

For immediate release

## **USD100 million of boats on display at 2011 Phuket International Boat Show**

*A record 1,500 visitors on first day; exhibitors report strong buyer interest.*



*Picture from left: Khun Wannaphapar Suksombul, Assistant Director, Tourism Authority of Thailand, Phuket Office; Mr. Gulu Lalvani, Chairman of Royal Phuket Marina; Khun Somkiat Sangkaosuttirat, Vice Governor of Phuket; Mr. Andy Dowden, PIMEX Show Director; Mr. Seven Smulders, TCEB Advisory Board; Mr. Paul Woodward, Managing Director, Global Association of Exhibition Industry.*



*The all new Jaguar XJ on a floating dock in the marina is turning heads and creating a lot of interest from potential buyers.*

**06 January 2011, PHUKET** – The 2011 Phuket International Boat Show (PIMEX) opened today to a packed in-water display and Exhibition Hall. 47 boats fill the marina basin, an increase of more than 25% on last year, and the Exhibition Hall is packed with marine products, luxury cars and high-end real estate.

The official opening of PIMEX 2011 was presided over by Andy Dowden, PIMEX Show Director, and Khun Somkiat Sangkaosuttirat, Vice Governor of Phuket. A record of 86 companies are exhibiting this year.

“The first day has been very busy with over 1,500 people visiting the Show. Feedback from exhibitors and visitors has been very positive,” said Andy Dowden, Show Director, Phuket International Boat Show.

PIMEX has brought the Mediterranean to Phuket for the next four days. Boat brands from all over the world, ranging in size from 30 feet to 87 feet superyachts, with a cumulative value in excess of USD100 million, are on display in the marina, surrounding the all new XJ Jaguar on a central floating dock.

Jaguar, also with a large indoor display, reported strong interest and good feedback on the first day of the Show, having taken many interested customers for test drives.



A regular PIMEX exhibitor, SEAT Boat Co. Ltd. are exhibiting in the water for the first time this year: “We are presenting SeaRay as well as Thai built boats this year and after the first day we are very happy with the interest. PIMEX is a great place for marine business and networking. The quality of visitors is very high and we already have lots of enquiries,” said Ruangrat Benjarit, Managing Director, SEAT Boat Co. Ltd.

Activity down the dock at other dealers and boat builders has also been brisk, as has traffic in the Exhibition Hall.

At close on the first day of the Show, the signs are positive for a strong PIMEX 2011, and all indications are that Phuket continues to attract well-heeled visitors and is THE place for marine business in Asia.

“The weather has been ideal, a little overcast and not too hot. If it stays this way we could well beat previous years' visitor numbers,” added Dowden.

The Phuket International Boat Show continues Friday 7<sup>th</sup> through to Sunday 9<sup>th</sup> January at the Royal Phuket Marina. Open daily from 11:00 to 20:00, closing 18:00 on Sunday 9<sup>th</sup> January, entry is free.

For more information, visit [www.phuketboatshow.com](http://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](http://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](http://www.phuketboatshow.com).

### **Media Contact**

Chanut Nawnarong/ Nungruthai Julakul

Email: [pr@infinity-comms.com](mailto:pr@infinity-comms.com)

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