

ADSB Partners with Novamarine to Manufacture Rigid-Hulled Inflatable Boats in GCC Region



[ADSB](#), the regional leader in the new build, repair, maintenance, refit and conversion of naval and commercial vessels, today signed a reciprocal agreement with Novamarine, a global leader in the design and build of boats with unique features. The agreement mandates ADSB to design, manufacture and market co-branded Rigid-Hulled Inflatable Boats (RHIBs) in the UAE, while Novamarine handles the marketing of ADSB vessels in Europe.

David Massey, CEO of ADSB, and Francesco Pirro, CEO of Novamarine, signed the strategic agreement on the sidelines of the ongoing Naval Defence and Maritime Security Exhibition (NAVDEX 2021), that is underway alongside the International Defence Exhibition and Conference (IDEX 2021) until 25 February at the Abu Dhabi National Exhibition Centre (ADNEC).

Under the terms of the agreement, ADSB and Novamarine are to explore market opportunities for the RHIB in the GCC region as well as in Europe, and develop tailored designs and solutions based on various customer requirements. Purposed to build long-term synergies between the two entities, the agreement enables ADSB to locally manufacture RHIBs in dimensions ranging from 8-20 metres – significantly expanding its current product portfolio.

Recognised for their performance and stability in various sea-state conditions, RHIBs are the favoured boat in multiple naval scenarios today due to their versatility and durability. The RHIB's build and the design of its foam-filled tubes makes the boat a best-in-class, high-buoyancy vessel that offers stability in all weather conditions and turbulence, even while conveying heavy payloads. Militaries and special ops around the world employ high performance RHIBs across a range of operations, from search and rescue to interception.

The new agreement is expected to pave the way for new opportunities for ADSB while reinforcing the company's mission to deliver innovative and dependable solutions that add value for its clients and stakeholders – both military and civilian.

David Massey, CEO of ADSB, said: "At ADSB, we remain focused on bringing to market innovative new products. Collaborating with industry leading companies, such as Novamarine, enables ADSB to anticipate and address evolving market demand. We look forward to a mutually beneficial and enduring partnership."

Francesco Pirro, CEO of Novamarine, said: "We are confident in our choice of partner for the GCC region. ADSB boasts a long track record of success in building cutting-edge vessels and boats to meet varying requirements. This synergy will set the tone in ensuring greater interoperability among our entities in the future."

ADSB is part of the Platforms & Systems cluster of EDGE, an advanced technology group for defence and beyond, that ranks among the top 25 military suppliers in the world.