

## POST RELEASE

### Moscow Boat Show 2016

Moscow Boat Show, **the largest Russian exhibition of the yachting branch**, for the ninth time already incorporated the most impressive representatives of the yachting world, branch specialists, professional sportsmen and fans of this spectacular sport March 8 through 13 in Crocus Expo IEC!

Outing on water enjoys wide popularity in spite of the economic situation in the country – speed boats and yachts, boats and hydrocycles, participation in competitions in water sports cause genuine interest, totaling a large number of admirers both at Russian and foreign audience. **More than 15 000 visitors** came to the show in 6 days!

The impressive exposition featured a wide range of products presented by **more than 140 companies**: motor and sailing yachts, boats, electroboats, electric motors, helicopters, design trimarans, pontoons, components, diving equipment, outfit and other related items. Among participants of the show are such **large players of the market** as Smart Yachts, Prestige Yachts, Velvette Marine, Bavaria Yachts, Lodka Haus, Mikstmarine, Moreman and many others.

The event enjoys popularity not only among specialists of the yachting branch – admirers of active outing on water come to the exhibition together with their families. Moreover, among visitors of the Moscow Boat Show 2016 there were many foreigners who with a great interest explored displayed Russian developments, estimating competitiveness and technical characteristics of vessels made by national producers. For example Velvette Marine brought 10 models of boats to the show site. Every visitor had an opportunity to get information about the full range of Velvette boats and communicate personally with the heads of the company at Velvette Marine stand. The company offered special commercial terms and conditions for purchase of a boat.

For some participants Moscow Boat Show became a launch pad for presentation of their developments to a new audience: one of the debutants of the exhibition, BIC aluminum Latvian company after progress in the markets of the Baltic States and Scandinavia plans to enter the Russian market.

Aqua Management Company (AMC) presented to the connoisseurs of exclusive vessels their restoration masterpiece – a boat of 1963 made with application of modern materials and technologies.

The 14-oars three-master vessel Emperor from the Russian Maritime Traditions club was exhibited at the Moscow Boat Show. Emperor was built in 2014 in Petrozavodsk shipyard according to the order of the Russian Maritime Traditions club. Historical design drawings of 1915 from the Russian Stat Archive of the Navy were implemented by the ship builders.

As its popularity and success rate had grown over the last years the project developed to incorporate more than just an exhibition. Those special events served to attract leading exhibitors and visitors and allowed all participants the chance to broaden their knowledge and of course their sales potential.

For the first time Yacht MUSEUM exposition was organized within the Moscow Boat Show. The exposition presented an opportunity to examine historic facts, significant events of the yacht industry, types of yachts and boats, materials and production peculiarities. Besides the best world yacht projects, boat show, regattas, paintings and photos of sea related theme, seminars and master classes were presented in Yacht MUSEUM. Various educational events for adults and children including general courses in yachting, skills in nautical knots, possibilities of yacht voyages, presentations of yachting events and other topics were organized within the frames of the program. 14 cognitive events with participation of more than 500 attendees were held within the frames of the Yacht MUSEUM.

The meeting with legendary captains Victor Yazykov and Nikolay Litau, and also with the famous traveler Vasily Yelagin was of great interest at visitors. The event was organized by the Yacht Russia magazine. Victor Yazykov told about a new project – the solo round-the-world race Golden Age of Russia – World without Oppression, Nikolay Litau – about round-the-world polar expeditions on

the Apostle Andrew yacht, and Vasily Yelagin – about conquest of the North Pole by Yemelya all-terrain vehicles of own design.

A round table Different Sides of Yachting was held at the State Inspection of Small Size Vessels stand. The event has been initiated and organized by the Moscow region Sailing Federation. A meeting with Krusenstern command crew devoted to the implementation of the program of sailing training courses and presentation of the Sea Practice – Krusenstern project took place within the frames of the round table talks.

From year to year domestic producers enter the market of water transport more and more actively and display worthy competitive products which evidence the development of the industry in Russia. Moscow Boat Show 2016 provides a unique opportunity to focus at national companies which products are not worse but sometimes even surpass foreign analogs in terms of engineering specification, speed factor and design. We can state with confidence that there is a tendency for 2016 edition – increase of Russian participating companies which are ready to show design developments in the sphere of water transport.

Specialists of many companies noted **the commercial effect of the show**. A number of commercially profitable deals were made right on show site. The representative of Vevette Marine trading house noted what from ten boats presented at the exhibition eight were sold, and the sales director of Smart Yachts declared increase in the number of orders for future construction of boats and he also told about the revival of the secondary market.

Next year 2017 **the project will celebrate its 10<sup>th</sup> anniversary** so the exhibitors of the show will prepare even more scaleful and impressive exposition!

See you under sails of Moscow Boat Show 2017!

<http://eng.mosboatshow.ru>

*Press Service Crocus Expo IEC*