

Press Release - 20. 09. 2016, Biograd, Croatia

Biograd Boat Show 18.0

20-23. 10. 2016

Croatia's Largest Boat Show and Central Europe's In-water Show

Marina Kornati, Biograd, Croatia

Organized by: Ilirija d.d.

Photos – More than 30 hi resolution photos available on the following dropbox link:

https://www.dropbox.com/sh/0uamvrdv5jcal8b/AAARv_cvyFCs3ZQRxor-IfXna?dl=0

News

Biograd Boat Show Sells Out One Month in Advance!

Plans under Way to Accommodate Waitlisted Exhibitors – This available exhibitions space for this year's show is filled up at a record pace, and will lead to an 18th straight record show in terms of exhibitors and boats. Plans are underway to accommodate waitlisted exhibitors by rearranging some areas of the marina to expand the 32,800m² exhibition area. Expect to see well over 300 registered exhibitors and more than 300 vessels on display.

Biograd Boat Show Comes of Age!

The Biograd Boat Show turns 18 this year, and visitors can expect to see signs of maturity. Expect to the widest range of products on offer to date. The show has become the meeting point for Croatia's nautical industry and marks the end of the boating season, and the beginning of a new nautical business year. It is visible that this nautical season has been a good one for the industry, particularly with a pick-up in new boat sales. This should be reflected at the show where there will be a good selection of new models on display.

The World Premiere of the Greenline 36 Hybrid Motor Yacht among the Many New launches for the show. Greenline is the world leader in electric/diesel hybrid yachts, and the 36 marks the introduction of their 5th generation hybrid technology, and first model as newly independent yacht builder.

Volvo Expands its Exhibit to Include "Pop-up" Salon and 7 Automobiles

Volvo has long been associated with offshore yacht racing, and this year is expanding its ties with the Biograd Boat Show by building a "Pop-up" salon and will feature 7 automobiles including a special Volvo Ocean Race version. In addition, the Volvo dealer of Split will introduce the newest 12m motor yacht from the Croatian shipyard Damor.

Exhibition Hall B Becomes the Home of the Biograd Charter Show- The BCS is designed to present in one place, the yacht charter fleets of the Biograd Boat Show exhibitors, and Croatian yacht charter providers. The show is designed for both Business to Business interaction on Thursday and Friday (20 -21), as well as direct interaction with consumers. A new on-site presentation room has been added and the HGK Croatian Chamber of Economy is participating as an active partner. Last year's focus market was France, and this year's will be the UK, with a special presentation by the London office of the Croatian Tourist Board.

Backstory

Another Record Show Expected

After 17 years of consecutive growth, another record show is expected. In 2015 a record number of visitors and more than 300 register exhibitors attended from many countries, displaying more than 300 vessels. The event has taken on an international flavor due to the importance of Croatia as a boating destination and the impressive facilities and management of Ilirija d.d. which include Marina Kornati, Ilirija hotels, restaurants, and

entertainment facilities. Favorable pricing for all services adds to the leisurely atmosphere, while a pontoon bridge links the main marina with Marina Kornati West, offering a unique and attractive in-water exhibition.

The “Boat Show Experience”

Sunset marks the end of the exhibition day and the beginning of an on-site evening program offering great food and live entertainment each night, continuing into the town centre until the late hours. Also, many side events take place with themes such as business, education, social, culinary, sport and recreation. Known as the “Boat Show Experience”, it is the key to the show’s success, visible in the eyes of the locals as well as many affluent visitors from Central Europe that make a holiday of the event.

The Gateway for Central European Boaters

More and more, the show attracts visitors and exhibitors from neighboring countries and afar. Many are introduced to Biograd through its world class calendar of events, or as one of the largest yacht charter destinations in the world, or as one of busiest marinas in Croatia. Regardless the number of international visitors to the Biograd Boat Show increases each year.

Biograd Charter Show (BCS)

As Croatia leads the world in bareboat yacht charter, the Biograd Charter Show is an important yearly meeting point for the industry, and takes place in Hall “B”. On Thursday and Friday It focuses on Business to Business dealings, while the weekend offers consumers the best opportunity to speak directly with charter providers and to take advantage of special offers. A rich charter congress program for the industry is topped off by a grand Charter Friday Party in the Hall “B” restaurant.

New for BCS 2016

On Site Conference Facilities in Hall B – allows all meetings and presentations to take place on site

On-line B2B Meeting Scheduling – administered by the Croatian Chamber of Economy.

Expanded Meeting Facilities – allowing for more meetings between Charter professionals.

Complementary refreshment bar – open to all accredited charter professionals on Thur. & Fri.

Gold Member of IFBSO

The Biograd Boat Show is a Gold Member of the International Federation of Boat Show Organizers, adopting the high standards of the organization and participating in its further development by sharing its unique business model, and innovative touches such as the 360 degree virtual tour.

Go to www.bbs.com.hr and **take a 360° virtual tour** of the show, and view many video clips on **Boat Show TV**.

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Press Release - 07. 09. 2016, Biograd, Hrvatska

Biograd Boat Show 18.0 **20-23. 10. 2016**

Najveća izložba plovila u srednjoj Europi

Marina Kornati, Biograd, Hrvatska

Organizator: Ilirija d.d.

