



Commercial Sponsorship and Partnership Opportunities Now Available

Thailand International Boat Show 2022

Phuket, 6-9 January 2022



The inaugural Thailand International Boat Show is expected to attract thousands of visitors to Royal Phuket Marina in early January 2022.

The first international boat show to take place in Asia in two years, Thailand International Boat Show targets high net worth individuals with a keen interest in yachting and luxury lifestyle. The four-day event will showcase yachts of all sizes, both power and sail and showcase Phuket as a hub for luxury living, with more than 100 exhibitors and brands.

After a long hiatus due to the pandemic, the industry is eager to resume boat shows and the Thailand International Boat Show is putting on a host of activities on a scale not seen before. Visitors will be able to savour the best in food and drink and browse luxury homes, cars, watches and gadgets in the Luxury Hub, a showcase of the finer things in life. The in-water and onshore displays will feature some of the world's most prestigious yacht builders and brokers, high-end property developers and bespoke travel organisers. The Marina Market is the place for everything boat related, including fishing rods, tackle and chandlery.

Thailand International Boat Show will also see the TIBS Conference, bringing together key marine industry stakeholders discussing the topics of today's yachting industry. Last but not least, the boat show features a host of social events from product launches to waterside entertainment and the Gala Dinner.

Thailand International Boat Show is organised by JAND Events, a trading division of JAND Group, and supported by the Ministry of Tourism and Sports, Thailand (MOTST), Tourism Authority of Thailand (TAT) and the Thailand Convention and Exhibition Bureau (TCEB). The event sits perfectly with the government's yacht tourism initiative promoting Thailand as one of the world's premier yachting grounds.

The Sponsorship Experts, Paul Poole (South East Asia) Co., Ltd.

will be managing sponsorship and partnership marketing for Thailand International Boat Show 2022. We have a number of commercial sponsorship and partnership opportunities available for brands and businesses wanting to integrate with this high profile yachting and luxury lifestyle event as well as many other opportunities to create bespoke events for your brand or business.

Paul Poole (South East Asia) Co., Ltd. is an independent marketing consultancy based in Bangkok, Thailand specialising in commercial sponsorship and partnership marketing, working with both rights holders and brands - acting as a catalyst by bringing them together and maximising the relationship.

We have packaged, sold and managed sponsorship and partnership opportunities for a wide range of rights holders and worked with many of the world's leading brands to source and engage the right sponsorships and partnerships for them to maximise.