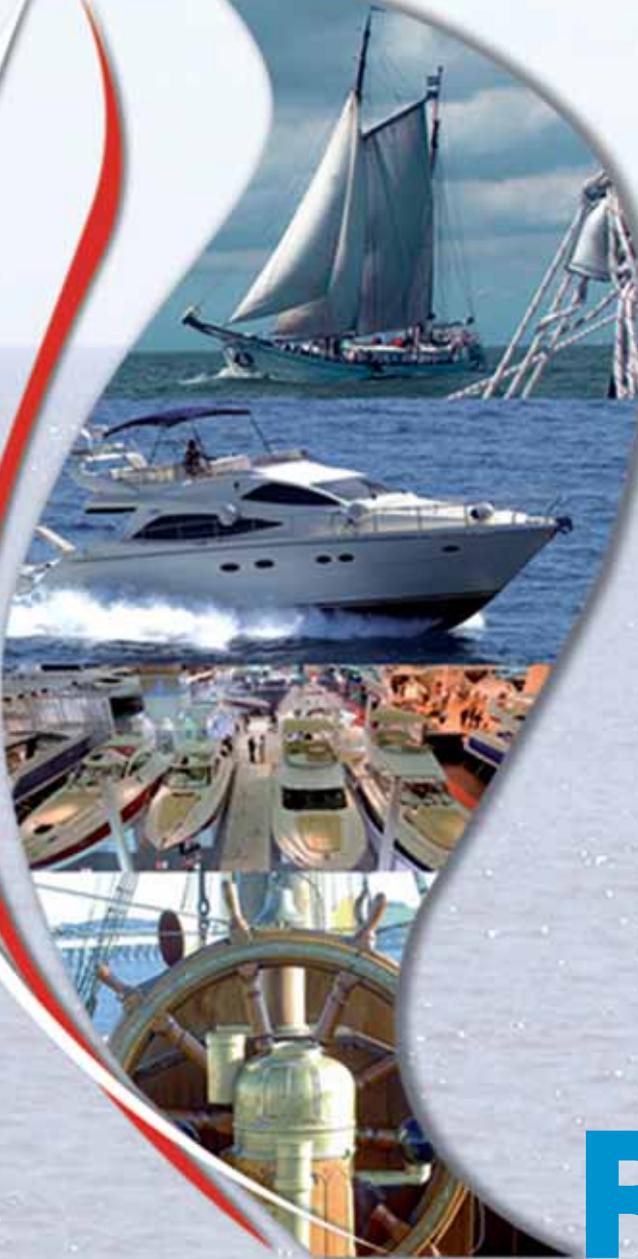


CNR E U R A S I A
BOAT SHOW
4th SEA VEHICLES, EQUIPMENT AND ACCESSORIES FAIR

12-21 FEBRUARY 2010

CNR EXPO
İSTANBUL



**POST
SHOW
REPORT**

CNR E U R A S I A



BOAT SHOW

4th SEA VEHICLES, EQUIPMENT AND ACCESSORIES FAIR



The Show of Million-Dollar-Yachts at Eurasia Boat Show 2010

The pearl of the seas were showcased at Eurasia Boat Show, world's 2nd largest boat and yacht fair organized ashore. Attracting serious attention and hosting 315 exhibitor companies, the show heated up the sector with a trade volume of 1 billion dollars. The fair attracted considerable attention despite the economic crisis. Eurasia Boat Show, 4th Sea Vehicles, Equipment and Accessories Fair was organized by CNR Ekspo Trade Fairs with the support of the sector association DENTUR (Turkish Marine Industry Association) on February 12-21, 2010.

A total number of 128.540 visitors visited Eurasia Boat Show where 300 billion dollar yachts, boats and equipments were exhibited. 440 small, medium and mega yachts and 2.000 products were showcased at 7 halls at an area of 75.000 sqm.

Leading Brands at Eurasia Boat Show

The visitors had the opportunity to see a wide range of products from floating palaces to speedboats, motor yacht and power equipments and water sports equipment. Among the famous brands exhibiting at Eurasia Boat Show were Azimut, Chris Craft, Northstar, Jeaneau, Benetau, Princess, Absolute, Dominatör, Searay, Marquis, Rockharbour, Elan, Alson, Bavaria, Galeon, Bayliner, Meridien, Hanse, Sessa, Lberty, Larson, Stingray and Rinker.

