

For immediate release

Phuket International Boat Show to smash all records

*A record 86 companies exhibiting; Over 6,000 visitors expected;
Global boat brands, luxury cars and more to showcase Phuket's marine leisure lifestyle.*



More exhibitors than ever before at PIMEX 2011.



From 7 metres to 28 metre Superyachts, there is something for everyone at 2011 PIMEX.

29 December 2010, PHUKET – The 2011 Phuket International Boat Show (PIMEX), now in its eighth year, is set to be the biggest and best yet and welcome a number of firsts. To be held 6-9 January 2011 at Royal Phuket Marina, Thailand, the Phuket International Boat Show is organised by Informa Yacht Group and expects to welcome 6,000 plus visitors this year.

PIMEX 2011 has smashed all previous records and will open its doors on 6th January to the most exhibitors ever in its eight years of operation.

Due to the demand, the in-water space has been increased and will accommodate over 40 boats ranging from seven metres upto 28 metre superyachts, including sail, power, locally-built boats and international brands from all around the world. For the first time, Riva – the iconic boat brand favoured by celebrities such as George Clooney, Claudia Schiffer, Brigitte Bardot and Liz Taylor – will exhibit at PIMEX.

In the marina-side air-conditioned exhibition hall, over 40 companies will display marine and lifestyle products and services, and another first for PIMEX, three luxury car brands will be present this year – Jaguar, Lexus and Land Rover. In addition to state-of-the-art displays by all companies, Jaguar are showcasing the all new XJ, the XFR and XKR at 'Asia's Favourite Boat Show', with one car highlighted on a floating dock in the marina.

Jaguar and Lexus will be displaying in the Hall with the all new Jaguar XK on a floating dock in the marina, while Land Rover will exhibit outside in the marina's Town Square.

Product test drives are available and professionals are on hand to assist visitors with their inquiries.

“We're very happy to see so many exhibitors, marine and lifestyle, taking part in this year's PIMEX. It's a good sign for the Show, for Phuket and for the regional economy at large, and expectations are high for a good visitor turnout,” commented Show Director, Andy Dowden.



As the number of exhibitors increases year-on-year, so do the size of the boats on display. This year more than 25% of the boats in-the-water are 70 feet or more in length.

“It's exciting to see so many large boats on display at PIMEX. This is testament to the strength of the regional marine industry and the growing wealth in Asia,” added Dowden.

The Phuket International Boat Show is an ideal day out for all the family. Held Thursday 6th January to Sunday 9th January, the weekend allows Island residents, international visitors, and regional neighbours the chance to experience the marine lifestyle at Royal Phuket Marina's 5-star setting.

The Boat Show opens daily from 11:00 to 20:00 (Thursday 6th to Saturday 8th January) and 11:00 to 18:00 on Sunday 9th January. Entry is free for all.

Make a day of it. Activities don't stop at the exhibition and product displays, enjoy Royal Phuket Marina's facilities with shopping on the boardwalk and a variety of restaurants offering everything from coffee and pastries to waterfront lunches and al fresco dining. Daily entertainment at the IndoChine Lounge area on the boardwalk and live band by La Sabrosa Sabrosura, and DJ music will take place throughout the day.

For more information, visit 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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