

Polska



Poland's bold display by Dubai
Water Canal

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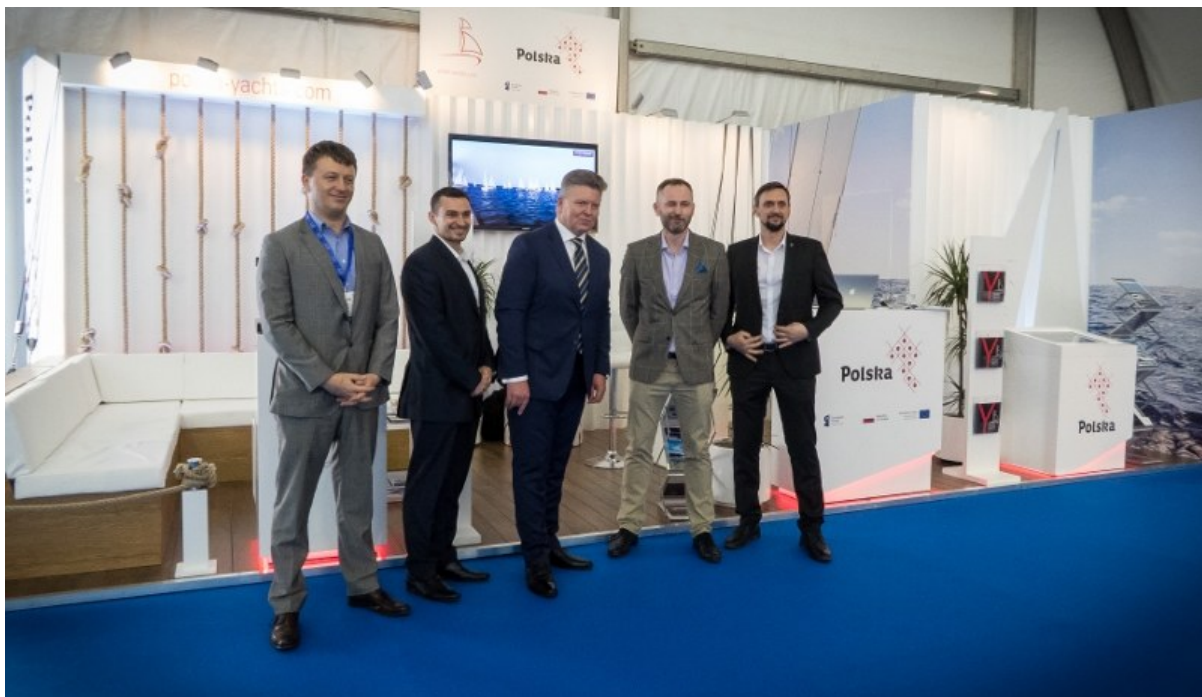


Top European and global yacht producers source their parts from Poland as their major supplier for the past decade. Poland produces approx. 22 000 yachts annually and is the second biggest manufacturer globally in the 6-9 m. motor yachts category, following only USA. Polish Investment and Trade Agency organized the Polish National Stand at Dubai International Boat Show 2018.

Another successful edition of [Dubai International Boat Show](#) took place at the new Dubai Canal venue from 27th Feb to 3rd Mar. The event had already witnessed significant appearance by a Polish top producer of luxury catamarans [Sunreef Yachts](#) and other Polish companies before – however this year was the first to present Poland’s National Stand (organized by Polish Trade and Investment Agency, PAIH) to promote the potential of the Polish yacht and maritime industry. Present at the Polish stand was also an expert representing Polboat, the Polish Chamber of Marine Industry and Water Sports, who shared many insightful details about the recent growth and success stories recorded by Poland.

Poland produces approx. 22 000 yachts annually and is **the second biggest manufacturer globally in the 6-9 m. motor yachts** category, following only USA. Many top European and global producers are sourcing and subcontracting a lot of their supply chain from Polish shipyards which have been running at full capacity in recent years. Many conversations held with European firms confirmed the position of Poland as a regional yacht manufacturing powerhouse; however much lower market presence in the Middle East leaves room for significant growth potential. Several discussions with UAE-based producers did in fact result in few official requests for quotes to source production components from Poland – hopefully a good start to a bigger trend.

At the start of the event, Poland’s Ambassador H.E. Robert Rostek visited the Polish National Stand and toured other 5 exhibitors presenting Polish products.



On the second day of the exhibition PAIH hosted a Press Briefing to gain exposure through local media. Our industry expert Michał Bąk of Polboat gave the presentation. Among local press we received significant coverage

from a top Dubai daily [Gulf News](#).



Presented highlights included Poland's Sunreef Yachts to open a shipyard in Dubai to cater to growing regional demand (Sunreef reps reported much higher interest during this year's event) as well as [Deep Ocean Technology](#) returning to Dubai with its underwater hotel project previously announced in partnership with DP World. [La Mare](#) reported dozens of inquiries about their houseboats at the show, while [Parker Poland](#) also with their debut remain very optimistic about their expansion to the region. Another luxury yacht producer [Galeon](#) was represented by their local distributor [Royal Yachting](#).

Poland's Trade Office in Dubai received official follow-up inquiries from local companies post DIBS, which speaks volumes about the good effort put into the event by Polish Investment and Trade Agency during its debut at Dubai Boat Show.

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