

# BOATING INSIDER

MONTHLY NEWSLETTER BY NBAM



**HEP Ibrahim Mohamed Solih meets with NBAM Management and Executive Board**

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**NBAM holds the Tourism Sector Meeting**

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**IMTM '22 Officially Launched by the Minister of Tourism at its Opening Ceremony**

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**Boating Insider by NBAM**  
Monthly Newsletter

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**Cover Photo :**  
A photo of the meeting held between HEP Ibrahim Mohamed Solih and the NBAM Management and Executive Board



National Boating Association of Maldives (NBAM)  
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### NBAM holds the 9th Executive Board Meeting



The 9th Executive Board Meeting of NBAM was held at M. Bageecha Kuri. At the meeting, President briefed the Executive Board of NBAM on the current works that are being carried out by NBAM. The Executive Board Meeting is held monthly to discuss industry issues and update the board on the current works of NBAM. The meeting is chaired by President of NBAM Mr. Ismail Hameed.

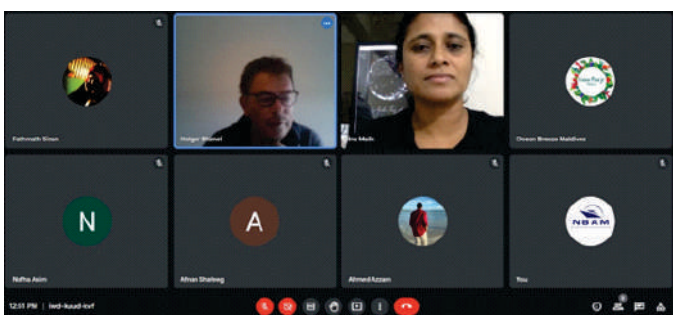
Discussed points included decisions on the liveaboard tourist survey and Ooredoo-specialized product discussions.

### HEP Ibrahim Mohamed Solih meets with NBAM Management & Executive Board



HEP Ibrahim Mohamed Solih meets with NBAM's Exco this morning at President's Office and assures on commencing the harbor development for Liveaboards during November 2022. During the meeting, HEP assured support and assistance on human development and other concerns.

### NBAM attends the European Union Result-Oriented Monitoring (ROM)



NBAM attends the European Union Result-Oriented Monitoring (ROM) meeting on the Prevention of Marine Litter in the Lakshadweep Sea (PROMISE).

The PROMISE project responds to this by preventing the leakage of wastes from land-based sources into the Lakshadweep Sea in line with a Sustainable Consumption and Production (SCP) approach. To achieve the desired impact, the activities target tourism clusters located along the Lakshadweep shorelines in the Maldives, Sri Lanka, and India.

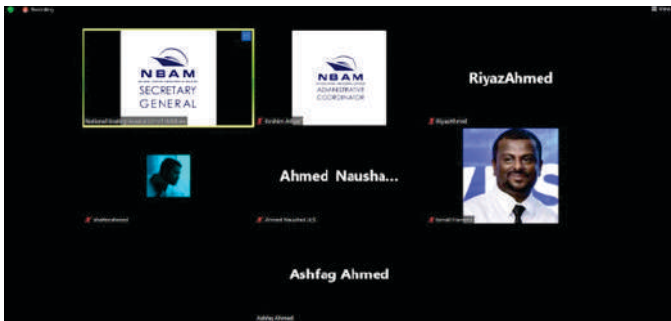
### Life Jacket - Wear it, Safety Awareness Campaign continues in Kaafu Atoll - Kaashidhoo School



Life Jacket - Wear it, Safety Awareness Campaign continues in Kaafu Atoll - Kaashidhoo School.

NBAM Continues to educate our young by conducting awareness campaigns. Lifejacket - Wear it is an initiative by NBAM partnered with Allied Insurance Company, Maldives Police Service Al Shaali Marine Maldives. Thank you Kaashidhoo School for making the arrangements for us to meet with the kids.

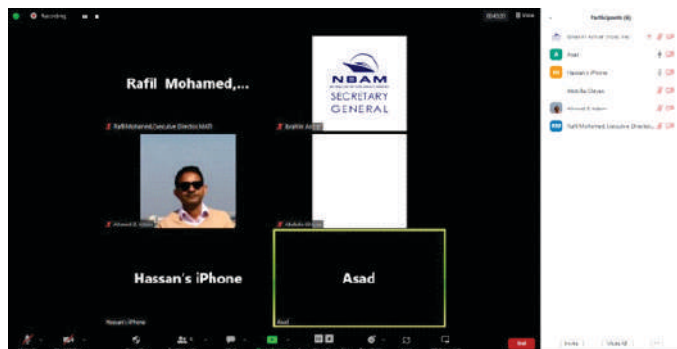
## The National Boating Association of Maldives Held its Monthly Member's Meeting



The National Boating Association of Maldives Held its Monthly Members Meeting on 20th September, Tuesday.

