

For immediate release

US\$ 17 million of trade at 4-day Phuket International Boat Show
2011 off to a flying start with PIMEX sales



Visitors from around the region and a far afield as Europe enjoyed the boat displays at PIMEX 2011.



Lots of in-water action at 2011 PIMEX.

09 January 2011, PHUKET – Phuket is in celebratory mood as the eighth Phuket International Boat Show (PIMEX) comes to an end and delivers the goods. 2011 looks set to be another successful year for the regional marine industry as seven boats and numerous luxury cars were sold at PIMEX. According to Show Director Andy Dowden, transactions at the show exceeded USD17 million with more expected post-PIMEX (approx THB510 million).

Visitor numbers were high – 5,500 attended over the four-days with record numbers on the opening day. Phuket appears to be back. Visitors came from all over the South East Asia region including Hong Kong, Singapore, Malaysia, Thailand, as well as Europe with Russian interest very high.

“There has been a lot of interest both in-the-water and in the Exhibition Hall. It's encouraging to see so many sales at the Show. Feedback has been overwhelmingly positive.”

PIMEX got off to a fast start with two confirmed boat sales on the first day, as well as one Jaguar. Boats included a Monterey 298SS Super Sport, sold by Derani Yachts and a 33ft Fountain powerboat private sale, hotly followed by a 57foot Jeanneau by Lee Marine.

In addition to boats and cars, marine accessories – Jet Skis, Kayaks and more – and marine services companies have all reported transactions. The feeling of exhibitors is buoyant. “Quality visitors”, “Many potential customers” are comments from exhibitors with many of the leads made expecting to be transacted post-PIMEX.

“We have made many good leads that we will follow-up. We are happy with our position in the Show and hope to secure the same position next year. Most of the interest in our boats came from Russian, Malaysian, Indonesia and French buyers,” said Robert Hawkins of Princess dealership, Boat Lagoon Yachting.



Ferretti Group underscored their focus on the Asia market with the launch of the Riva brand at PIMEX. “The show has been good for us. We have had a lot of interest from new people. For sure we will come back next year and will hopefully have a Riva on display,” said Paola Procopio, Riva Brand Manager.

First-time exhibitor, Prout International's Managing Director Matthew Steinert, said “It's our first time at PIMEX. We've had a lot of interest and have some keen potential customers”.

PIMEX 2011 welcomed many repeat exhibitors as well as new exhibitors local and international. 47 boats in-the-water, 86 companies exhibiting, boats from 30 foot to 87 foot superyachts, luxury villas from THB10 million to USD10 million and luxury cars from THB3 million to THB23 million, together make PIMEX the largest Boat Show in the region and a culmination of luxury lifestyle.

“A high number of visitors and good sales volume at the show. Both indicate strong growth in the regional marine industry and PIMEX reinforces Phuket's position as the marine hub in Asia,” Added Dowden.

For more information, visit www.phuketboatshow.com.

###

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.

Media Contact

Chanut Nawnarong/ Nungruthai Julakul

Email: pr@infinity-comms.com

Tel: +66 (0) 89 512 7030/ +66 (0) 83 650 6848.