

For immediate release

Phuket International Boat Show spurs marine growth in Asia



Asia's wealthy fuel marine industry boom. Phuket is the marine hub of Asia.

*Asia's biggest Boat Show: The Phuket International Boat Show will take place
6-9 January 2011 at Royal Phuket Marina.*

28 October 2010, PHUKET - As Asia leads the world out of the global financial crisis, Phuket cements its Asian marine hub status with the hosting of the region's largest in-water boat display at the 2011 Phuket International Boat Show (PIMEX). Now in its eighth year, PIMEX will take place 6-9 January 2011 at the prestigious Royal Phuket Marina and is the place to be in Asia for boating business.

The ranks of Asia's elite continue to grow and boating is becoming the leisure pursuit of choice: Asians make up 23% of the Forbes Billionaire's list, up 16% from last year, with 234 of the total 1,011.

Almost all international boat brands and leisure marine products are represented in Asia and as the rate of growth of the Asian marine leisure industry outpaces that in the traditional markets of Europe and the United States, boat builders are positioned to tap the leisure needs of the growing elite and middle classes.

Within Asia, Phuket has positioned itself as the boating hub and PIMEX is the platform that brings together everyone with an interest in the marine lifestyle. Being the "hottest" boating market in the region and with cruising grounds to rival no other, combined with a growing expat population and second home property market, Phuket has become the playground for the region's wealthy and PIMEX is at the centre.

"PIMEX is the place to come for all things marine. Being based in Phuket, Asia's marine hub, PIMEX is well positioned to benefit from Asia's wealthy and rapidly growing middle classes," said Andy Dowden, Show Director, Informa Yacht Group.



All eyes are on Asia and its growing importance in the leisure marine world, evident in more top international yachting and boating events being hosted in Asia and a plethora of amateur regattas in the region. The recent Asia Superyacht Conference in Singapore welcomed more than 220 participants from 35 countries around the world and highlighted the enormous opportunities in Asia, promoting Asia's potential leading role in marine industry growth over the next ten years.

In Phuket alone there are three international sailing regattas, the top international boat brands are all represented, and there is a strong local boat building industry. Add to that a developed charter market and a growing number of superyachts that come through each season, and Phuket is the epicentre of nautical tourism in Asia.

"PIMEX attracts qualified visitors and has a track record of strong sales from the show. We have a great line up of exhibitors in the water and in the exhibition hall, including all the top boat brands, marine products and luxury car companies. PIMEX 2011 is set to be the biggest and best yet," added Dowden.

Boat brokers and dealerships will represent the best-known brands from around the world at the 2011 Phuket International Boat Show, including: Azimut, Bavaria Yachts, Beneteau, Benetti, Boston Whaler, Chris Craft, Crownline, Corsair Marine, Cranchi, De Birs, Fairline, Ferretti Yachts, Fontaine Pajot, Formula, Hanse, Horizon, Jeanneau, Lagoon, Majesty Yachts, Mustang, Nautor's Swan, Northrop & Johnson, Oryx, Pershing, Princess, Riviera, Sea Ray, Seawind Catamarans, Silvercraft, Sunseeker, Windy Boats and more. Locally built boats from Cata Thai, Composite Catamarans, Sunnav and Seat Boat will also be on display.

The 2010 Phuket International Boat Show hosted more than 85 companies and featured 35 yachts in the water, making it the biggest boat show in the region. PIMEX is THE place to do boating business and the 2011 show expects to welcome 6,000 visitors over four days, including over 2,000 trade visitors. The Phuket International Boat Show (PIMEX) is now in its eighth year and is organised by Informa Yacht Group.

For more information, www.phuketboatshow.com.

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Notes to the editor

About the Informa Yacht Group

The Informa Yacht Group (IYG) is the business division that encompasses all of the yachting and boating events owned by Informa Plc. Made up of many constituent businesses which include some of the longest-standing brands in world publishing, Informa is one of the world's leading providers of information and knowledge via a wide range of media. Informa is also the largest publicly-owned organiser of exhibitions and conferences, with some 10,000 events annually in 46 countries world-wide.

IYG's mission is to become the world's leading organiser of yachting events and to provide our customers with ever more high-quality data and information, and with constantly evolving face-to-face marketing opportunities. IYG provides the yachting industry's manufacturers, suppliers and sponsors with a truly international marketing platform through a global portfolio of Superyacht and



other marine-industry events: The Monaco Yacht Show; The Abu Dhabi Yacht Show; The

Superyacht Cup, Palma & Antigua; The Superyacht Cup Special Edition, London 2012; The Phuket International Boat Show; The World Yacht Racing Forum; The Yacht Racing Design & Technology Symposium; International Superyacht Coatings Conference; and Asia Superyacht Conference.

www.informayachtgroup.com.

About Phuket International Boat Show

The inaugural PIMEX took place in December 2003. PIMEX 2011 is the marine and lifestyle exhibition held annually at the Royal Phuket Marina Exhibition and Conference centre with 2,500sqm of air conditioned display space adjacent to the marina basin and a new in water plan to meet demand and accommodate over 40 yachts. Now in it's eighth year, the show is the largest in-water Boat Show in the region and the most effective showcase for boating and marine leisure.

The Phuket International Boat Show is organised by Informa Yacht Group and is supported by Thailand Convention & Exhibition Bureau, with support and enthusiasm from the Sports Authority of Thailand and the Tourism Authority of Thailand. Official Supplier is HeliCam and Entertainment Sponsor is IndoChine. Headline Media Partners include Asia Pacific Boating, China Boating and LP Luxury Properties. Industry Media Partners include aBoat, Helm Superyacht Asia Pacific, Ultimate, SEA Yachting and YACHTstyle. Media Partners include 91.5FM, baccarat, Director, Prestige, International Herald Tribune, Inbound, Phuket Gazette, Tropical Living, Property Report South East Asia, IBI News and Business Report Thailand.

www.phuketboatshow.com.

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