

# BOATING INSIDER

MONTHLY NEWSLETTER BY NBAM



**Ooredoo and NBAM partners to provide SIM cards available on liveboards**

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**NBAM decides to take part at Surf Expo 2022, USA scheduled for September**

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**UK Media Team Arrives in Maldives for FAM Trip**

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**Boating Insider by NBAM**  
Monthly Newsletter

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**Cover Photo :**  
During the signing of the partnership between NBAM and Ooredoo for the SIM card program for Liveboards



National Boating Association of Maldives (NBAM)  
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## NBAM Commissions REDBOX for the Lifejacket Campaign Materials Dispatch



NBAM has commissioned REDBOX to deliver awareness campaign materials to all the Atolls of the Maldives. The 'Lifejacket - Wear it' campaign is a CSR awareness campaign that focuses on the importance of wearing a Life Jacket when traveling the seas.

The campaign has held practical awareness sessions in local schools recently in affiliation with Maldives Police Service, Marine Police.

- Schools include;
- Dharumavantha School
  - Jamaaludhin School
  - Al Madhrasathul Arabiyyathul Islamiyya
  - Iskandhar School
  - Aminiya School
  - Imaduddin School
  - Thaajuddeen School
  - Huravee School

REDBOX is commissioned to deliver these materials to all the islands to raise awareness on this crucial issue, once deliveries are complete, NBAM will visit all islands to conduct awareness campaigns.

## Ooredoo and NBAM partners to provide SIM cards available on liveboards



Ooredoo Maldives partners with the National Boating Association of Maldives, aiming to provide liveboard tourists with quality mobile connectivity and enable tourists to stay connected during their stay in the Maldives.

The initiative is part of Ooredoo Maldives' efforts under the 'Visit Maldives Now' campaign launched to support national efforts to restore tourism in Maldives in the post-pandemic era. Ooredoo Maldives will be working closely with National Boating Association of Maldives to enable Liveboard customers to arrange their mobile plan prior to their arrival, have easy access to activate SIMs and enjoy seamless connectivity to the world.

As the Maldives is celebrating its Golden Jubilee Year of Tourism in the Maldives, the partnership with the National Boating Association of Maldives will enable the businesses to create innovative content, and services and increase more engagement with one another as well as with their customers.

# 17 MEMBERSHIP BENEFITS OF

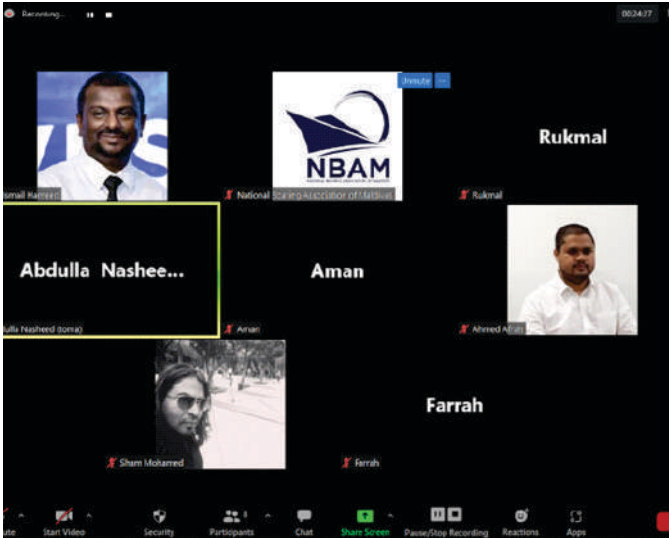
<p><b>1</b> Referrals to Potential Customers</p> <p><b>3</b> Free Listings for Member Boats on Liveboards of Maldives Magazine</p> <p><b>5</b> Free website listing for Service Providers and Marine Equipment Sellers</p> <p><b>7</b> Special Terms and Prices on Fuel Suppliers</p>	<p><b>2</b> Free Consultation about Industry</p> <p><b>4</b> Free website listing for Liveboards</p> <p><b>6</b> Special Member Packages on Insurance Premiums from Allied Insurance Company (Exclusive for NBAM)</p> <p><b>8</b> Special assistance on Regulations and Guidelines</p>	<p><b>9</b> Safety Training Opportunities for Crew</p> <p><b>11</b> Special Rates for Members to Participate in Maldives Marine Expo</p> <p><b>13</b> Members to Members Networking</p> <p><b>15</b> Partnership Programme Discounts</p>	<p><b>10</b> Invitation to NBAM Events and Gatherings</p> <p><b>12</b> Exclusive Benefit in nominating to Maldives National Boating Awards</p> <p><b>14</b> Logo on Brochures and address cards / promotions</p> <p><b>16</b> Special Discounts from Boating Privilege Partner Businesses</p>
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**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**  
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### NBAM held its 5<sup>th</sup> Executive Board members meeting of 2021 and held its monthly General members meeting



The National Boating Association of Maldives held its 5<sup>th</sup> executive board members meeting on the 10<sup>th</sup> May to discuss on the its agenda of works to be carried out, this is the first Exco members meeting after Ramadan.

