

# BOATING INSIDER

MONTHLY NEWSLETTER BY NBAM



**Maldives Boating Awards 2022, Open for Nominations**

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**Panel of Multi-national Jury Members Selected for SATA 2022 Edition**

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**Boating Insider by NBAM**  
Monthly Newsletter

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**Cover Photo :**  
Mr. Amir Mansoor from NBAM hands over an award during the Maldives Boating Awards ceremony held in 2019 to Mr. Mohamed Haleem of D-Blue Pvt Ltd, a well-known marine product seller in the Maldives boating industry



National Boating Association of Maldives (NBAM)  
[www.boating.mv](http://www.boating.mv)

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## Maldives Boating Awards 2022 : Open for Nominations



Nation's largest industry award "Maldives Boating Awards" has opened nomination for the year 2022. The awards which was launched in 2016 recognizes the best of boating industry both in Leisure , trading and building sector.

The prestigious annual event honors businesses and individuals in a wide array of categories. Boating Awards opened the nominations with over 29 categories for individuals and brands to compete. The awards which was planned for 2020 and 2021 due to the global pandemic and travel restrictions. The Maldives Boating Awards hopes 2022 to be more favorable to the Boating Industry and the wishes the travel industry to boom this year. The organizer National Boating Association of Maldives (NBAM) ensures that this years edition abs come back would be bigger than previous years.

For interested parties please find the documents of the Maldives Boating Awards below;

- > Nomination Kit (PDF): [CLICK HERE TO DOWNLOAD](#)
- > Nomination Form (PDF): [CLICK HERE TO DOWNLOAD](#)

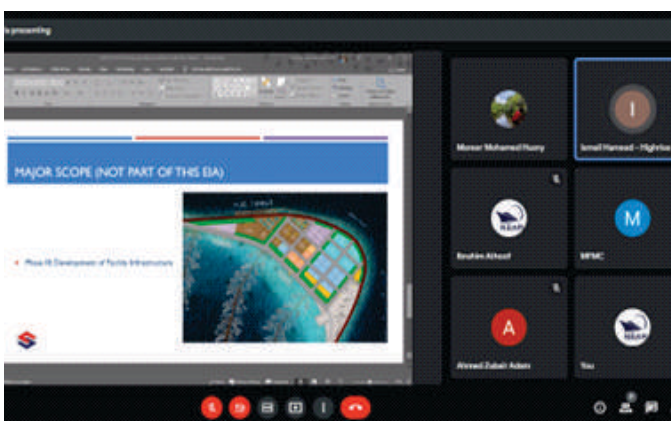


## National Boating Association Endorses 1<sup>st</sup> Edition of Coral Glass Magazine



NBAM officially endorsed Travel Book by Coral Glass First Edition - a book aimed to document the tireless contribution by different stakeholders in the past 50 Golden Years of Tourism in the Maldives. Travel Book by Coral Glass First Edition is a playful innovative take on a coffee-table book concept, and we are bringing together key contributors from all sectors of the industry. Most excitingly, the launch scheduled for November 2022 aligns with the 50 Golden Years of Tourism in the Maldives celebrations. NBAM endorsed this avant-garde publication as it plays on the powerful mix of imaginative visuals and the ability of today's technology to bring it to life. The book will feature vibrant visuals from selected sectors of the industry, placed chronologically to create a sophisticated, up-market style for a more polished and aesthetic look. The concept fits a minimal textual content theme that effortlessly strikes the viewer's attention.

## The EIA Consultant for Dhiyaneru Project Meets with NBAM Executive Board



The EIA consultant for the Dhiyaneru Marina and Picknick Island project has met with the Executive Board of NBAM.

The meeting was held online where the consultant requested NBAM to offer opinions with regard to the project. Discussed components include facilities required by the boating industry including maintenance services, engineering services, equipment sellers, etc. The meeting was also attended by MFMC which is the financing body for the project.

## NBAM Meets with the Commissioner General of Customs



The National Boating Association of Maldives has met with the Commissioner-General of Customs and their senior officials to discuss issues pertaining to the Liveaboard industry.

