

Beat: Lifestyle

## **PIMEX is gearing up for its 10th Anniversary**

### **Phuket International Boat Show 2013**

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**USPA NEWS** - Phuket International Boat Show (PIMEX), South East Asia's leading boat show since 2003 is getting ready for its 10th Anniversary from 21 March to 24 March, with exhibitors from as far as China, Korea, Australia, Italy and France.

PIMEX, the Phuket International Boat Show is gearing up for its 10th Anniversary. For nine years, this consumer Boat Show has been Asia's leading show and has grown into one of the largest in-water Boat Shows in the region.

Inaugurated in December 2003, Phuket International Boat Show originally coincided with the Phuket Kings Cup Regatta, where after three days of racing, the participants had a rest day. Skippers and sailors took the opportunity to visit the show between racing, together with local and other regional and overseas visitors.

Originally PIMEX was held at Phuket Boat Lagoon Marina where in an area of some 1600 square meters temporary air conditioned pavilions were set up. For the next three years this pattern continued and at the same time the show grew steadily especially in water. After the Thai Government reduced the import duties on yachts to zero percent to promote this vital tourism sector, the marine industry on Phuket experienced an enormous boost. At the time the new Royal Phuket Marina (RPM) was being completed and as soon as it was, the PIMEX organizers saw an opportunity to move the show. RPM offered a permanent hall complex directly overlooking the marina.

With 40 yachts in water and approximately 100 exhibitors, the show had already grown since its first opening in 2003. Since 2008 there has been more expansion, with some 50 yachts exhibited. At the same time the number of visitors has constantly been increasing.

The Phuket International Boat Show is held in March each year and in 2013 it will be held from 21 March to 24 March. The Quality and number of products on show continue to grow and especially for this 10th anniversary attention will center on offering an exceeding platform for both returning and new exhibitors and visitors.

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