Earlier had its general members meeting earlier on the 25th April via Zoom. During this meeting discussions were held regarding the issues of, island councils and their current trend of charging from boats that use their harbors, ways to increase capacity building with training courses, and reminders to all members to always keep in line with regulations and laws.

Industry stakeholders also discussed on ways to mitigate the increasing fuel prices and its challenges to the boating industry at a separate meeting.

### NBAM decides to take part at Surf Expo 2022, USA scheduled for September



NBAM has decided to participate in the upcoming Surfexpo 2022 which will be held from 8th to 10th September 2022, in Orlando, Florida, USA.

Surf Expo is the largest and longest-running board sports and beach/resort lifestyle tradeshow in the world. The event attracts the surf niche market and key global stakeholders during its 3-day event.

Participating in Surfexpo is an important step for NBAM and its plans to diversify and explore into new markets, further broadening the market spectrum for Maldives boating industry. The surfing market shows significant potential for growth and is a prime activity for tourists on liveaboards. The US surfing market is estimated to be the largest with approximately 2.8 million surfers in the US territory (Source: www.surfertoday.com)



**Life Jacket.  
Wear it!**

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Al Shaali Marine Maldives



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IN ASSOCIATION WITH

## Maldives' Underwater Escapades and Beauty Showcased at Thailand Dive Expo 2022



Maldives Marketing and Public Relations Corporation (Visit Maldives/MMPRC) and industry partners showcase the underwater escapades and beauty of the Maldives at Thailand Dive Expo 2022. The event is held at Bangkok International Trade & Exhibition Center from 5 - 8 May 2022.

The largest such event to be held in Thailand, Thailand Dive Expo 2022 brings together; leading holiday destinations; dive and water sport equipment manufacturers; dive resorts; tourism boards; and marine conservation and diving organizations. The fair provides the opportunity to promote their products and services, and to network and collaborate with potential clients and customers. Thailand Tourism Agencies, boat manufacturers and local diving resorts, dive operators and dive schools are joined at the event by a number of diving industry players from all over the world. MMPRC and industry partners attended this event to market the breathtaking beauty of our dive sites, and to promote varying underwater and watersports adventures available in the destination for enthusiast tourists seeking thrill, fun and unique experiences in the Maldives. During the event we will promote the tourism products of the Maldives to the South East Asian (SEA) Market- our resorts, hotels, guesthouses and liveaboards- along with information on our unique experiences and the latest safe travel guidelines.

Through participation in this event, MMPRC hopes to establish Maldives as a safe haven and a top of the mind destination, strengthen destination presence in the SEA Market. Participation in the event is aligned with its marketing strategy for the SEA market, which is focused on ambient outdoor campaigns and other activities to strengthen Maldives brand in all major cities of the SEA countries, raise arrival numbers, re-orient the perception of Maldives solely as a honeymoon, luxury destination. The strategy also aims to target segments such as families and Muslim travelers from this market.

## Maldives Promoted in the US at AdventureELEVATE2022

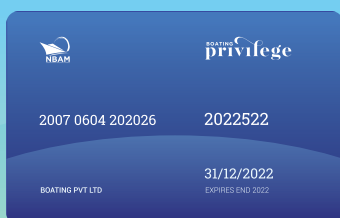


Maldives Marketing & Public Relations Corporation (MMPRC / Visit Maldives) is taking part in AdventureELEVATE 2022 to promote the Maldives, the World's Leading Destination, in the US market. During the event held from 3rd to 5th May in Oregon, United States, MMPRC will help maintain, strengthen, and increase destination awareness and presence in the US market.

The 3-day event is hosted by Adventure Travel Trade Association's (ATTA). During this intensive educational and networking conference, MMPRC will have the opportunity to participate in collaborative learning, ideate on innovative solutions, and take part in conversations on how to change the world for better through travel. The theme for 2022 is 'shine' - highlighting that through thought-leading educational sessions and creative networking opportunities, the event will be illuminating.