The President and the executive board of the National Boating Association met with the Commissioner-General and Senior officials of Maldives customs. The meeting was held at the customs building where discussions were held on issues pertaining to the Liveaboard industry and how they can be addressed. Maldives Customs agreed to conduct awareness programs on using the Customs Portal as well as provide the Boating Association with a focal point at the bonded Warehouse in order to further ease the processes.

## NBAM Continues Life Jacket Wear It Campaign at Schools in Malé Area



Life Jacket - Wear it campaign is a safety awareness campaign that focuses on the safety of human life when traveling the seas of the Maldives. After a break for Ramadan, the campaign re-started with Muhyiddin School at Villimalé. NBAM plans to cover the entire Maldives before the end of the year. So far, a total of 4760 students from 16 schools have participated in the sessions. NBAM is currently working to start the sessions in the atolls with Vaavu Atoll being the first. The vision of this project is to create a generation of Maldivians who will consciously consider safety first while traveling by sea.

## NBAM Meets LGA



NBAM Meets with LGA to discuss ways forward through the hurdles of decentralization and its effects on the boating industry.

The National Boating Association met with LGA's CEO Ms. Fathimath Afshan Latheef and other officials to discuss ways forward through the hurdles of decentralization and its effects on the boating industry. The meeting was held at the Atoll post building where LGA officials agreed that the need for blanket regulations does exist and they will liaise with the Ministry of Environment, the Ministry of Tourism, and the Ministry of Planning to discuss it. LGA also agreed to create a database of the Natural Attractions of the Maldives through the Municipal Councils of the Maldives.

## NBAM Attends UNWTO / JICA Tourism Recovery Plan Presentation



NBAM has attended the UNWTO / JICA Tourism Recovery Recommendation Plan. The plan was drafted by a team of experts funded by JICA to interview stakeholders, gather data, and come up with recommendations to stabilize a post COVID tourism industry. The Plan focused on 12 recommendations which are, developing distinctive tourism products and activities, creating product clusters managed by DMOs, improving ICT infrastructure and capacities, and expanding marketing structure, messaging, and targeting, enhancing local employment & economic development, introducing quality labels and quality measures, upgrading education through international networking and adapt statistics and monitoring procedures, supporting tourism sector associations and businesses, enabling awareness raising and knowledge sharing, introducing sustainable structures and processes as well as incentivizing renewable energy and efficiency measures.

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



The National Boating Association of Maldives (NBAM) with the support of Maldives Marketing & Public Relations Corporation (MMPRC) has confirmed to represent the boating sector at Surf Expo 2022, the World's Largest Surf Sector Travel Trade Exhibition. Surf Expo - 2022 is a Physical Fair that begins on September 8th, 2022, and ends on the 10th of September, Held at Orange County Convention Center, West Concourse, Orlando, USA.

NBAM has opened up and invited members and the industry to take part while the opportunity is for a limited number of businesses on a first come first serve basis. This is the first time the Maldives will be represented in an exclusive surfing segment trade show abroad.

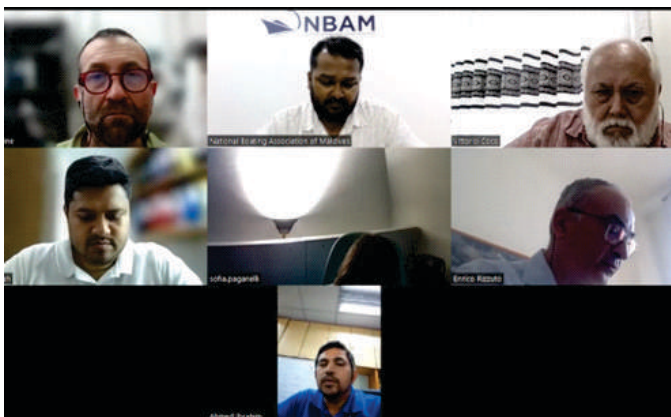
## NBAM Meets Maldives Marine Police Chief Superintendent Ibrahim Adnan



The Secretary-General of NBAM met with Chief Police Superintendent Ibrahim Adnan at Dhoonidhoo.

