline will continue to add value to our airport".

Qatar Airways resumed scheduled flights with 21 flights per week following the reopening of the border. With the steady and strong demand to Maldives, Qatar Airways now operates 28 flights per week. Carrying over 1,000 passengers per day and over 36,000 per month. It has been recognized as the link between Doha and the Maldives, as well as the world's connection to the sunny side of life.

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

Working together is progress - Keeping together is success



National Boating Association of Maldives

Executive Coordinator: +960 797 0033
Tel: +960 330 0640 ; +960 330 0630
Email: info@boating.mv
Web: www.boating.mv



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6TH EDITION

**MALDIVES
MARINE
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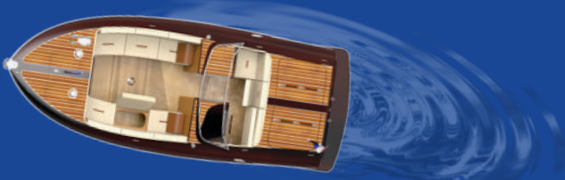
13TH, 14TH, 15TH DECEMBER

CENTRAL PARK, HULHUMALÉ

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