Therefore, MMPRC will market the Maldives as a safe haven for travelers and highlight the safety provided by the unique geography of the scattered islands. The Maldives' tourism products (resorts, guesthouses, liveaboards, hotels) and the uniquely-Maldivian experiences will also be promoted to the travel trade community at AdventureElevate 2022.

The US was a significant source market to the Maldives last year with an arrival figure of 55,760 travelers as of April 20, 2022, Maldives have welcomed 521,019 travelers in total, out of which 24,171 travelers are from the U.S placing the market as the 6th largest market to Maldives this year. Crossing over half a million travelers already in 2022 is indicative of the success and achievements of the Maldives tourism industry.



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## VIA Receives Airport Health Accreditation Certificate for the Second Time



Velana International Airport (VIA) receives the Airport Health Accreditation Certificate for the 2nd time from Airport Council International (ACI). The certificate was awarded due to the continuous effort by VIA ensuring health and safety measure during the COVID-19 Pandemic era.

In a special letter sent by the Director General of ACI World Mr. Luis Felipe de Oliveira and the Director General of ACI Asia- Pacific Mr. Stefano Baronci to Maldives Airports Company Ltd (MACL) states that "We wish to extend our congratulations to the team at VIA for maintaining the accreditation of ACI's Airport Health Accreditation programme. After reviewing the evidence presented through our evaluation process, VIA has demonstrated an admirable continuation of its efforts to provide a safe airport experience for all travelers which is in line with the recommended health measures established in the ACI Aviation Business Restart and Recovery guidelines, and also ICAO Council Aviation Recovery Task Force (CART) Recommendations."

VIA achieved the certification by completing a tight assessment in accordance with ICAO CART recommendations along with the industry best practices.

Adhering to the international health guidelines established by International Aviation institutions, the first ACI's Airport Health Accreditation Certification was awarded on September 2020 as the 2nd Airport from Asia Pacific Region and 12th from the world.

## UK Media Team Arrives in Maldives for FAM Trip



Media professionals from leading media outlets from the United Kingdom have arrived in the Maldives for a familiarization trip entitled "Maldives as a bucket-list destination". The team will be staying in the Maldives from 3 – 8 May 2022.

This team consists of professionals from the media outlets The Sun, Sunday Mail, Hello Magazine, House of Coco Magazine, and About Time. During this trip, they will be hosted at The Standard Huruvalhi Maldives and Fairmont Maldives Sirru Fen Fushi resorts, where they will experience the world-renowned Maldivian hospitality, unique experiences, and different cuisines at their host properties. The team will publish articles about the destination and host resorts in their respective magazines and publications, which has extensive reach among travelers from the UK.

The purpose of this trip is to further promote the destination amongst potential travelers from the UK. The trip is expected to generate huge coverage highlighting the unique geographical advantage of our scattered islands and the one-island-one-resort concept which makes Maldives one of the safest holiday destinations in the world. It will further help to promote the unique experiences and individual tourism products of the Maldives (resorts, guesthouses, liveaboards, and hotels).

This trip is organized as part of MPRC's marketing strategy for the UK market, aiming to provide the latest information about the travel guidelines to potential travelers from the region. The UK is one of the top source markets to the Maldives with the market growing exponentially over the years. As of April 28th, Maldives welcomed 560,996 tourists to the country this year. During this period, arrivals to Maldives from the UK reached 73,107, ranking as the top source market for this period; 13.0 percent of the total market share.

## ✓ REMINDERS :

**Submission deadline for Employee & Non-Resident Withholding Tax Return and Payment for April 2022 is 15<sup>th</sup> May 2022**

### AkzoNobel Increases Resin Production



AkzoNobel said in its quarterly earnings report that it is investing in the expansion of resin production as part of the company's Grow & Deliver strategy. The program will "help build resilience against supply disruptions" while contributing to its financial and carbon-reduction ambitions, the company said in the report.

The company said it intends to "build resilience" against further raw-material supply disruptions. CEO Thierry Vanlancker said that while revenue is growing in the paints and coatings businesses, the company is still coping with supply-chain challenges.

### Ukraine War Adds to Global Boating Industry Challenges



Russia's invasion of Ukraine has created numerous problems that will force the marine industry to adjust and adapt yet again, even as it continues to work through supply-chain and other challenges from the Covid-19 pandemic.