Discussions were held to find ways to collaborate on the development and sustainability of the Boating Industry. Chief Police Superintendent Ibrahim Adnan also stated that they are ready to help in any way which also includes training new crews for the boating Industry.

### NBAM Meets with UNIGE & Sea Studies Centre Officials



The National Boating Association of Maldives Met with officials from the University di Genoa and Centro Del Mare. The meeting was attended by university professors. The main focus of the meeting was to find possible subjects for cooperation between the University of Genoa's Sea Study Centre and the National Boating Association of Maldives as well as the representation of the Maldivian Boating Sector in Genoa's International Boat Show. Discussions were held on the possibilities of joint technical investigations of typical Maldivian-built vessels in order to identify ways to improve their performances, as well as cooperation in the education of selected Maldivian students who could join undergraduate/graduate courses in Naval Architecture at UNIGE and/or dedicated educational activities, could be carried out in the Maldives by UNIGE staff such as the cycle of seminars, intensive courses.

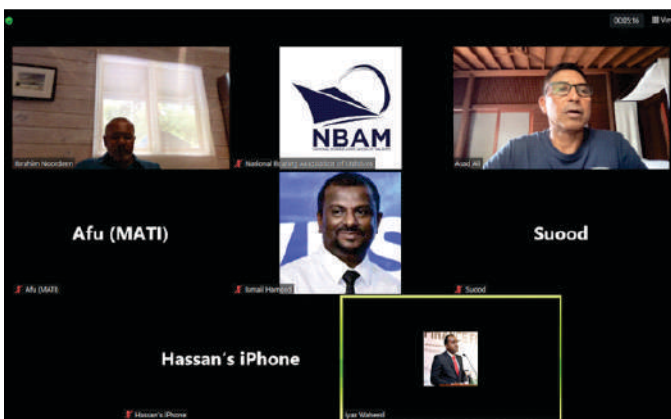
### NBAM takes part in the meeting with Tourism Organizations and National Award's Committee



Mr. Abdulla Ibrahim, the Vice President of the National Boating Association of Maldives takes part in the meeting with Tourism Organizations and the National Awards Committee.

The Vice President of the National Boating Association of Maldives takes part in the meeting with Tourism Organizations and the National Awards Committee.

### NBAM Holds the tourism Sector meeting



The Tourism Sector meeting is held every month with all Tourism Related NGOs to discuss current issues and concerns within the tourism industry and find amicable solutions.

The National Boating Association held its 5th tourism sector meeting. The meeting was held online with NBAM, MATI, MATATO, and GAM present as members. Discussions included the effects of policies implemented by various government institutions and their impending effects on the Maldivian Tourism Industry. It was proposed and decided that the Tourism Industry Organizations will meet with relevant government institutions and discuss the issues.

### NBAM Meets the Minister of Tourism



Board Members of the National Boating Association of Maldives met with the Tourism Minister, Dr. Abdulla Mausoom to discuss issues with regard to the Boating Industry.

The meeting was held at the Tourism Ministry and Issues discussed include Seaworthiness Certification with Enforced training requirements, Mandatory Medical tests for the crew, Classification of Foreign Yachts, and the processes currently being followed as well as clarification on a statement the minister made on TV with regard to the Management of Natural Attractions. NBAM's board raised their concerns with regard to the issues and requested assistance and clarification from the Ministry of Tourism. The Minister stated that he will review all the concerns.

## Emirates Launches Full Premium Economy Experience



Flyers can look forward to another distinctive Emirates travel experience as the airline unveils its full Premium Economy offering onboard and on ground, and announces it will open this highly sought-after cabin for sale from June 1, 2022.

The new cabin class, which offers luxurious seats, more legroom, and a service to rival many airlines' business offering, will be available to Emirates customers travelling on popular A380 routes to London, Paris, Sydney from August and Christchurch from December. Emirates is the only airline in the region to offer a Premium Economy cabin.

