

Industry, Logistics & Shipping

ADSB partners with Novamarine to manufacture RHIBs





ADSB, the regional leader in the new build, repair, maintenance, refit and conversion of naval and commercial vessels, has 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 Def

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 be 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 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

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

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. - **TradeArabia News Service**

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