Russia also is a producer of recreational boats for export, notably aluminum fishing boats. International sanctions mean Russian builders will not be able to do much business in neighboring nations. The same sanctions resulted in the seizure of yachts reportedly owned by Russian nationals while the yachts were in Croatia, Italy, France and Spain.

### Yanmar Acquires Majority Ownership in Battery Technology Company ELEO



Yanmar Holdings said it acquired a majority stake in Netherlands-based battery developer ELEO Technologies. ELEO will join Yanmar Power Technology, continuing to operate as a standalone entity in Helmond in the Netherlands. The acquisition occurred through Yanmar Europe and involved the full exit of early-stage investor Lumipol Group, Yanmar said in a statement.

Founded in 2017, ELEO is known for modular battery packs and thermal management. The company is preparing to open a new production facility later this year.

### Torqueedo, Proton Motor Agree to Fuel Cell Venture



Torqueedo is collaborating with Proton Motor Fuel Cell to integrate hydrogen fuel cell charging into Torqeedo's electric propulsion systems. The German companies will work together on a marine hydrogen hybrid building kit integrating Torqeedo's Deep Blue battery-electric drive systems and Proton Motor's fuel cell technology, Torqeedo said in a statement.

The system will provide propulsion power ranges from 50 to 200 kW and fuel cell power of 30 to 120 kW, and will have flexible options for hydrogen storage, the statement said.

## BRITISH MOTOR YACHT SHOW 2022



15<sup>th</sup> - 19<sup>th</sup> June 2022

The British Motor Yacht Show is organised by Premier Marinas Swanwick and the world's most prestigious motor yacht brands, Fairline, Princess & Sunseeker.

As a consortium we control every aspect of the show and we focus exclusively on what we think a serious motor yacht buyer would want to know, see and do at a motor yacht show.

So unlike many other boat shows that act as an exposé for all areas of the marine lifestyle, the British Motor Yacht Show's organisers restrict exhibits to the finest British built motor yachts and premium overseas motor yacht and power boat brands.

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

## NEWPORT CHARTER YACHT SHOW 2022



20<sup>th</sup> - 23<sup>rd</sup> June 2022

Celebrating more than 35 years in existence, the Newport Charter Yacht Show is a showcase of luxury charter yachts alongside a display of ancillary goods and services for the charter industry. This four-day event is dedicated exclusively to yacht charter professionals; agents, owners, brokers and captains in the dynamic, picturesque setting of Newport, Rhode Island. The Newport Charter Yacht Show is produced by Safe Harbor Newport Shipyard, also the host to the Newport Brokerage Boat Show held concurrently with the Newport International Boat Show each September.

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

## CAUSEWAY COVE NAUTICAL FLEA MARKET & BOAT SALE

11<sup>th</sup> - 12<sup>th</sup> June 2022



For two days, June 11-12, 2022, the beautiful Causeway Cove Marina will be transformed into the 'Causeway Cove Nautical Flea Market and Boat Sale.' For boat owners, fisherman, divers and anyone with an interest in all things nautical, the Causeway Cove Nautical Flea Market is a bargain hunter's dream-come true.

Private individuals and marine related businesses sell used marine equipment, marine antiques, new and used boats, fishing tackle, diving gear, marine artwork and other boating related items at unbelievably low prices.

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



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**MEDIUM**

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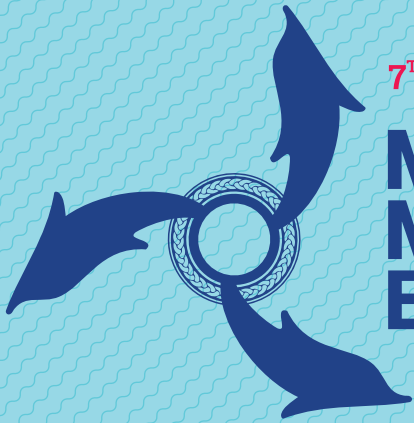
7<sup>TH</sup> EDITION

**MALDIVES  
MARINE  
EXPO 2022**

4<sup>TH</sup>, 5<sup>TH</sup>, 6<sup>TH</sup> AUGUST 2022

CENTRAL PARK, HULHUMALÉ

4PM - 10PM



# 4<sup>th</sup> - 6<sup>th</sup> AUG 2022

## CENTRAL PARK



EXHIBITION



PANEL DISCUSSIONS



MARINE FOODS



EQUIPMENT & BOAT DISPLAY



EVENT AWARDS

ART EXHIBITION

BUSINESS LOUNGE

COFFEE COUNTERS

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