Sir Tim Clark, President Emirates Airline said: "As with everything we do, Emirates Premium Economy will be exceptional in its class, with minute attention given to every aspect of the customer experience. Customers trading up from Economy will be getting excellent value. "Since we first introduced our Premium Economy seats in January 2021, the positive response and demand has been tremendous. We currently have six A380s equipped with this cabin class, which limits our initial deployment, but our intention is to offer this experience to many more markets across our network. This November, we will begin our retrofit programme to install Premium Economy on 67 A380s and 53 Boeing 777s. At the end of the programme, Emirates will have 126 aircraft fitted out with Premium Economy cabins, as well as our latest interiors across other cabins. It is a major investment to ensure our customers continue to have the best experience in the sky."

Emirates Premium Economy offers a signature experience unmatched in the industry. **Dedicated airport experience:** Customers can look forward to a dedicated check-in area for Premium Economy at Dubai International airport, or utilise one of the many convenient self-service check in kiosks in the hall to avoid queues.

**Luxurious seats:** Once onboard, customers will immediately notice the quiet luxury in Emirates' Premium Economy cabin. A wood panel finishing similar to Business Class sets the cabin's mood, and each seat is designed to provide optimal comfort and support with 6-way adjustable headrests. The cream-coloured leather seats have a generous pitch of up to 40 inches, is 19.5 inches wide, and reclines 8 inches into a comfortable cradle position with ample room to stretch out. It also offers calf rests and footrests for additional comfort, in addition to many other thoughtful touches such as easily accessible in-seat charging points and a side cocktail table.

**Comfort:** Customers can get comfortable under soft, sustainable blankets made from recycled plastic bottles, and snuggle into the generously sized pillow, both designed uniquely for Premium Economy. They can also refresh themselves with the complimentary amenity kits which come in reusable, sustainable bags, and contain items which are all made with some element of recycled or sustainable materials.

**Dining experience:** Incorporating elements inspired by Business Class, customers will be welcomed onboard with a welcome drink in fine glassware. During meal service, a selection of generous meals made with seasonal ingredients and regional influences will be served on chinaware, accompanied by stainless steel cutlery wrapped in linen napkin.

On a four-class Emirates A380, the Premium Economy cabin is located at the front of the main deck with 56 seats laid out in 2-4-2 configuration. On the Emirates Boeing 777, up to 24 Premium Economy seats will be installed in a dedicated cabin section between Business and Economy.



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## Panel of Multi-national Jury Members Selected for SATA 2022 Edition



The South Asian Travel Awards has selected a panel of multinational jury members for the evaluation of the nominated properties. The members of the panel will be travelling to multiple cities in the region and evaluating properties and services.

The Jury Members for SATA 2022 are:

### DR MAHAMOOD SHOUGEE

Dr. Mahamood Shougee is the former Minister of Tourism and Civil Aviation of the Maldives. He played a pivotal role in guiding the establishment of the South Asian Travel Awards (SATA). Dr. Shougee holds a Bachelor of Education, Bachelor of Arts in Economics, and a Master of Education from the University of Manitoba, and a PhD from the University of Toronto. He continues to work as a Consultant for Hotel and Resort chains, and as a Visiting Lecturer and Research Associate at Villa College (Maldives) and the Open University of Malaysia.

### DR SACHIN BANSAL

Dr Sachin has exhibited strategic leadership with a visionary approach in Indian tourism sector by creating multiple flagships in the area of culture & heritage. He has utilized the design thinking approach for harnessing new markets, thereby setting and redefining future standards through intellectual properties. With two decades of work experience and as a destination branding specialist, he has enabled co-creation with host communities to deliver exceptional experiences and created impact through skill development initiatives.

