



Volume 01

November 1, 2006

## MUMBAI INTERNATIONAL BOAT SHOW NEWSLETTER

Dear readers,

**It is my pleasure to welcome you to the first edition of the Mumbai International Boat Show newsletter!**

I am pleased to inform you that Mumbai is now ready to join its contemporaries, such as Paris, New York, London, Cannes etc, by hosting its very own Boat Show!

Twelve months of hard labour is now beginning to bear fruit in the form of significant support from various prominent entities, such as the Government of Maharashtra, Maharashtra Tourism Development Corporation (MTDC), the Indian Navy, the Mumbai Port Trust (MbPT), the Royal Bombay Yacht Club (RBYC), and the Indian Marine Federation (IMF) among others. Collectively, we are working towards ensuring a successful first staging of the Mumbai International Boat Show.

I am also pleased to inform you of a strategic alliance with one of the most respected industry associates in the world, the British Marine Federation, who are assisting us with global promotions and international sales. With their Boat Show experience, the British Marine Federation provides us with the technical know-how to carry the show forward.

In a recent press meet in Mumbai, Mr. Toby Allies, Director of International Sales, British Marine Federation, announced the partnership and unveiled the first set of participants, including some globally renowned power boat and sail boat manufacturers.

The show is filling fast and the allocations are being done on a first come first serve basis. Early birds have the advantage of being located at a prime position in the show. There is an additional advantage of having an option to retain the same position for all subsequent shows.

Members of the Indian Marine Federation will be offered a 10% discount!

This newsletter will bring you up to speed with the latest on-goings of the Mumbai International Boat Show.

Please feel free to contact us if there is any way in which we can be of assistance to you.

Warm regards,  
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## BREAKING NEWS



Mr. Toby Allies, Director of International Sales, British Marine Federation said, "We are pleased to be supporting the Mumbai International Boat Show and have already received bookings from France, Italy, USA and the UK. Enquiries are very strong and we are confident that the Mumbai public and India market will be presented with a wide ranging and vibrant showcase of the leisure marine industry"

### Confirmed Exhibitors

October 19, 2006

The British Marine Federation team, responsible for managing the layout for the show, has successfully completed their first set of allocations.

Leading companies such as:

- Sunseeker
  - Dixon Yacht Design
  - Princess
  - Lagoon
  - Boatshed.com
  - Laser
  - Royal National Lifeboat Institution
  - Macgregor
  - Raymarine
  - Beneteau
  - Pyranha
  - Campers & Nicholsons
- and many more, are now on board!

For a complete list, [click here!](#)

The space allocations are being done on a first come first basis, so register now in order to obtain a prime position at the show! These bookings also provide an advantageous option of occupying the same space at subsequent shows! [Register now!](#)



Mumbai International Boat Show Press Conference, October 18, 2006. Sujay Chohan, Toby Allies, Malav Shroff & Simon Pryce

### Mumbai International Boat Show goes Public!

October 18, 2006 – Mumbai

The Mumbai International Boat Show held its first Press Conference for the official announcement of the event! Leading the panel were Directors of MIBS, Mr. Sujay Chohan and Dr. Malav Shroff, accompanied by the Director of International Sales, British Marine Federation, Mr. Toby Allies as well as the Head of International Sales for MIBS, British Marine Federation, Mr. Simon Pryce. The Press Conference covered basic key facts regarding the formation of the organization backing the MIBS and the details of the show scheduled in February next year.

At the conference, the British Marine Federation revealed plans to showcase remote control boats in a custom built pool at the exhibition area in order to provide visitors with an interesting means of experiencing sailing!



Murray Ellis, Sujay Chohan, Alan Morgan, Toby Allies, Ashok Chawla, Peter Methven, Malav Shroff & Robert Stevens at Southampton

## Strategic Alliance with BMF

September 18, 2006 - Southampton

The directors of MIBS, Mr. Sujay Chohan and Dr. Malav Shroff with Mr. Toby Allies of the British Marine Federation signed a strategic partnership at the Southampton Boat Show on 18<sup>th</sup> September 2006.

Boat show advisory, management of all international sales and layout designing will be under the wing of the BMF.

With the potential of the Indian market and the expertise of the BMF, MIBS is sure to be an unforgettable and dynamic event.



MIBS at Cannes Boat Show

## Mumbai Boat Show at Cannes

September 12, 2006 - Cannes

The Mumbai International Boat Show participated at the Cannes Boat Show, which took place from the 12<sup>th</sup> to the 19<sup>th</sup> of September, 2006.

The MIBS team interacted with the exhibitors and received a highly positive response. A high level of enthusiasm was established in relation to participation at MIBS 2007!

### For Bookings, Contact:

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