The Secretary-General of the National Boating Association of Maldives briefed members on the current works of NBAM. Members' opinions were shared and it was decided that everything will be taken to the board meeting to decide on the best cause of action.

## NBAM holds the Tourism Sector Meeting



NBAM Holds the Tourism Sector Meeting with related NGOs; MATI, MATATO, NHGAM.

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 9th tourism sector meeting. The meeting was held online with NBAM, MATI, MATATO, and NHGAM 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.

# 17 MEMBERSHIP BENEFITS OF

- |  |   |
|--|---|
| <b>1</b> Referrals to Potential Customers  | <b>2</b> Free Consultation about Industry   |
| <b>3</b> Free Listings for Member Boats on Liveboards of Maldives Magazine       | <b>4</b> Free website listing for Liveboards  |
| <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>7</b> Special Terms and Prices on Fuel Suppliers                              | <b>8</b> Special assistance on Regulations and Guidelines   |
| <b>9</b> Safety Training Opportunities for Crew                                  | <b>10</b> Invitation to NBAM Events and Gatherings  |
| <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>13</b> Members to Members Networking  | <b>14</b> Logo on Brochures and address cards / promotions  |
| <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



National Boating Association of Maldives

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### Maldives Promoted to Travel Trade and Consumers at Tourism EXPO Japan



Maldives Marketing and Public Relations Corporation is representing the destination to travel trade and consumers at Tourism EXPO Japan. This is the first in-person event MMPRC is partaking in the Japanese market since the onset of the global pandemic. The event is taking place from September 22 - 25 at Tokyo Big Sight.

Internationally recognized as one of the largest travel events in Japan, Tourism Expo Japan is a steppingstone for further developing outbound, inbound, and domestic travel from Japan. It provides abundant opportunities for travel professionals to exchange travel information and conduct effective business meetings, while inspiring consumers through the power of travel.

The Maldives will be exhibited in a 63sqm stand space with the destination's unique aspects and experiences showcased via images that are popular among the Japanese travelers. 12 representatives from 06 companies from the industry will participate in the fair alongside MMPRC. Through this event, destination marketing will be carried out emphasizing on our tourism products (resorts, hotels, guesthouses, liveaboards), and the unique experiences available to visitors in the Maldives. Furthermore, the unique geography of the Maldives and different segments (romance, honeymoon, family, adventure, water sports/dive, & MICE) that we cater to will be highlighted to the visitors to the Maldives stand.

### MTCC Partners with Al Shaali Marine Maldives to Manufacture and Supply Additional Ferries



MTCC has contracted Al Shaali Marine Maldives Private Limited to manufacture and supply the additional ferries required for the implementation of the Phase 2 and 3 of Raajje Transport Link Ferry Service carried under the "Integrated National Public Ferry Network Project". During a signing ceremony, CEO Adam Azim signed on behalf of MTCC and Chairman Abdulla Hussain Mohammed Al Shaali, signed on behalf of Al Shaali Marine Maldives Private Limited.

Al Shaali Marine Maldives Private Limited, a leading manufacturer of speed ferries globally will manufacture and supply 65 ferry vessels to MTCC as part of the terms of the agreement. The ferries will be designed with 50 comfortable seating arrangement and air-conditioned cabin along with special arrangements to cater people with special needs (PWD). In this regard, the ferries will have PWD accessible toilets, access ramp for easy access, spaces for stretcher and wheelchair.

The Phase 1 of the Integrated National Public Ferry Network Project, which is currently in operation at Ha, Hdh, and Sh. Atolls, as well as the implementation of Phases 2 and 3 to the remaining 17 atolls, will connect all islands in the Maldives through a reliable and convenient RTL ferry network, helping to bring socio-economic prosperity to the Maldives at large.

As the country's largest public transport service provider our objective is to provide a safe, affordable, convenient, and reliable land and sea transportation service for the Nation.