### MS SANGEETA RANA

Ms. Sangeeta Rana is the Executive Director of the Hotel and Restaurant Association of Bhutan. She has several years of experience in the hospitality and tourism industry. She is also the board member of various tourism and private sector development boards, such as TDB, CTA, BSTS, HRDB and many more. She is extremely enthusiastic and passionate about developing the tourism industry and working closely with all the tourism stakeholders around the world. She represents the exotic country, Bhutan, which believes in "Gross National Happiness".

### MS. RINKU MADAN

Ms. Rinku Madan completed her studies in Global Journalism at the Harvard University, with the objective to pursue her writing skills in the area of Global Luxury. She had earlier studied at the French Culinary Institute to certify in the arena of Food Writing. Having worked with luminaries like Alan Richman and Andrew Fischer, she is amongst the very few certified food writers in India with global experience in the subject. Her experience of writing feature articles in food, restaurants, cuisines, luxury properties enhanced her skills and pursue "Luxury" as a focus area, not only as a writer but also a Food Stylist and Consultant in the field of Food and Beverage.

### MS MARIYAM NOORDEEN

Mariyam Noordeen is a founder and the president of Chefs Guild of Maldives, a member of World Association of Chefs Society. Holding a Bachelor of Philosophy in Hospitality Management and a Master of Arts in Hospitality Management from University of Birmingham, Mariyam has extensive experience of over 25 years in the field of Tourism and Hospitality, curriculum Development and Training. As the former Dean of Faculty of Hospitality and Tourism Studies at the Maldives National University, Mariam has trained and mentored over 4000 students who now contribute to the Hospitality industry as professionals in key roles.

### MS. AMAL GOONETILLEKE

Over 4 decades of experience in the field of Tourism and hospitality, specialized in Sales and Marketing for hotels and resorts. Presently a Marketing Consultant to hospitality companies with local and international affiliations. She is well versed with multiple disciplines of Sales and Marketing across global markets and segments such as Corporate, MICE, Leisure, Revenue Management etc. and creating sales and marketing solutions for star class hotels to top end luxury boutique resorts. In recognition of her contribution to the industry she was the recipient of the "Zonta Woman of Achievement Award for Tourism" in 2009 and in 2015 was the recipient of "Women in Management - Tourism Gold Award".

SATA has been endorsed by over 15 International and government agencies for its work to elevate tourism and hospitality in the region.

- \* Association of Professionals in Tourism (APT),
- \* Association of Tourism Trade Organizations, India (ATTOI),
- \* Association of Travel Agents (ATA),
- \* Colombo Chamber of Commerce (CCC),
- \* Confederation of Accredited Tour Operators (CATO),
- \* Federation of Chambers of Commerce & Industry of Sri Lanka (FCCISL),
- \* Hotel and Restaurant Association of Bhutan (HRAB),
- \* Kerala Hotel General Manager Club (KHGMC),
- \* National Boating Association of Maldives (NBAM),
- \* Maldives Association of Travel Agents and Tour Operators (MATATO),
- \* Maldives Marketing & PR Corporation (MMPRC),
- \* Nepal Tourism Board (NTB),
- \* Sri Lanka Association of Inbound Tour Operators (SLAITO),
- \* The Hotels Association of Sri Lanka (THASL),
- \* Bangladesh International Hotel Association (BIHA),
- \* The Indian Association of Tour Operators (IATO)

South Asia's hospitality and travel industry since 2016. The prestigious annual event honors stellar organizations and individuals in a wide array of categories.



## Etihad Airways Wins 'Best Cabin Crew' and 'Best First Class' at the Business Traveller Awards 2022



Etihad Airways, the national airline of the UAE, has been recognised as the airline with the 'Best Cabin Crew' as well as being awarded the 'Best First Class' at the Business Traveller Middle East Awards 2022. The airline's Cabin Crew are renowned for their authentic and personal service inspired by traditional, generous Emirati hospitality. Etihad has won many awards for its outstanding Cabin Crew service in the past and it has always been a hallmark of the brand. The airline's crew are taken through an extensive training process before taking to the skies which focuses on safety, service and hospitality. Etihad is currently recruiting Cabin Crew to join its multinational team based in the emirate of Abu Dhabi.