Princess: The Biggest Yacht of the Show

The biggest yacht at this gigantic organization was Princess MY with a length of 24.1 meters. Princess MY was followed by Squadron 70 with a length of 22.18 meters.



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BOAT SHOW

4th SEA VEHICLES, EQUIPMENT AND ACCESSORIES FAIR



Italy's Sea Pearl

The eagerly awaited C52, C46 and C38 models of Sessa, the leading Italian speedboats & yachts builder, were showcased at Eurasia Boat Show for the very first time. Sessa met with Turkish sea lovers for the first time. The biggest Sessa yacht at the show was C52 with a length of 15,90 meters.

The Porche of the Sea

The Rasalas of 2D Yachting and the speed yacht 28 FT, the latest design by the world famous brand Porsche Design Studio excited the speed enthusiasts. The giant boat producers of Europe were also displayed in Hall 2 at the Eurasia Boat Show for the first time.

“Azuree” was on exhibit for the first time at Eurasia Boat Show

Additionally, the 38 and the 40S produced by the well-known Azimut-Benetti Group at the Sirena Marine facilities in Turkey were introduced at the fair. The two motor yachts that were exported widely attracted a lot of interest.





Why Turkey?

- ▶ Turkey has a population of over 70 million with an average age of 28.3 (% 65 below 34 years old).
- ▶ Turkey has the fourth largest labor force of the 27 countries of Europe with over 25 million people in 2008.
- ▶ Centrally located between Europe, Central Asia and the Middle East, Istanbul is selected as "European Capital of Culture" for 2010 by European Union.
- ▶ In EU customs union since 1996 and an EU accession country since October 2005.
- ▶ Reforms and standardizations going on in Turkey, due to the period of adaptation to European Union.



Why Eurasia Boat Show?

- ▶ The boat building industry in Anatolia has a history of close to 800 years.
- ▶ Turkey is an ideal production site for boating and mega yachting industry. It ranks third in the world for mega yacht production.
- ▶ Turkish yacht industry provides high quality products at reasonable prices. It stands forward for its service approach and price advantages compared to other countries.
- ▶ In 2002, there were a total of 37 dockyards in Turkey. In 2009, the dockyards has increased up to 65. With huge investments, the total production capacity has increased six times more in 2009.
- ▶ Despite the economic crisis in the world, the total boat and yachting industry export amount in Turkey was 1.8 billion dollars in 2009.
- ▶ Traditional production of wooden yachts from Bodrum has developed a strong reputation among European customers.
- ▶ International business platform for marine sectors.
- ▶ Ideal place for visitors to follow up recent developments in the marine industry and find new business partners.





Exhibition Highlights

Fair	: Eurasia Boat Show 2010
Organizer	: Pozitif Trade Fairs Inc.
Date	: 11-20 February 2010
Venue	: CNR Expo, Istanbul Turkey
Halls	: 1-2-4-5-6-7-8
Frequency	: Annual
Edition	: 4 th Sea Vehicles, Equipment and Accessories Fair
Total Exhibition Area	: 75,000 m ²
Total Number of Exhibitors	: 315
Total Number of Visitors	: 128,540
Supported By	: Dentur-Turkish Marine Industry Association
Ankara Pillar	: Ankara Boat Show, 21-25 April 2010 / Ankara, Turkey



Exhibitor Profile

- ▶▶ Speedboats & Cruisers
- ▶▶ Boat Accessories & Construction Materials
- ▶▶ Motoryachts & Power Equipments
- ▶▶ Motor Boats
- ▶▶ Sailing Boats
- ▶▶ Marinas & Their Equipments
- ▶▶ Water Sports Equipments
- ▶▶ Diving Equipments & Accessories
- ▶▶ Sea Rescue & Emergency Kits
- ▶▶ Alternative Sports
- ▶▶ Sea Tourism & Charter Firms
- ▶▶ Related Associations & Organizations
- ▶▶ Related Media Organizations

Foreign Exhibitor Countries Represented at the fair

Bangladesh, Bulgaria, Canada, Croatia, Czech Republic, England, Germany, Greece, Indonesia, Italy, Korea, Norway, Portugal, Spain, Sweden and U.S.A.

