

Beat: News

## **Phuket International Boat Show (PIMEX) to start early in the new year 2014**

### **PIMEX 2014**

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**USPA NEWS** - Phuket is gearing up for its 11th Phuket International Marine Expo (PIMEX) and it looks like it is going to be better than in previous years. From January 9-12, 2014, Royal Phuket Marina on Phuket, Thailand will host the annual event.

Small trailer-boats and luxury sailing and motor yachts will be presented by major dealers and brokers in South East Asia. Major global brands such as Sunseeker, Jeanneau, Ferretti, Riviera, Pershing, San Lorenzo, Cantiere Della Marche, Selene Ocean Trawlers, Tiara Yachts, Crownline, Lagoon, Swan Nautor, Gulf Craft, Majesty, Riva, Azimut, Beneteau, Formula, Princess, Fairline, Island Spirit, Wider Yachts Asia, Hanse and Fontaine Pajot represent their newest models from January 9<sup>th</sup> - 12, 2014.

In this 11th PIMEX a number of new businesses will also be present, ready to set up their stands in the exhibition hall.

Companies such as Royal Phuket Marina, Port Takola Marina in Krabi and Ocean Marina are set to offer berthing facilities and residential properties.

Regional and international investment opportunities will also be offered in the hall by the region's leading luxury property shows, SMART Property. It will include Hamilton Grand and Megaworld, Knight Knox, Vista Del Mar and RPM La Reserve from Phuket.

Toyobo and Stauff Thailand, Respo Trailers, Marina Systems International Raymarine and QBE Marine insurance are registered South East Asian Sales and Service companies. Coming from Italy, Seiwa is confirmed together with a group of Italian companies, as well as the Italian Thai Chamber of Commerce.

In recognition of the changing demographics of PIMEX's visitor profile, this year, the organizers focus on Russian visitors. To make communication easier with the Russian customer's, two Russian-language yachting publications "" Captain Club and Motorboat & Yachting Magazine have partnered with the PIMEX organizers.

DOMEXPO international property exhibition in Moscow 2013, which is the largest show of its type in Russia, had invited Phuket and PIMEX to represent Thailand. The Thailand Pavilion at the exhibition was sponsored by the Phuket Gazette, PIMEX's local media partner which presented PIMEX to this main target market.

To make sure, Russian visitors have the best possible experience several PIMEX exhibitors already confirmed that they will have Russian speaking staff at their stand.

For more information about the Phuket Boatshow contact the organizer Mr. Andy Dowden: [info@phuketboatshow.com](mailto:info@phuketboatshow.com)

#### **Article online:**

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