Etihad's First class also took home the coveted Business Traveller award. The First cabin is designed as a private universe – a sanctuary in the sky – which provides guests with a highly personalised and bespoke service tailored to the guests' individual preferences. This includes a tailor-made dining experience allowing guests to create a bespoke menu in the sky. Guests travelling in First will also be given complimentary loungewear for comfort in flight as well as premium Acqua di Parma amenity kits.

Guests travelling in First class are also invited to check in at a private area at Abu Dhabi International Airport and dedicated queues around the world. They also have exclusive access to the airline's dedicated First class lounge with dining inspired by the Middle East as well as international cuisine. Etihad's feature bar serves drinks from the Etihad cellar. A fitness room and shower facilities also allow guests to maximise their time and depart feeling refreshed.

The Business Traveller Middle East Awards were presented at a gala dinner attended by travel industry leaders on Monday evening, after the opening day of the Arabian Travel Market in Dubai. The awards are presented based on votes cast online by travellers and readers of Business Traveller Middle East magazine.

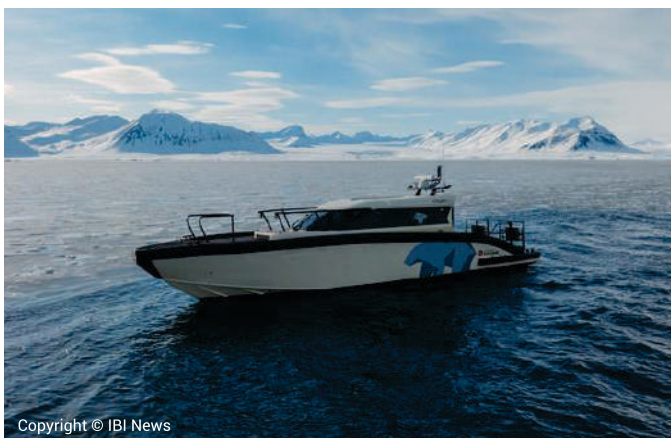


At the Arabian Travel Market this year, Etihad is showcasing the new interior cabin design of the A350-1000, the airline's newest aircraft type which joined the fleet in March. In addition, Etihad revealed its new Economy products featuring a new dining experience designed with environmental sustainability and an elevated guest experience as a priority. The dining equipment is reusable and forms a closed loop recycling system, meaning at the end of their life, the products will be collected, washed, ground and the resulting powder will be re-used to produce new products. This new product roll out will take place in the fourth quarter and will ensure the airline meets its pledge to reduce single use plastic from the operation by 80% by the end of 2022.

### ✓ **REMINDERS :**

**A friendly reminder to file your  
Income Tax returns at MIRA**

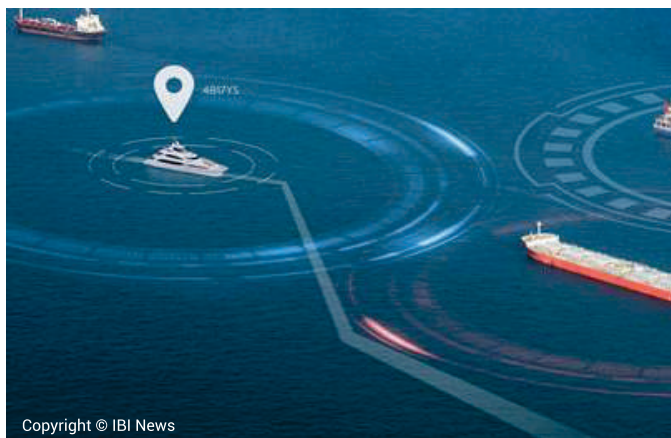
### Volvo Penta launches first of its kind hybrid-electric vessel



Volvo Penta, Marell Boats, and Arctic tourism operator Hurtigruten Svalbard have launched a new ground-breaking Volvo Penta-powered hybrid-electric vessel, the technology for which could make big waves in the leisure sector

Volvo Penta, Marell Boats, and Arctic tourism operator Hurtigruten Svalbard have launched what is being billed as a ground-breaking Volvo Penta-powered hybrid-electric vessel. Designed for exploration in the heart of the Arctic, the vessel is now in operation for sightseeing tours in Svalbard during the high season (May-October).

