

# 11-20 FEBRUARY 2011

## 5<sup>th</sup> SEA VEHICLES, EQUIPMENT AND ACCESSORIES FAIR



# POST SHOW REPORT

Main Sponsor

CLUBFINANS  
*Exclusive*

Fair Sponsor

ROLEX

Media Sponsor

SABAH atv

Supporters



CNREXPO  ISTANBUL

Pozitif Fuarçılık A.Ş.

CNR EXPO Yeşilköy 34149 İstanbul, Turkey Tel: +90 (212) 465 74 74 Fax: +90 (212) 465 74 76 - 77 www.cnrexpo.com

**CNR**

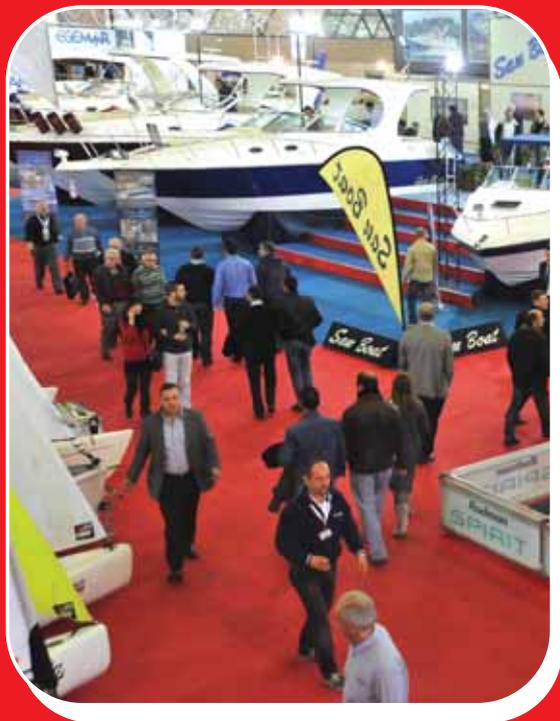
AVRASYA / EURASIA

# boat show

## THE CNR EURASIA BOAT SHOW 2011 CREATED A BUSINESS VOLUME OF 1 BILLION DOLLARS

The CNR Eurasia Boat Show, the second largest boat and yacht fair worldwide organized between 12-20 February 2011 at CNR Expo in Istanbul, Turkey saw a boom in orders this year. The fair brought together 400 local and international boat and yacht producers and most of the boats exhibited were quickly sold. It is estimated that the fair created a business volume of 1 billion dollars for the industry.

The CNR Eurasia Boat Show, 5<sup>th</sup> Sea Vehicles, Equipment and Accessories Fair, the largest meeting platform of the marine industry in Turkey, surpassed its targets this year. The total value of the boats, sea vehicles and equipment exhibited was approximately 250 million Euros and most of the boats exhibited in the fair were sold.



## COMPANIES REQUESTED MORE SPACE

The international companies that attended the CNR Eurasia Boat Show secured new business contacts. Companies that came from the UK, Greece, Germany and the Netherlands said that they had found the key Turkish partners and they had signed distributor contracts. One of the most striking aspects of this year was the increase in local companies' request for more exhibition space. Company representatives urged the fair committee to allocate them more space the following year.

## 135 THOUSAND PEOPLE VISITED THE EXHIBITION

CNR Eurasia Boat Show had a high number of visitors from Turkey and abroad; a total number of 135.234 people visited the fair this year. The fair also hosted visitors from countries such as Italy, Greece, Germany, the United Kingdom, United Arab Emirates, Bulgaria, Saudi Arabia and Russia.



CNR

AVRASYA / EURASIA

# boat show



## THE NEWEST MODELS WERE EXHIBITED IN THE FAIR

**Princess 78:** The most luxurious boat of the fair was the British Princess. It was 24 meters, brought to Turkey by the Alfa Beta company and it was worth 2 million 900 thousand pounds. It had a navigation bridge, restrooms, bedrooms and separate camaras for yacht staff.

