

Company:	Sunseeker Middle East
Posted By:	Rima Ali Al Mashni (press@ameinfo.com)
Published:	United Arab Emirates, Tuesday, October 13 - 2009 at 12:34 (GMT+4)
Media Value:	US\$ 3,250 (based on reach of audited readership)

## Yacht manufacturer Sunseeker announces aggressive plans for Middle East expansion

Sunseeker, the world's leading manufacturer of luxury motor yachts, has announced aggressive plans to enhance its presence in the Middle East, with the goal of docking more and more yachts on the region's shores.



Ilyas and Mustafa Galadari Group, the owner of Sunseeker Middle East LLC, has promoted Engineer Francesco Pitea, who holds a Masters Degree in Yacht Design from the renowned Politecnico University in Milan, to the post of General Manager of the company.

Pitea said the move was prompted by Arab customers' fascination for brands that has an obsession for quality, luxury and performance.

*'The Sunseeker team is very excited and passionate about serving a market that is seeking a boating experience rather than a boat. Sunseeker International has been building yachts in England, for over 40 years. The company has won a large number of national and international awards for export performance, design and quality. Through Ilyas and Mustafa Galadari Group which represents the renowned brand in the Middle East, we are targeting higher sales and a bigger market share by servicing our clients from closer proximity and providing them with a world class and reliable service.'*

'Known for its outstanding service standards, Sunseeker teams work with each client individually

to customize the boats. The company studies the preference of every customer and implements it,' Pitea added.

Sunseeker Middle East LLC has been a focal point at every boat show in the region. The company plans to build on its successful participation in Dubai Boat Show 2009 where it launched the 38-meter Limited Edition and is now set to wow KSA customers at the Saudi International Boat Show that will be held from 14 to 17 October at Al Furusya Marine & Yacht Club in Jeddah. Sunseeker's stand at the show is A017.

A winner of the 'Outstanding Achievement' Award amongst the Sunseeker's Dealers on the global front, Sunseeker Middle East LLC covers a host of Middle East countries, including Lebanon, Syria, KSA, UAE, Kuwait, Qatar, Bahrain, Jordan, Iran, Pakistan and Oman. It is the regional distributor for the exclusive range of luxury yachts built by Sunseeker International. The company is a leading player in the regional yacht-building industry where it is committed to raise the bar on boating standards through Ilyas and Mustafa Galadari Group, which has been representing the brand in the region for over 4 years.

Sunseeker continued success was driven by investments in the development of manufacturing processes, new products and improved facilities to meet the demand of the growing Middle Eastern market.

With over ten years of experience in the marine sector, Pitea is well positioned to drive the Sunseeker Middle East business through in-depth knowledge of the customers' preferences.

Pitea said: 'Sunseeker Middle East LLC is a successful, modern and innovative company with an open mentality and a dynamic approach to tackle challenges facing customers in the Middle East. We have proven expertise, capabilities and track record regionally and globally. We are also committed to the region's economic growth and we understand the region's business needs and growth opportunities.'

## Notes and Media Contacts

For more information please contact:

Virtue PR & Marketing Communications  
P.O. Box 191931, Dubai, U.A.E.  
Tel: +9714 2637760  
Fax: +9714 2637780  
www.virtuemena.com

---

### Disclaimer

Any opinions, advice, statements, offers or other information expressed in this article posted on the AME Info Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC. AME Info FZ LLC is not responsible or liable for the content, accuracy or reliability of any material, advice, opinion or statement in this article. Articles posted on AME Info are automatically distributed to global news providers like Bloomberg, Financial Times, KnightRidder, LexisNexis and Reuters among others as well as indexed by major news aggregators such as Google News, Yahoo! and Newsnow for additional exposure.

AME Info FZ LLC - PO Box 502100, Al Thuraya Tower 1, 20th Floor, Dubai Media City United Arab Emirates  
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - press@ameinfo.com - <http://www.ameinfo.com>