

Ride the India wave



SAMIRA

MUMBAITM
INTERNATIONAL
BOAT SHOW

FEBRUARY 19 - 22

2009

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INDIA AHOY!

Everyone's setting sail for India. With a growth of 8.2% per annum, India's economy is booming and has now swelled to a trillion dollars, making it only the 12th nation to reach this milestone. As more and more super luxury brands such as Louis Vuitton, Chanel, Porsche, Salvatore Ferragamo, Hermes, Jean Paul Gaultier, Gucci, Christian Louboutin, and others drop anchor in Indian shores over the past year, today's brand conscious Indian is going overboard in his urge to splurge. Here's why:

- Riding high on strong economic growth and robust gains in stock markets, the number of high net

worth individuals (HNWI), with a net asset of at least one million dollar, increased by 20.5% to 1,40,015 in India last year, second to the 21.2% growth of Singapore. (Source : The Financial Express, June 28, 2007)

- Statistics show that the luxury goods market in India was pegged at USD 4.35 billion in 2006 which is expected to triple to USD 14.35 billion by 2010 and grow upto seven times to USD 30 billion by 2015. (Source : The Economic Times ATKearney India Luxury Review 2007)

DROPPING ANCHOR IN MUMBAI

With a population in excess of 12 million, Mumbai is said to have more millionaires per square mile than Manhattan. That apart, there are many more reasons why it makes sense for India's largest boat show to dock in Mumbai:

- Mumbai is known as the 'Gateway to India.' and is India's commercial and business hub.
- It accounts for 16% of India's income tax collection and 35% of India's corporate tax collection.
- Mumbai has a natural harbour with miles of sheltered coastline with great places to sail to.
- The city houses the mega-rich diamond, finance, IT and film industries. (Bollywood is the world's largest film producing centre.)
- Mumbai is home to the National Stock Exchange and the Bombay Stock Exchange. The BSE Sensex has broken all records and has crossed the 21,000 mark

as of the first quarter of 2008.

- India's financial capital Mumbai is the world's seventh largest city in terms of billionaire population according to a Top 10 Billionaire City list by Forbes. With the average wealth of resident billionaires at a whopping \$7.6 billion, Mumbai surpasses all the 10 cities, including Moscow, New York, London, Istanbul, Hongkong, Los Angeles, San Francisco, Dallas and Tokyo.
- Mumbai is home to the highest number of corporate headquarters and is home to the scions of some of India's largest private enterprises like the Tata Group, the Reliance Group, the Aditya Birla Group, ICICI Bank, etc.
- It has a strong boating heritage with the 3rd oldest yacht club in the world, the Royal Bombay Yacht Club, set up in 1846.



UNFURLING THE ENSIGN

Riding the wave of a surging Indian economy, the first two editions of the Mumbai International Boat Show sailed with flying colours, steering India's fledgling leisure boating industry out of the backwaters and onto the world's high seas. On display at the show was a range of products from anchors and deck fittings to propulsion

equipment and super yachts. While the exhibition at the Bandra Kurla Complex and the marina adjacent to the Gateway of India were the main draws, a fleet of related events ensured that the who's who of India attending the boat show had a whale of a time!

THROUGH THE PORTHOLE

A glance at the extravaganza that was the Samira Mumbai International Boat Show, 2008:

- Largest boat show in India with show area of 12000 sq.mts and over 150 exhibitors and international brands like Azimut, Sunseeker, Ferretti, Princess, Brunswick, Genmar, etc.
- Over USD 100 million worth of business expected to be transacted after the event.
- Over 14,000 paid and invited visitors over three days.
- Extensive local and international media coverage worth over USD 8.05 million.
- Special preview evening for VVIPs with a fashion show organized by the Gitanjali Group attended by over 4000 VVIPs and HNIs.
- The regatta - 'Nautica SMIBS Navy Cup Regatta 2008' was the largest regatta in the history of India with over 350 sailors and 150 participating boats.
- The UKTI SMIBS International Boating Conference was held alongside the show at the Grand Hyatt Mumbai with renowned international speakers.
- The Marina at the Gateway of India, thrice the size of the one at the inaugural edition of MIBS, showcased over 16 boats on water.



