

For immediate release

Over USD50 million of boats are confirmed to display at PIMEX 2012

Buyers and exhibitors from Asia Pacific and beyond to attend the show.

Increased business transactions expected this year.



PIMEX 2012 will be hosted at Royal Phuket Marina.

29 November 2011, PHUKET – The 2012 Phuket International Boat Show (PIMEX), the region's largest boating consumer show, looks set to be a bumper edition, with in-water displays almost full four months before the show opens. Organised by Informa Yacht Group, the ninth Phuket International Boat Show will be held at the Royal Phuket Marina from 29th March to 1st April 2012.

Over USD50 million (approximately THB1.5 billion) of boats are confirmed to display at PIMEX 2012.

With an Asia Pacific footprint, PIMEX brings leading boat brands, yachting products and marine leisure services together in one place. From Australia and New Zealand to China, Abu Dhabi to Japan, the Maldives to Micronesia, the Show provides international buyers with an Asia Pacific one-stop-shop of the region's offerings.

The in-water displays have been a core element of the Show since the beginning, providing an opportunity for buyers to experience different boat models “up close and personal”.

“PIMEX's in-water display is the largest in Asia and is a big attraction for international buyers who want to see boats in the marine environment,” commented PIMEX Show Director, Andy Dowden, adding, “Boat sales during, or as a result of, the Show last year are testament to the success of the in-water displays.”

With all eyes on Asia, Phuket remains at the heart of regional growth because of its importance as *the* cruising hub. Easily accessible with an international airport, Phuket's stability, marine facilities and infrastructure, combined with the sensational cruising grounds that surround it, provide boat owners around the world with the ideal Asian location.

Continued growth in the regional marine leisure market has seen more owners choose to base their boats in Phuket. The four international-standard marinas are operating high occupancy year round. Expansion plans at a number of the marinas underscore the confidence in the market and Phuket's position as the boating playground of Asia.

The growth in the number of boats berthed in Phuket is in part due to the diversity of international buyers and the growth of the domestic Thai buyer market.

“We are seeing an increasing trend amongst wealthy Thai customers towards owning a luxury boat, and a growth of interest from international buyers from Russia, China and the Middle East,” said Jariya Sungtong, Sales and Marketing Manager, Windy Boats Asia, a 2012 exhibitor.

Further noting the growth of international and domestic buyer markets, Martin Holmes, General Manager of exhibitor Lee Marine, agreed: “There are more and more people coming to the Island and wanting to get into boating. We are seeing more overseas customers, particularly from Russia; but there is also growth too in the number of Thai nationals purchasing yachts.”

“PIMEX will build on the success of 2011 and will further continue to lead the growth of boating in Phuket and the region,” added Dowden.

The Phuket International Boat Show, now in its ninth year, is held at Royal Phuket Marina from 29th March to 1st April 2012, and is organised by Informa Yacht Group.

For more information, visit www.phuketboatshow.com.

- Ends -

Editors' Notes:

About Phuket International Boat Show

Now on its ninth year, PIMEX is an established and successful event in the marine and leisure calendar. PIMEX 2012 has big plans for 2012 as the on-water display increases and the exhibition hall includes a greater diversity of displays from as far afield as China, Australia, Italy and France.

Like its location, PIMEX is a relaxed event where participants celebrate the boating, leisure and luxury lifestyle in an ideal tropical destination. The show is more than boats on display but also an opportunity to see the latest luxury cars, properties and engage in some Phuket hospitality.

www.phuketboatshow.com.

About Informa Yacht Group

The Informa Yacht Group is part of Informa Plc and encompasses all the company's leisure marine events.

Informa is internationally renowned as a leading provider of information and knowledge via a wide spectrum of media. The company is also the largest publicly-owned organiser of exhibitions and conferences in the world, with an output of over 10,000 events held annually.

As the world's leading organiser of business-to-business yachting events, Informa Yacht Group offers an industry-specific marketing platform for the luxury yachting and lifestyle sectors, through a global portfolio of exhibitions, conferences, regattas and other events.

IYG organises a number of leading Superyacht and other marine events, including:

- ⤴ Superyacht Cup Palma
- ⤴ Monaco Yacht Show
- ⤴ World Yacht Racing Forum
- ⤴ Yacht Racing Design & Technology Symposium
- ⤴ Abu Dhabi Yacht Show
- ⤴ Middle East Superyacht Conference
- ⤴ Asia Superyacht Conference
- ⤴ Singapore Yacht Show
- ⤴ Phuket International Boat Show
- ⤴ Superyacht Cup Special Edition Cowes

www.informayachtgroup.com.

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