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## ENJOY THE BENEFITS OF NBAM MEMBERSHIP

## Tourism Ministry and MADDO to Conduct '50 Dive Sites – Underwater Photo Competition' to Mark Maldives Tourism Golden Year



To mark the Maldives Tourism Golden Year, the Ministry of Tourism in association with Ocean Geographic and Maldives Alliance of Dive Operators (MADO) will be organizing an Underwater Photo Competition. This incredibly enchanting archipelago comprises 1,192 islands grouped into 26 natural coral atolls and is renowned to harbour some of the most beautiful coral reefs in the world. To help draw attention to this Global Heritage and landmark achievement of Maldives, Ocean Geographic is supporting a health assessment photo competition to commemorate Maldives' 50th Golden Jubilee Year in tourism.

This one-day photo shoot-out of Maldives' 50 Best Sites will take place on September 28, 2022, from 0730-1730 hours across 50 pre-selected signature dive sites of Maldives. The objective is to memorialise the unique underwater haven that Maldives has to offer. While this celebration was initially conceptualized to amplify the Golden Jubilee Year, the key intention is for this event to be an annual photo contest that will serve as a yearly health check of the reefs of Maldives and act as a platform for other conservation and sustainability projects in the future. Resorts, dive centers, dive schools, and safari boats are encouraged to register as official Reef Health Check Centers. Each Reef Health Check Center may book up to two time slots at one of the 50 pre-selected signature sites.

## MMPRC Conducts High-Profile Roadshows in USA and Canada



Maldives Marketing & Public Relations Corporation has initiated a series of high-profile roadshows titled 'Maldives Roadshow in USA and Canada'. The series of roadshows are held under the effort to maintain destination momentum in the North American market - one of the top source markets to the Maldives as of 2022. The roadshows were held in Los Angeles, New York, and Toronto on 12th, 14th and 15th September respectively.

These roadshows are conducted under MMPRC's strategies to strengthen relations with the US and Canadian travel trade. It further aims to familiarise the travel trade with Maldives and ultimately increase arrival figures from the markets. A total of 11 industry partners from the Maldives tourism industry are taking part in these roadshows. The delegation consists of luxury high-end resorts, tour operators, and industry professionals. MMPRC, along with said industry partners, are fully utilising this event to market and advertise the Maldives tourism products, namely resorts, hotels, guesthouses, and liveaboards, along with the country's unique geography and the extraordinary experiences awaiting tourists in the Sunny Side of Life.

MMPRC's Maldives roadshows begin with a warm introduction of the industry partners followed by a destination presentation. The presentation highlights the unique experiences available in the Maldives, and the latest travel guidelines applicable for the destination. The safety provided by the scattered geography of the Maldives is also highlighted during the roadshows in this series. The presentation is followed by an afternoon of networking between industry partners and the North American travel trade community. The meetings strengthen trade relationships between potential travel agents and our industry partners. Afterwards, a lavish dinner concludes a night of networking and connecting.

## ✓ REMINDERS :

**A friendly reminder that your annual 3<sup>rd</sup> quarter GST must be filed at MIRA before the 28<sup>th</sup> October 2022.**

## IMTM 2022 Officially Launched by the Minister of Tourism at its Opening Ceremony



IMTM's annual event, IMTM 2022 has kicked off to a great start with its official inauguration by the Honourable Dr. Mausoom, Minister of Tourism for the Maldives. IMTM launched its fifth edition on September 7, 2022 at Manhattan Business Hotel, Male'.

IMTM is a business-to-business (B2B) International Travel and Trade Fair held in the Maldives every year. This Fair brings together leading tour operators, travel agencies, destination management companies and other businesses related to the tourism industry from across the globe to explore opportunities and liaise with a major representation of the Maldives Tourism Industry including Resorts, Hotels, Guesthouse, Liveaboards, Local Travel Agents and Tour Operators. IMTM held its first Fair in 2018 and is delighted to be back for its fifth edition this year. This is also the first physical Fair since the COVID-19 pandemic in 2019.

The Opening Ceremony was attended by the Minister of Tourism, Minister of Arts, Culture and Heritage, His Excellency Rear Admiral S M Abul Kalam Azad - High Commissioner of Bangladesh, Government Officials, industry associations and representatives, partners of IMTM, media partners and all the International Buyers and Trade Visitors attending the Fair. It commenced with opening remarks by the Managing Director of IMTM, Ms. Shiuna Khalid. During her speech, she noted how the Maldives' Tourism Industry has gone from strength to strength and thanked the industry as a whole for its unfaltering efforts to survive unprecedented lows in the past years.

