

IFP Group launches “Beirut Boat 2018” under the patronage of His Excellency President Michel AOUN, at Beirut Marina

Beirut, 24 April 2018 - IFP Group (International Fairs and Promotions) hosted a press conference today at Le Yacht Club, to announce the launching of the 11th edition of Beirut Boat, the International Boat and Super Yacht Show. Held under the high patronage of His Excellency President Michel AOUN, Beirut Boat 2018 will take place from 9 to 13 May 2018 at Beirut Marina (Zaitunay Bay), from 3:30 to 9 pm.

Speaking at the press conference were Mr. Albert Aoun, Chairman of IFP Group, Mr. Alain Maaraoui, President of Sea Pros sarl, Mr. Mounir Douaidy, General Manager of Solidere, and Mr. Mohammad Chehab, CEO of Chehab Marine Ltd., in the presence of partners, sponsors and media representatives.

“Since its inception, Beirut Boat has been an added value to Lebanon’s tourism sector given that marine leisure is one of the cornerstones of the tourism industry, and a major source of tourism receipts. Lebanese beaches attract large numbers of boating and maritime enthusiasts, particularly those from Arab countries that spend their seasonal or annual holidays in Lebanese marinas”, commented Mr. Aoun.

Beirut Boat is Lebanon’s most luxurious event that captures the essence of high living from every angle. This year, with the support of the Lebanese Boat Dealers Association, the show is bringing forward cutting-edge boats, yachts and super yachts of world-renowned brands. Beirut Boat will also showcase the finest of luxury cars, watches, accessories, and other high-end products, not to mention water sports gear and equipment that complement the marine lifestyle.

Beirut Boat’s visitors will be treated to a unique and engaging experience that includes a rich entertainment program featuring live music, performances, and an exceptional flyboarding show. Visitors can enjoy mingling at the lounges, and explore boats, yachts and various products on display at both Le Yacht Club area and the Pier area that will be connected by a floating bridge to ensure easy and smooth access. The show is expected to attract thousands of maritime enthusiasts, elite society figures, lifestyle gurus, VIPs, and high-earning individuals.

Beirut Boat 2018 is supported by the Ministry of Public Works and Transport and is held in association with Solidere and the Lebanese Boat Dealers Association. The show is sponsored by Mercedes; The Official Car Partner, Alfa; Exclusive Telecom Partner, Ulysse Nardin; Official Watch, Casino Du Liban; Gala Dinner Sponsor, Benetti; Official VIP Partner, Beluga; Official Vodka Partner, Medyar; Official Real Estate Sponsor, Muse; Official Wine Sponsor, Lustica Bay; Sunset Lounge Sponsor, World of Yachts; Official Magazine, LBC; Official TV and Ramada Plaza; Official Hotel.