



For immediate release

**New Dates, New Boats – an Exciting New Phuket International Boat Show for 2012!**

21 July 2011

For its ninth edition next year, the Phuket International Boat Show (PIMEX) will be moved from its traditional post-New Year slot, and will be held in the Royal Phuket Marina from 29th March to 1st April 2012.

The new dates at the end of the season mean an exciting range of new boats from some of the biggest brands in boat building will be available for the show, providing the best in-water display in the show's history.

Exhibitors at PIMEX 2012 will have access to the thriving boating scene in Asia's favourite cruising grounds, Phuket, Thailand and the Andaman Sea.

We hope that you can join us in the next chapter for the Phuket International Boat Show.

Some statistics from PIMEX 2011:

- A 25% increase in exhibitors
- Over 6,000 individuals participated
- 47 boats on display in the show
- USD100 million of product on display
- USD20 million of sales made
- 92% of exhibitors said they generated up to 15 new leads
- USD620,825 of press and broadcast coverage

Exhibition Hall and Berthing plans have been posted and bookings are open for prime locations in the exhibition hall and marina (subject to availability). Following demand from the industry, the in-water display has been increased to cater for up to 60 vessels.

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

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## **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 for 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.

### **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

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