

Beat: Lifestyle

## **PIMEX the top consumer boat show in Asia getting ready - 2015**

### **Phuket Boat Show gearing up**

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**USPA NEWS** - The annual Phuket Boat Show plays a key role in Asia and in Thailand's yachting industry showcasing the unique marine lifestyle and luxury Phuket has to offer. It has become one of the most important events in the region.

It is highly anticipated by lifestyle and especially yachting businesses around the globe each year.

The venue takes place from 8th to 11th January 2015 at the Royal Phuket Marina, which is known to be an extraordinary place to meet other boating enthusiasts and an excellent platform to make contacts for sales and marketing. Each year the annual yachting and lifestyle event benefits from real estate owners and tourists who spend Christmas and New Year holidays on the Island and from the myriads of visitors from all over the world.

Again in 2015 an international audience will be welcomed by a spectacular range of yachts and marina equipment, luxury cars and motorbikes as well as other goods. Some of the most superb properties on the island are drawing High Net Worth Individuals looking for some investment or a holiday home for their families. VIP functions and cocktail parties in the evenings are held over the four days of the show.

By now, PIMEX has become the event with the most impressive In-Water Show in the region where several well known yacht manufacturers, primarily based in Europe will present their newest development's. For the first time in South East Asia, Lee Marine will introduce The Custom Line 112 Next, which, with a length of 34.15 metres (112 ft.) is the largest yacht shown. Other well known names will be lined up right next to it such as a Ferretti 882, a Pershing 64 and a Jeanneau sailboat. Also in the water, the Monte Carlo 70, a Simpson Marine yacht will make its debut amongst the other yachts of this brand.

For the first time in Thailand, Derani Yachts will introduce the San Lorenzo 72 as well as Fairline and other brands while Dufour will give a debut to a 15 metre (49.2 ft.) yacht and will present their recently appointed dealers for South East Asia. Privilege Catamarans will also showcase their yachts in the in-water display.

The hall will present lifestyle products such as high class property, Villa developments, condominiums and investment opportunities. High end luxury automobiles such as Rolls Royce, Aston Martin, BMW and Mini, motorbikes and other luxury brands are drawing High Net Worth, prospective buyers from Russia, Europe, and Thailand as well as local expats.

Described as the jewel of the Andaman, with its unspoiled cruising grounds and first-rate service and infrastructure, Phuket is the centre and hub of the Marine Leisure industry in South East Asia. Visitors can expect the absolute best from this year's 12th Phuket Boat Show. For the Russian visitors, several PIMEX exhibitors already confirmed that they will have Russian speaking staff at their stand.

For more information go to: <http://www.phuketboatshow.com/index.php>

Photo gallery 2014: <http://www.ilsegibson.com/pimex-phuket-international-marine-expo.html>

#### **Article online:**

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