**Vanelli:** Manufactured completely in Turkey, Vanelli was one of the yachts drawing special attention in the fair. It was worth 2 million Euros with a length of 24 meters. It was brought from

Antalya Free Zone and it had restrooms, bedrooms and separate camaras for yacht staff.

**Martı:** Martı operated by hydrogen energy was also one of the boats attracting the highest number of visitors in the fair. Developed by Istiklal Project Group at Istanbul Technical University, it was designed as a measure against high fuel expenses. The Vesta sailboat designed by the same group and manufactured using the recycling method also drew a lot of interest.



# CNR AVRASYA / EURASIA boat show

## EXHIBITION HIGHLIGHTS

<b>Fair</b>	:Eurasia Boat Show 2011
<b>Organizer</b>	:Pozitif Trade Fairs Inc.
<b>Date</b>	:11-20 February 2011
<b>Venue</b>	:Cnr Expo, Istanbul, Turkey
<b>Halls</b>	:1-2-3-4-6-7-8
<b>Frequency</b>	:Annual
<b>Edition</b>	:5 <sup>th</sup> Sea Vehicles, Equipment and Accessories Fair
<b>Total Exhibition Area</b>	:75.000 m2
<b>Total Number of Exhibitors</b>	:370
<b>Total Number of Visitors</b>	:135.234
<b>Supported By</b>	:Dentur, Turkish Marine Industry Association



## EXHIBITOR PROFILE

- Motor Yachts & Power Equipment
- Motorboats & Sailing Boats
- Speed Boats & Cruisers
- Marinas & Equipments
- Boat Accessories & Construction Materials
- Deck Equipments & Hardware
- Diving Equipments & Accessories
- Water Sports Equipments
- Sails, Masts & Rigging
- Sea Wear & Accessories
- Navigation & Sanitation
- Safety, Security & Emergency Equipment
- Engines, Drives, Parts & Control
- Sea Tourism & Charter Firms
- Alternative Sports
- Related Associations
- Related Media Organizations



## Foreign Exhibitor Countries Represented at the fair:

Italy, Greece, Germany, Holland, England, Cyprus, Lebanon, South Africa, Canada, USA, Spain, Norway, Taiwan, Portugal, Korea, Sweden, Croatia, and Ukraine.

## Number of Exhibitors

<b>Visitors</b>	:2011
<b>Domestic</b>	:339
<b>International</b>	:31
<b>Total</b>	:370

# CNR AVRASYA / EURASIA **boat show**

## WHY the EURASIA BOAT SHOW 2011?

- Great opportunity to follow up with recent developments in the marine industry at the second biggest boat and yacht exhibition worldwide.
- Turkey being the ideal production site for boating and mega yachting industry. It ranks second in the world for mega yacht production (yachts longer than 25 m.)
- The number of important mega-yacht manufacturers in Turkey, which became a world-brand and have international reputation.
- High quality products at reasonable prices. Turkish yacht industry stands forward for its service approach and price advantages compared to other countries.
- Price advantage of the mega-yacht production in Turkey paved the way for European

manufacturers to build their shipyards in Turkey and make joint-venture agreements with Turkish companies.

- Turkey's serious progress in yacht and boat building supply industry with its sub-contractors, engineers, designers, decorators, and interior designers.
- Investment of \$500 million at the marine industry in the last three years to expand facilities and improve them technologically.
- Turkey as an attractive international market for mega yacht manufacturers with her 8.330 km. coast line, yacht tourism facilities, its cultural and historical wealth.
- Turkish marine industry keeping up with the ever-developing technology.



## WHY TURKEY?

- **Growing Economy:** Turkey is the 17<sup>th</sup> largest economy in the world and 6<sup>th</sup> in Europe.
- **Strategic Location:** Turkey is centrally located between Europe, Central Asia, and the Middle East.
- **Large Consumer Base and Workforce:** With 65% of the population under 34 and an average age of 28, Turkey's young population has a strong appetite to adopt new technologies and ideas.
- **Liberal Business Climate:** Turkey's corporate tax rate is a flat 20%, one of the most competitive tax rates in the world.

