



MUMBAI INTERNATIONAL BOAT SHOW

FEBRUARY 22-25, 2007
www.mumbaiboatshow.com

The Official Newsletter

Issue 2 • January, 2007

Letter from the Editor

Dear Friends,

Welcome to the second newsletter of the Mumbai International Boat Show. I would like to take this opportunity to wish you a Merry Christmas and a Happy New Year! I am very pleased to announce that the show is **80% sold**.

There are just two months to go for the boat show, and I'm pleased to state that the show is already coming alive with significant interest being generated internationally and also here at home. Our partners have reported tremendous interest in the Marine Equipment Trade Show (METS) in Amsterdam, with a number of new manufacturers signing on for the show.

I am also pleased to inform you that the first press conference held at the Mantralaya (seat of the Government of Maharashtra) was a roaring success. The press conference hosted by Shri Bhushan Gagrani (MD, MTDC & Secretary of Tourism for Government of Maharashtra) was attended by well over 90 members of the press and electronic media. The entire interaction with the media was extremely proactive with some very intelligent and informed questions coming to the panel. More importantly, the press conference underlined the support of the Government of Maharashtra and especially the immense help the organizers have and continue to receive from Shri Bhushan Gagrani and his excellent staff at MTDC. More exciting news follows in this newsletter! We look forward to your continuous help and support and to welcoming you to the boat show in February.

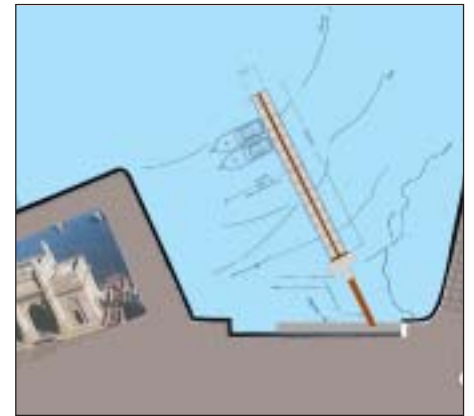
As you all know, the booths are filling fast. The response has been overwhelming, so if you are planning to attend the show or the conference, we suggest immediate booking to avoid disappointment.

With regards,

Radhika Jhaveri, Editor (+91 22 6451 5820)

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Boat Show Floating Pontoon Design Unveiled



The on-water display will give a close-up view of the world's best yachts.

For the first time, boat lovers and yachtsmen along with the citizens of Mumbai will have the opportunity to experience the convenience and, more importantly, the safety of boarding their yachts and boats. On the occasion of the first International Boat Show in Mumbai, the organizers are importing state of the art pontoons (floating docks) for the purpose of displaying boats. Access to these pontoons will be on a specially designed and fabricated articulated aluminium bridge which will have the ability to raise and lower itself in sync with the movements of the tides.

We are pleased to unveil the design and plan for the first ever on-water display in Mumbai.

This temporary pontoon will be located opposite the Taj Mahal Hotel with access adjacent to the Gateway of India.

An expected, 20 boats will be displayed in these waters for the duration of the show. The boats will range from 25 feet to 70 feet! A combination of power and sail yachts will give the audience a wider understanding of the leisure boating industry and what it entails.



Newly Anchored at MIBS

The Mumbai International Boat Show is happy to welcome their latest exhibitors on board, including Cobalt Boats, Edmiston, Henri Lloyd, Navnit Marine, Rodman, Azimut, Somerset, and many others. A complete list is available on the website. The show is filling fast, so we advise you to book immediately and come on board for the first Mumbai International Boat Show!



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Boat Show gets temporary duty reprieve

The Mumbai International Boat Show is happy to announce that the Indian Trade Promotional Organisation (ITPO) has granted duty exemption to foreign exhibitors under the ATA Carnet for a 6 month period. For assistance with shipping, freight logistics, clearing, movement of your boat to the location and back, there are some reputable freight forwarding companies who would be able to help you.

Their contacts and details are available on our website.

If you are going to bring in a boat and/or exhibition material, it must reach Mumbai at least 10 to 15 days before the show to allow for clearing, forwarding, shipping, etc. After all, this is India.

Maharashtra Tourism Development Corporation Organises a Press Conference for MIBS

The press conference hosted by the Maharashtra Tourism Development Corporation (MTDC) at Mantralaya (seat of the Government of Maharashtra) was a super success. The conference was attended by over 80 journalists and 10 TV news channels.

The conference, hosted by Shri Bhushan Gagrani (MD, MTDC, and Secretary Tourism, GOM), kicked off well and was followed by a very intelligent and interactive Q&A exchange.

The coverage of this press conference was excellent with articles appearing the very next morning.

None of this would have been possible without the active involvement of our Partners, MTDC, and Ms. Alka Vanage who took care of all arrangements for the conference.

Shri Bhushan Gagrani, who spoke eloquently at the conference in Marathi and English, said, "Worldwide, it has been the experience that boat shows bring the tourist traffic to that city and we want to promote Mumbai and Maharashtra as tourist destinations."



Gateway of India, backdrop for the on-water display.

MIBS Watch: Exciting news in the pipeline

That's right, the Mumbai International Boat Show will soon announce several exciting events surrounding the boat show. Keep an eye out for all the new developments and further announcements in the next newsletter.

MIBS Signs on a Hospitality Partner

The Mumbai Boat Show is now offering special discounted rates to exhibitors for their stay in Mumbai. The Grand Hyatt, Mumbai, one of the most luxurious hotels in the city, is located less than 10 minutes away from the Bandra Kurla Complex, where the Mumbai Boat Show will take place. The Business to Business Conference on the 23rd of February will be held at the Grand Hyatt. Also, the Networking Dinner will be hosted by the Grand Hyatt! They are offering special rates for the exhibitors of the Mumbai International Boat Show.

The MIBS also offers rooms at The Orchid Hotel, which is situated closer to the International Airport and is about 15 to 20 minutes from the Bandra Kurla Grounds. Special rates will be offered to participants of the Mumbai International Boat Show.

NDTV signs on as Television Partner

The Mumbai International Boat Show is pleased to announce that NDTV Profit is now on board as the television partner. Both NDTV Profit and NDTV 24/7 will telecast 30 second promo spots to publicise the event across the whole of February. In addition, NDTV will also promote the event through scrollers.

With the help of this partnership, the Mumbai International Boat Show hopes to reach out to people all over India and introduce them to the leisure marine industry and the pleasures of sailing.

For Bookings, Contact:
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Mumbai International Boat Show creates waves in India!



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

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!

BMF Charts A Course For Success

The directors of MIBS, Mr. Sujay Chohan and Dr. Malav Shroff with Mr. Toby Allies of British Marine Federation (BMF) signed a strategic partnership at the Southampton Boat Show on September 18, 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 Shows Its "Cannes-do" Spirit



The Mumbai International Boat Show participated at the Cannes Boat Show, which took place from September 12-19, 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!

MIBS at Cannes Boat Show 2006

"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."

– Mr. Toby Allies, Director of International Sales, British Marine Federation

Presenting Partner: Times of India • Strategic Partner: British Marine Federation
Supporting Partners:
Govt. of Maharashtra, MTDC, Indian Navy, Mumbai Port Trust, IMF, IBI, India Boating

For 4 days this February,
Mumbai's glitterati will be all at sea...



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The first world class boating exhibition in Mumbai. Enabling you to experience
for yourself the world's best yachts, powerboats and more. Don't miss it.

Supported by: Government of Maharashtra • Maharashtra Tourism Development Corporation
• Bombay Port Trust • Indian Navy • The Times of India • India Boating • IBI • British Marine Federation