Fotografije - Više od 30 HD fotografija dostupne su na ovom Dropbox linku:

https://www.dropbox.com/sh/0uamvrdv5jca18b/AAARv_cvyFCs3ZQRxor-jfXna?dl=0

Vijesti

Biograd Boat Show rasprodan mjesec dana unaprijed!

U potrazi za mjestom za izlagače na listi čekanja – Izložbeni prostor za ovogodišnji sajam je ispunjen u rekordnom vremenu, te će označiti 18. rekordni sajam po broju izlagača i plovila. Provode se planovi za smještajem izlagača na listi čekanja kako bi se napravila preraspodjela prostora marine od 32,800m². Očekujte vidjeti više od 300 registriranih izlagača i više od 300 plovila na sajmu.

Biograd Boat Show postaje punoljetan

Biograd Boat Show navršava 18 ove godine, a posjetitelji će vidjeti znakove zrelosti. Očekujte vidjeti sav izložbeni prostor rasprodan i najširi spektar proizvoda u ponudi do sada. Sajam je postao okupljalište za hrvatsku nautičku industriju i označava kraj nautičke sezone, te početak nove nautičke poslovne godine. Može se primjetiti da je ovogodišnja nautička sezona bila uspješna, pogotovo uz porast prodaje novih plovila. To bi se trebalo odraziti i na sajam gdje će biti prikazan dobar izbor novih plovila.

Svjetska premijera hybridne motorne jahte Greenline 36 jedna mnogih novih

predstavljanja na sajmu. Greenline je svjetski lider u električnim / dizel hibridnim jahtama, a Greenline 36 obilježava uvođenje svoje 5. generacije hibridne tehnologije, a prvi model kao novi samostalni proizvođač plovila.

Volvo proširuje svoju izložbu uključujući "pop-up" salon i 7 automobila

Volvo je dugo bio povezan s offshore jahti utrke, a ove godine širi svoje veze s Biograd Boat Show izgradnjom "pop-up" salona i izlagat će 7 automobila, uključujući posebne Volvo Ocean Race verzije. Osim toga, Volvo distributer iz Splita predstaviti će najnoviju 12m motornu jahtu od hrvatskog brodogradilišta Damor.

Očekuje se još jedan rekordni sajam

Nakon 17 godina neprekidnog rasta, očekuje se još jedan rekordan sajam. U 2015. sudjelovao je rekordan broj posjetitelja i više od 300 registriranih izlagača iz mnogih zemalja, te preko 300 izloženih plovila. Sajam je dobio međunarodni prizvuk s obzirom na važnost Hrvatske kao nautičke destinacije i impresivnih objekata i rukovodstvo Ilirije d.d. koji uključuju marinu Kornati, Ilirija hotele, restorane i zabavne sadržaje. Povoljne cijene svih usluga doprinose opuštenoj atmosferi, a pokretni pontonski most povezuje centralnu marinu Kornati s marinom Kornati zapad, nudeći jedinstven i atraktivan izlagački prostor.

Boat Show doživljaj

Svakog dana sajma zalazak sunca označava kraj izlaganja, te početak večernjeg programa, nudeći vrhunsku hranu i zabavu koja se nastavlja u centru grada, nadomak marine, do kasnih sati. Poznat kao "Boat Show doživljaj", rezultirao je snažnom reputacijom susreta poslovnih ljudi, kao i brojnih posjetitelja koji manifestaciju doživljavaju kao odmor.

Pristup do srednjeeuropskog tržišta

Sajam ima snažan ugled u centralnoj Europi, te privlači mnogo posjetitelja iz susjednih zemalja. Mnogi od njih već posjeduju plovila sa bazom u Biogradu i okolici, dok su drugi jedni od tisuće posjetitelja raznih događanja koji se uvijek rado vraćaju. Posjetitelji na sajmu mogu naći tvrtke koje predstavljaju preko 500 čarter plovila, te izloženih 100 polovnih plovila. Mnoga sporedna događanja, poput Austrijskog offshore sailing prvenstva privlače preko 350 sudionika.

Biograd Charter Show

Kako Hrvatska predvodi svijet u yacht charter poslovanju, Biograd Charter Show postao je važno godišnje sastajalište za charter industriju, organizirano u hali "B". Četvrtkom i petkom usredotočen je na business to business poslovanje, dok vikend nudi potrošačima najbolju priliku razgovarati izravno s čarterašima, te priliku za posebne ponude. Bogati charter kongres program je okrunjen sa velikom Charter Friday zabavom u restoranu u hali "B".

Novo za BCS 2016

Nova kongresna dvorana u hali B - omogućava održavanje sastanaka i prezentacija u jezgri BCS-a

On-line B2B dogovaranje sastanaka- rukovođeni Hrvatskom gospodarskom komorom.

Proširena mjesta za sastanke- omogućavaju proširene mogućnosti za poslovne sastanke.

Šank za osvježenje – častimo sve akreditirane charter profesionalce u četvrtak i petak.

Biograd Boat Show je član IFBSO-a

Biograd Boat Show nosi status zlatnog člana IFBSO, međunarodne udruge organizatora nautičkih sajmova, usvajajući visoke standarde organizacije aktivno sudjeluje u daljnjem razvoju udruge dijeleći svoj jedinstveni poslovni model i inovativna rješenja, kao što je 360° Virtual Tour.

Posjetite www.bbs.com.hr te upoznajte sajam preko 360° virtual tour, te pogledajte mnoštvo zanimljivih snimaka na našem **Boat Show TV-u**.

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