

Phuket International Boat Show: the show of choice for regional launches

Saturday, 10 January 2015 — Phuket International Boat Show (PIMEX), the leading consumer boat show in Asia, is the Show of choice for used boats, brands and product launches. Leading boat brands from around the world have chosen to debut their oldest models in the Asia and Thailand marketplaces at PIMEX 2015, held 8th to 11th January at Royal Phuket Marina.

“We are seeing more boats, luxury brands and products choosing PIMEX as the platform to launch into Thailand and Asia. This year we have boats from Sanlorenzo, Wider Yachts, Princess Yachts, Gulf Craft, Monte Carlo and Custom Line all making their debut in Thailand, and for some, Asia,” said Mr. Andy Dowden, PIMEX Show Director.

According to The Wealth Report 2014, the number of ultra-high net worth individuals in Thailand grew by 147 percent between 2003 and 2013, and is expected to grow another 52 percent by 2023, offering a promising outlook for the country’s yacht market. On the back of this, Gulf Craft – one of the world’s leading superyacht-building shipyards – is launching their Oryx 42 into Thailand and their Gulf Craft Majesty 48 into Asia at the Phuket International Boat Show.

“PIMEX is one of Asia’s premier boat shows, both in terms of how well it is produced and how well it succeeds in attracting top calibre attendees,” said Mr. Erwin Bamps, CEO of Gulf Craft. “For Gulf Craft, our participation in the event is pivotal to bringing our line-up of luxury vessels to the forefront of Thailand’s increasingly affluent boating community, and to being an active participant in Asia’s thriving maritime industry.”

Debuting at PIMEX this year is the Ferretti Custom Line brand of yachts. Part of the Ferretti Group, the Ferretti Custom Line NEXT

112 is the largest boat in the Show and is part of a four boat display by Thailand dealer Lee Marine, who having exhibited at PIMEX every year since the show's beginning 12 years ago, see the value of the Show as a regional marketing platform.

Other used boats in the Show this year include Monte Carlo Yachts. Launched into Asia last year, PIMEX 2015 is the first time Monte Carlo Yachts are in-the-water and through local dealer Simpson Marine have a strong presence at the Show.

The first solar-assisted luxury catamaran, Heliotrope 65, is also debuting at PIMEX as is the made-to-measure Sanlorenzo brand who are present with the Sanlorenzo 72 presented by their Thailand dealer Derani Yachts. Princess Yachts, represented by Boat Lagoon Yachting, have an impressive line-up of seven motor yachts ranging from 42 to 88-foot in the Show.

The group have chosen PIMEX as the Asian premier for the all used Princess 68 – an exciting departure from Princess-convention with a galley-aft arrangement on the main deck – and are also showcasing a used Princess 64 which is dedicated for the charter market. Also launching into Thailand at the Show is the Princess 88, the star of the Princess Yachts line-up.

Speaking of their large presence at this year's PIMEX, Rico Stapel, Charter & Marketing Manager said: “PIMEX is a key part of our marketing strategy and we have chosen to launch a number of used models to both the Thai and Asian marketplaces here at the Show. Following a busy first day, the feedback has been very encouraging and we look forward to showcasing Princess Yachts to the large international demographic that PIMEX attracts.”

In addition to their presence at the Show with Princess Yachts, Boat Lagoon Yachting have recently been appointed sole distributor for Wider Yachts in Thailand, Singapore and Indonesia,

and the Wider 32 is presented for the first time in Asia. Other business that have chosen to showcase at PIMEX for the first time, and to launch their products into Thailand's luxury marketplace include Quadski – high speed amphibious vehicles that operate on land and water – Markagain – a platform from Italy for the management and resale of pre-owned luxury assets such as yachts, luxury cars, real estate and more – and Archi Studio – specialists in architectural design and building materials using advanced technology.

Thailand's ultimate luxury lifestyle show, PIMEX, has proven to be the Asian event of choice in for successful regional launches by global brands. About Phuket International Boat Show Now in its twelfth year, PIMEX is an established and successful event in the marine and leisure calendar.

PIMEX 2015 will include a large in-water display, together with 2,500 sqm of indoor, waterfront exhibition space. There will be a diversity of displays from as far afield as China, Australia, Italy and France. Last Updated (Saturday, 10 January 2015)