EXHIBITOR PROFILE:

Anchors • Angling Engines • Associations/ Organisations
• Boat Equipment and Accessories • Boat Building
Materials • Boat Trailers • Brokerages Chandlery
• Charters • Communication & Computer Equipment
• Deck Fittings • Diving Products • Emergency Equipment
• Generators & Electric Equipment Maintenance & Hand
Tools • Heating & Air-conditioning Equipment • Interiors
• Jet Skis & Products Lighting • Marina Equipment &

Services • Motor Boats & Yachts • Masts • Navigation
Equipment & Systems • Onboard Instruments • Pumps
• Propellers • Propulsion Equipment • Ropes • Repair
Facilities & Marine Coatings Sailing Boats • Specialist
Literature • Super Yachts • Small Boats Valves &
Accessories • Water Sports Clothing • Water Tourism
• Windsurfing • Water Skiing & Wakeboarding • Wind
Surfing Products • Luxury Brands.

ORGANISERS:

Mumbai Boat Show Pvt. Ltd. is a company specifically set up for organizing and managing international boat shows in the region. The promoters of Mumbai Boat Show Pvt. Ltd. comprise of dedicated and experienced

personnel with proven expertise in the business of international yachting and organizing trade shows. The Mumbai International Boat Show 2009 will be organized in association with CMP India.



SOME TESTIMONIALS:

2007

"It (MIBS 2007) was the best ever inaugural boat show attended by me in my 34 years of association with boat shows."

- Graham Mackereth, Pyrahna Mouldings

"Never have i seen a first edition which is so international... if everything goes well I feel that India, not China will be the biggest market in Asia, after Dubai."

- Yadvinder Rana, Azimut

"I was doubtful that a boat show in Mumbai would work. Now, I am very pleasantly surprised - obviously there's a pent-up market for boating which this show seems to have unlocked and in the next few years it will show its full potential."

- Nick Hopkinson, Publishing Director, IBI

2008

"The 2008 boat show is much bigger and better than the last years show. The response is much better and may be by the end of the boat show we hope to finalize three to four boats. We are getting people mainly from the Mumbai market those who are looking for a medium sized 25-30 ft boat. The people coming in this year are lot more serious they know exactly what they want, they obviously have done their home work since last years boat show. We are also getting a lot of enquiries for passenger boats from the corporate sector."

- Hitesh Wadia, Wadia Boat Builders

"You have managed to get all these large boat builders into the Indian market like the major Italian, British, French and some American boat builders so it's really an achievement. In Spain we have internationally renowned boat builders who believe I should not miss the opportunity to find some partnerships with Indian market players and I did not want to miss the opportunity to meet the players who have already committed to this emerging leisure marine market here in India, that's why we are here."

- Manuel Sevilla, Spanish Trade Commission

"We have had a lot of interesting enquiries but we have noticed that the enquiry at the moment is for a smaller boat range from 15-22 meter. In general I feel that India is on the verge of breaking into the super yacht market. Seeing the desire of the Indian people who want to involve in boating and seeing the money available in this country its fascinating opportunity for our company to dig deep into the market and to explore the potential of the India clientele. So we are excited about the Indian challenge and will definitely be back next year."

- David Goddard, Cavendish White

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The event in 2007, its inaugural year, established itself as the benchmark and stimulus for the Indian leisure boating and water sports industry. The 2008 event outshone the previous year. The 2009 Samira Mumbai International Boat Show will be scaled up to greater heights, double of the previous boat show with twice as many exhibitors and visitors. The enthusiasm of the visitors and participants of the previous two boat shows, who have all promised to participate in the third edition in a much bigger way, is a guarantee that SMIBS 2009 will make an even bigger impact.

To participate in the Samira Mumbai International Boat Show 2009, kindly contact us at sales@mumbaiboatshow.com



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