Ms. Shiuna shared the story and vision behind IMTM, the International Maldives Travel Market. "IMTM was conceived from a simple observation - the lack of majority representation from the Maldives Tourism Industry at international tourism fairs, despite being one of the top travel destinations in the world. This is what we want to change by holding such a fair here in the Maldives. IMTM's mission is to make it more accessible for our local tourism industry members to join such a world-class MICE event. For the last five years, we have been continuously working towards the same goal: to help local accommodation providers increase their clientele and sell their properties."

Furthermore, she highlighted some of the challenges in having such a large-scale event in the Maldives. She called upon the government to place a convention centre on its priority list. The Maldives has come very far in establishing itself as a top destination as well as a MICE (Meetings, Incentives, Conventions, Events and Exhibitions) destination. It is necessary to invest in a proper full-fledged

convention facility in order to be able to accommodate large-scale events and uphold the hospitable services that the Maldives has always been proud of.

IMTM stressed the importance of the tourism industry working together and making a combined effort to promote the Maldives. For global events such as this, the entire industry plays a critical role, and IMTM hopes to see more support from the government, SOEs, associations, private sectors and airlines to be able to bring in more credible participants for the Fair and ensure the best experience and outcome possible for all in the future. In addition, she shared a token of appreciation for all the guests, partners and participants for their contribution to the Fair.

Mr. Thoyyib, CEO and MD of MMPRC, IMTM's Destination Partner, spoke a few words on their vision of tourism. He shared their aim of promoting a new style of MICE tourism at the Maldives which would consist of work in a more leisurely environment. The Maldives is the ideal destination for MICE as people will be able to have a stress-free experience in paradise and conduct their businesses in a more relaxed and casual environment. Furthermore, all travelers also get a 30 days on-arrival tourist visa, making it more convenient for travel arrangements. MICE has been MMPRC's main campaign and IMTM 2022 is a good example of a MICE event and what it can do for the Maldives.

In addition, IMTM 2022's Main Sponsor also delivered some remarks at the Opening Ceremony. Mr. Riffath, CEO of Astrabon Maldives shared his thoughts on the progress of the tourism industry, the importance of launching innovative ventures and the work both Astrabon and IMTM are doing for the advancement of the industry. "I am happy to see IMTM bringing the opportunity of a world-class International Travel and Trade Fair to the Maldives every year. I have been the Main sponsor and a partner of this event for the past 5 years and have seen how it promotes the Maldives' tourism industry." Last but not the least, the Guest of Honour, the Minister of Tourism, gave a speech in which he officially launched IMTM 2022. "Today, we are back in person and that sends a strong message.

The 2-day event is set to continue on the 7th and 8th of September 2022 at the Manhattan Business Hotel, from 9:00 AM to 5:00 PM, with B2B meetings between all participants taking place throughout the day. IMTM hopes all the participants enjoy this year's Fair and that the connections they form will grow into fruitful long-term business relationships.

## BIOGRAD BOAT SHOW 2022



26<sup>th</sup> - 30<sup>th</sup> October 2022

The Biograd boat Show is Central Europe's in-water Boat show. The event has taken on an international flavor due to the importance of Croatia as a boating destination and the impressive facilities and management of Ilirija d.d. which include Marina Kornati, Ilirija hotels, restaurants, and entertainment facilities. Favorable pricing for all services adds to the leisurely atmosphere, while a pontoon bridge links the main marina with Marina Kornati West, offering a unique and attractive in-water exhibition.

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

## METSTRADE 2022



15<sup>th</sup> - 17<sup>th</sup> November 2022

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.

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

## BOAT & FUN BERLIN 2022



24<sup>th</sup> - 27<sup>th</sup> November 2022

Because of their specialization in motor boats and yachts for inland areas and water tourism in Europe's largest inland water station, the Boot & Fun a name as one of the most competent events in this segment made. With their particular model and supplier diversity, this exhibition as a leading trade fair for sailing and motor boats for inland waters.

On the whole the organisers welcomed on the 5 days of the fair, from 28. November to 02. December 2018, about 714 exhibitors and 43000 visitors on the Boot & Fun in Berlin.

The Boot & Fun will take place on 4 days from Thursday, 24. November to Sunday, 27. November 2022 in Berlin.

More information on the events' official website, [www.boot-berlin.de/en](http://www.boot-berlin.de/en)





MALDIVES  
BOATING  
AWARDS

**12 DECEMBER 2022**

CELEBRATING **THE BEST**  
OF BOATING INDUSTRY

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