

For immediate release

**Phuket International Boat Show to Generate
Over THB8 Billion for Thailand's Marine and Tourism Industries**
Phuket – 'Monaco of the East' – leads growth of Asia marine business



*Over 6,000 people are expected to attend the 2011 Phuket International Boat Show
from 6th to 9th January 2011 at Royal Phuket Marina.*

30 November 2010, BANGKOK – Informa Yacht Group, organizers of the Phuket International Boat Show and the Thailand Convention and Exhibition Bureau (“TECB”) today announced plans for Asia's largest in-water boat show to be held from 6th to 9th January 2011 in Phuket at the Royal Phuket Marina. Now in its eighth year, the Phuket International Boat Show (“PIMEX”) continues to grow, promoting the Island's marine and tourism industries as it attracts increasing numbers of international exhibitors and visitors each year.

PIMEX is a driver for the marine industry in Phuket and Asia, providing a unique marketing for businesses to showcase their products and services to the regional and global marketplace. PIMEX is the largest marine show in the region with a proven track record of sales and strong visitor numbers for eight consecutive years. Between 2009 and 2010 the PIMEX contributed over THB8 billion to Phuket's marine leisure industry.

“Last year saw strong boat sales by exhibitors at PIMEX and this year we are aiming to surpass that with over THB1 billion worth of sales,” said Andy Dowden, Informa Yacht Group's Show Director, “Luxury automobiles from THB10 million and boats in excess of THB600 million with buyers coming from all over the region, including Singapore, Kuala Lumpur, Manila, Jakarta and Hong Kong creates a huge opportunity for marine businesses to reach a wide target audience.”

Top global brands, brokers and marine service providers will join local builders in Phuket to showcase boats from 20 feet to over 100 feet - day boats, luxury cruisers and yachts both power and sail - while three luxury international automobile brands, Jaguar, Lexus and Land Rover will be exhibiting ashore.

“Phuket is the perfect place for both business and leisure; Thailand Convention and Exhibition Bureau is delighted to support the 8th Phuket International Boat Show,” said Khun Supawan Teerarat, Director of Exhibition Department, Thailand Convention and Exhibition Bureau (“TCEB”). “We believe that PIMEX 2011 will increase the already significant momentum in the marine sector and position Phuket as the regional hub for marine events with its world class facilities, easy accessibility via land, sea and air, extensive growth of infrastructure, a skilled English-proficient workforce and of course its wide range of leisure destinations.”

PIMEX 2011 is looking to be the biggest ever with record interest in exhibition space and the in-water berths almost full.

“PIMEX 2011 is shaping up to be the biggest and best yet; the range and number of boats on display is more than you will find anywhere else in Asia and this combined with the exhibitors in the Hall and the luxury car companies taking part this year, means that PIMEX 2011 is truly a lifestyle show like no other,” said Dowden.

Last year’s PIMEX 2010 hosted more than 85 companies and featured 34 yachts in-water, making it the biggest boat show in the region and THE place to do boating business. The 2011 show expects 6,000 participants over four days including over 2,000 trade visitors.

Partners and Sponsors

The Phuket International Boat Show is organised by Informa Yacht Group and supported by Thailand Convention and Exhibition Bureau, with enthusiastic support from the Sports Authority of Thailand and the Tourism Authority of Thailand.

- Entertainment Sponsor - IndoChine
- Official Supplier - HeliCam
- Official PR - Infinity Communications
- Headline Media Partners - Asia Pacific Boating, China Boating and LP Luxury Properties
- Industry Media Partners - aBoat, Helm Superyacht Asia Pacific, Ultimate, SEA Yachting and YACHTstyle
- Media Partners - 91.5FM, baccarat, Director, International Herald Tribune, Inbound, Phuket Gazette, Prestige, Property Report South East Asia and Tropical Living

For more information, visit www.phuketboatshow.com.

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Notes to the editor

The Informa Yacht Group: Global Leaders in Yachting Events

The Informa Yacht Group is part of Informa Plc encompassing all of Informa’s leisure marine events.

Informa is recognised globally as a leading provider of information and knowledge via a wide spectrum of media and the largest publicly-owned organiser of exhibitions and conferences in the world, with between 8,000 and 10,000 events held annually in 46 countries.

As the world’s leading organiser of Business-to-Business yachting events, Informa Yacht Group offers industry-specific marketing platforms for the luxury yachting and lifestyle sectors through a global portfolio of exhibitions, conferences, regattas and other events:



- Monaco Yacht Show
- Abu Dhabi Yacht Show
- Superyacht Cup, Palma and Antigua
- Superyacht Cup Special Edition, Cowes 2012
- Phuket International Boat Show
- World Yacht Racing Forum
- Yacht Racing Design and Technology Symposium
- International Superyacht Coatings Conference
- Asia Superyacht Conference
- ICOMIA World Marinas Conference
- Singapore Yacht Show
- Marine Tourism and Boating in Asia Conference

For further information on the Informa Yacht Group, please visit the website <http://informayachtgroup.com/> or contact: Celine Fenet, Group Marketing Manager, celine.fenet@informayachtgroup.com, tel: +971 4 407 2434.

About Phuket International Boat Show

PIMEX is an annual marine and lifestyle exhibition held at the Royal Phuket Marina Exhibition and Conference centre - Now in it's eighth year, the show is the largest in-water boat show in the region and the most effective showcase for the boating and marine leisure industries.

PIMEX 2011 will feature 2,500 square metres of air-conditioned display space adjacent to the marina basin with a new in-water area accommodating over 40 yachts.

www.phuketboatshow.com.

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