Number of Exhibitors

Exhibitors	Year 2010
Domestic	309
International	6
Total	315





Visitor Profile

- » Importers
- » Exporters
- » Wholesalers
- » Boat Manufacturers
- » Designers
- » Architects
- » Distributors & Agents
- » Yacht Captains

Number of Visitors

Visitors	Year 2010
Domestic	122.940
International	5.600
Total	128.540

Most Visiting Countries

Bulgaria, Denmark, England, France, Germany, Greece, Gulf Countries, Holland, Italy, Russia and Ukraine.





Worldwide Marketing

National Magazines & Newsletters

- ▶ Naviga
- ▶ Yelken Dünyası
- ▶ Yacht Türkiye
- ▶ Boat Builder
- ▶ Vira
- ▶ Motorboat
- ▶ Denizcinin Cep Fihristi Katalog
- ▶ Deniz Endüstri Dergisi
- ▶ Powerboat
- ▶ Alem
- ▶ Samdan
- ▶ Hello
- ▶ Skylife
- ▶ Hürriyet
- ▶ Sabah
- ▶ Posta
- ▶ Star

E-Marketing

- ▶ www.avrasyaboatshow.com
- ▶ www.dentur.org
- ▶ www.cnrexpo.com
- ▶ www.sabah.com.tr
- ▶ www.denizcinincepfihristi.com.tr
- ▶ www.denizhaber.com.tr
- ▶ www.kaptanhaber.com
- ▶ www.deniztv.com
- ▶ www.seanews.com.tr
- ▶ www.virahaber.com
- ▶ www.gokovayelken.com
- ▶ www.turksail.com

International Media

- ▶ Calendar European Boat Builder
- ▶ Nautic Service
- ▶ Boote Exclusiv
- ▶ International Boating Industry
- ▶ E-newsletter





Events

Conversation & Slide Demonstration by Topics (Collaboration with Sabah Newspaper)

13.02.2010, Saturday		
Recep Dönmez Sadun Boro	Photo, Conversation & Slide Demonstration Conversation & Signature day	
14.02.2010, Sunday		
Panel Hakan Öge Meriç Köyatas Panel	Underwater & Photographic Arts in Turkey Conversation & Signature day Conversation & Signature day Amateur Turkish Sailing Recent Technics & Flag Problems	
19.02.2010, Friday		
Atefl Evirgen	Conversation & Slide Demonstration	
20.02.2010, Saturday		
Saygun Dura Turgay Noyan Panel	Conversation & Slide Demonstration Conversation & Slide Demonstration Blue Card & Environment Practices at Gocek and Gokova	
21.02.2010, Sunday		
Alptekin Baloğlu	Conversation & Slide Demonstration	



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BOAT SHOW
4th SEA VEHICLES, EQUIPMENT AND ACCESSORIES FAIR



Conversation & Signature Days (Collaboration with Naviga Magazine)

13.02.2010, Saturday	Sadun Boro, Necati Zincirkıran, Alim Sür Meriç Köyatası	Conversation & Signature day Conversation & Signature day
14.02.2010, Sunday	Sadun Boro Hakan Öge	Conversation & Signature Day Conversation & Signature Day
20.02.2010, Saturday	Turgay Noyan	Conversation & Signature Day
14.02.2010, Sunday	Arif Erdem	Sailing Courses
15.02.2010, Monday	Süleyman Özkaynak	Turkish Sailing Education Recent Developments
18.02.2010, Thursday	Cumali Varer, Orhan Can, Serhan Balçık, Fatih Cekiçe, Sertuğ Alptekin	Yachting, Housing & Connecting Industry in Turkey
21.02.2010, Sunday	Arif Erdem	Sailing Courses



CNR EURASIA



BOAT SHOW

5th SEA VEHICLES, EQUIPMENT AND ACCESSORIES FAIR



11-20 FEBRUARY 2011

CNR EXPO
İSTANBUL

See you in 2011...

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THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY, IN ACCORDANCE WITH THE LAW NUMBER 5174.

pozitif
TRADE FAIRS