- **Rising Tourism:** In 2008, Turkey was ranked the 8th most popular tourism destination in the world with 25 million international arrivals.
- **EU Customs:** Reforms and standardizations going on in Turkey, due to the period of adaptation to European Union.
- **Removal of visa requirements:** Turkey creates an immense opportunity for international visitors and exhibitors from Morocco, Saudi Arabia, Tunisia, Bahrain, Qatar, Lebanon, Jordan, Libya, Syria and many other countries.



CNR AVRASYA / EURASIA

# boat show



## VISITOR PROFILE

- Yacht Brokers & Charters
- Importers & Exporters
- Wholesalers & Retailers
- Boat manufacturers
- Designers & Architects
- Distributors & Agents
- Yacht Captains
- International Buyer Committees
- Media Organizations
- Boating Enthusiasts
- Public Authorities



## Most Visiting Countries

Italy, Germany, Holland, Denmark, France, Greece, Bulgaria, England, Russia, Algeria, Ukraine, United Arab Emirates, Saudi Arabia, Romania, CIS countries, Serbia, Belgium, Croatia.



## Number of Visitors

Visitors	:2011
Domestic	:129.034
International	:6.200
Total	:135.234





CNR AVRASYA / EURASIA

# boat show



## Main Target Countries

Middle East Countries  
The Balkans  
CIS Countries  
European Countries  
Russia  
North Africa

## International Magazines

CNBC Business Magazine, England  
IBI 2010- 2011 Takvim, England  
IBI Magazine, England  
Boote, Germany  
Superyacht Industry, Holland  
European Boat Builder, England  
Yacht & Sail, Italy

## International E-marketing Sites

boatexclusive.com  
superyacht-industry.com  
cnbc-business.com  
boatshed.com  
expodatabase.com  
ybw.com  
boatingmag.com  
yachtandboat.com.au

whatisonwhen.com  
biztradeshows.com  
eventogo.com  
expopromoter.com  
tofairs.com  
bvents.com  
eventseye.com  
shippingassociationofiran.org

ibinews.com  
iranmk.com  
auma.de  
tsnn.com  
expoabc.com  
jetro.go.jp

## International Fairs Attended for the Promotion of Eurasia Boat Show 2011

Dusseldorf Boatshow  
Southampton Boatshow  
METS  
Genova Boatshow

Germany  
UK  
Holland  
Italy

23-31 January 2010  
10-19 September 2010  
16-18 November 2010  
02-10 October 2010

# CNR AVRASYA / EURASIA **boat show**

## Some of other international marketing activities include...

Circulation of the information about Eurasia Boat Show 2011 to associations, unions relating to marine industry, chamber of commerces, sectorial and visitor data.

Translation of the exhibition teaser into Italian, Arabic, Persian, Russian and distribution to visitor and exhibitor data.

Cooperation with boat broker associations at the targeted countries and announcement of the exhibition to their members on their websites, and through other marketing activities.

Cooperation with ICOMIA and its member associations, and announcement of the exhibition to their members.

Renting 40 "Airport Windows" at Duesseldorf Airport for the duration of 10 days between 11-20 February 2011.

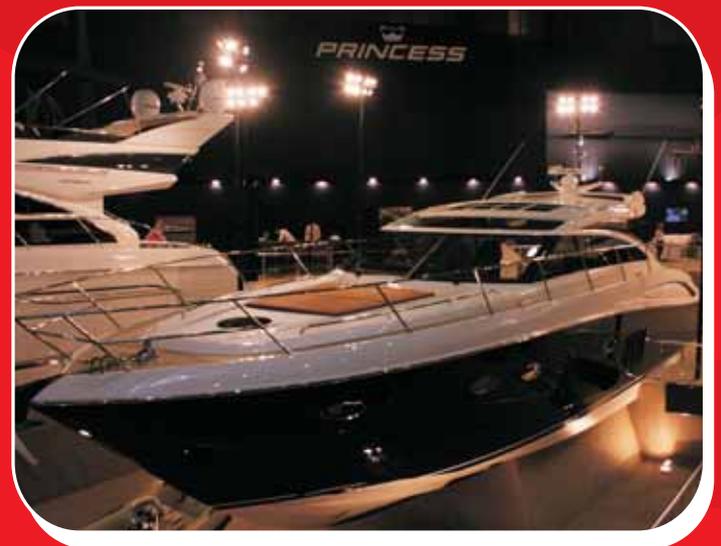
Advertisement & program sponsorship at Yacht & Sail TV.