### Rolls-Royce grows mtu NautIQ product range



Rolls-Royce is expanding its range of mtu NautIQ ship automation systems with three new products: mtu NautIQ CoPilot, mtu NautIQ CoOperate and mtuNautIQ CoDirect. Each item offers different levels of intelligent crew support, autonomous control, and remote command capabilities, applicable to superyachts as well as commercial ships.

mtu NautIQ CoPilot is said to be the most advanced intelligent pilot assist system of the new product range. Ferretti, Sanlorenzo, Overmarine and Sunseeker are among the various yacht builders partnering with mtu for engines and integrated, automated control systems.

### ePropulsion debuts first electric inboard



ePropulsion, the electric outboard manufacturer from Hong Kong, has further expanded its OEM offering with the launch of its first-ever electric inboard. The H-100 is a 100kW inboard motor, engineered for larger sailing boats and motor vessels from 18m-30m (60ft-100ft) with a full displacement up to 200 tonnes.

Suitable for large sailing yachts, catamarans, small passenger ferries and trip boats, commercial workboats and large inland cruisers or barges, the drive system can be straight to propeller, stern drive, sail drive or Azimuth thruster. A 'Docking' mode allows the throttle to be programmed to allow full throttle movement with reduced power input for enhanced low speed control. A 'Syn' mode is available for twin motor setups to match power input to both motors.

### Tohatsu introduces new 150hp outboard



The Tohatsu in-line 4 cylinders 150 hp 4-stroke outboard is both sleek and powerful. The Variable Valve Timing and Lift Control system provide power where and when you need it, giving you excellent low-end torque and top-end speed. The result is a superior combination of power, torque, and fuel efficiency. Pictures may not be the model in stock at the time. Prices subject to change without notice. Pictures may not be the model in stock at the time. Prices subject to change without notice.

## SYDNEY INTERNATIONAL BOAT SHOW 2022



28<sup>th</sup> July - 1<sup>st</sup> August 2022

The largest boat show in the southern hemisphere recently celebrated its 50th anniversary. It occupies 100% of the available exhibition space in the newly built International Convention Centre Sydney, as well as having a speciality built marina for on water displays 2 minutes walk from the exhibition building. Situated in Sydney's Central Business District, the show is surrounded by restaurants, the Casino and one of Sydney's largest entertainment precinct.

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

# 17 MEMBERSHIP BENEFITS OF

<b>1</b> Referrals to Potential Customers	<b>2</b> Free Consultation about Industry	<b>9</b> Safety Training Opportunities for Crew	<b>10</b> Invitation to NBAM Events and Gatherings
<b>3</b> Free Listings for Member Boats on Liveboards of Maldives Magazine	<b>4</b> Free website listing for Liveboards	<b>11</b> Special Rates for Members to Participate in Maldives Marine Expo	<b>12</b> Exclusive Benefit in nominating to Maldives National Boating Awards
<b>5</b> Free website listing for Service Providers and Marine Equipment Sellers	<b>6</b> Special Member Packages on Insurance Premiums from Allied Insurance Company (Exclusive for NBAM)	<b>13</b> Members to Members Networking	<b>14</b> Logo on Brochures and address cards / promotions
<b>7</b> Special Terms and Prices on Fuel Suppliers	<b>8</b> Special assistance on Regulations and Guidelines	<b>15</b> Partnership Programme Discounts	<b>16</b> Special Discounts from Boating Privilege Partner Businesses
			<b>17</b> 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



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## Life Jacket. Wear it!

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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

# SAVE THE DATE

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

EQUIPMENT  
& BOAT DISPLAY

MARINE  
FOODS

PANEL  
DISCUSSIONS

PRODUCT  
LAUNCHES

PRODUCT  
HIGHLIGHTS

SEMINARS &  
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