Invitations to Turkish Commercial Counselors in 72 countries.

Information about the exhibition & invitations to all consulates and foreign commercial missions in Turkey.

Usage of posters at billboards and racquet panels during various fairs held in CNR EXPO.

VIP invitations to presidents and members from boat broker associations. VIP visitors provided with air tickets and free hotel accommodation during the exhibition.





CNR

AVRASYA / EURASIA

# boat show



## LOCAL MARKETING

### Magazines & Newsletters

NAVİGA DERGİSİ  
VİRA

YACHT TÜRKİYE  
BOAT BÜİLDER TÜRKİYE  
YELKEN DÜNYASI

YACHT LIFE  
MOTORBOAT&YACHTING  
POWER BOAT

DENİZCİNİN CEP FİHRİSTİ  
YACHTING LIFE

SKYLIFE  
PEGASUS MAGAZİNE  
CAPİTAL

FORBES  
PARA  
ALEM  
ŞAMDAN  
HELLO  
HÜRRİYET  
SABAH  
FOTOMAÇ  
HABERTÜRK  
ZAMAN  
YENİ ASIR  
ŞALOM



### Radio

TURKUVAZ RADYO  
HABERTÜRK  
NTV  
CNN Türk  
POWERTURK FM  
POWER FM  
POWER XL

### E-Marketing

dentur.org  
cnravrasyaboatshow.com  
cnrexpo.com  
yatef.org.tr  
yachtturkiye.com  
navigamagazin.com  
facebook.com  
twitter.com  
yachtmansworld.com



**CNREXPO** İstanbul

## The World Brand in Turkish Trade Fair Business

- 25-year-experience ✓
- Over 50 trade fairs annually ✓
- 12.000 exhibitors ✓
- 3.500.000 visitors ✓
- A professional team of 500 people ✓



## CNR HOLDING AT A GLANCE

- 150.000 m2 closed & 120.000 m2 open area
- 8 Exhibition Halls
- 7 Fast-Food Locations
- 2 Restaurants, 5 Bars, 3 Cafes
- 8 Halls for meetings- seminars, banquettes, cocktails and coffee breaks
- Press center
- 3 VIP Lounges
- Free car parking for 7.500 vehicles
- Technical team consisting of 150 people
- Special design & decoration studio
- Catering services
- 5 minutes walk to Metro Station
- International Buyer's Lounge
- Security team of 80 people
- First Aid & Ambulance Services
- Fast access from E-5, TEM, Ataturk Airport & Ferry Port

## CONTACTS

- |                                  |   |
|----------------------------------|---|
| <b>To Exhibit:</b>               | <b>To Visit:</b>                          |
| Mr. Erdogan Ozel                 | Ms. Bengu Dogruer                         |
| International Sales Executive    | International Visitor Promotion Executive |
| Tel: +90 212 465 74 74 Ext: 2370 | Tel: +90 212 465 74 74 Ext: 2535          |
| e-mail: erdogan.ozel@cnr.net     | e-mail: bengu.dogruer@cnr.net             |

# 10-19 February 2012

6<sup>th</sup> INTERNATIONAL SEA VEHICLES, EQUIPMENT AND ACCESSORIES FAIR

CNR  
AVRASYA / EURASIA  
boat  
show



Ufi  
Approved  
Event

*See you in February 2012...*



**CNREXPO** İSTANBUL

**Pozitif Fuarçılık A.Ş.**

**CNR EXPO** Yeşilköy 34149 İstanbul-TURKEY Tel: +90 (212) 465 74 74 Fax: +90 (212) 465 74 76 - 77 www.cnrexpo.com

**CNR Ankara:** Uğur Mumcu Caddesi No: 78/3 Gaziosmanpaşa Ankara-TURKEY Tel: +90 (312) 448 21 48 Fax: +90 (312) 448 15 07

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