



INTERNAUTICA®

INTERNATIONAL BOAT SHOW



MARINA PORTOROŽ, SLOVENIA

6 -10 MAY 2015

Motor yachts • Power boats • Sailing boats • Fashion and Sports • Boat tests • Nautical equipment • Expert Meetings and Seminars
Competitions and regattas • Charter • Adriatic Boat of the Year • Green Yachting

www.internautica.net



STUDIO 37 & MARINA PORTOROŽ



INTERNAUTICA

Internautica International Boat Show is the longest running large-scale nautical event in Slovenia. With its long tradition, Internautica has undoubtedly surpassed national borders and is held in great esteem throughout Europe and most recently, also around the world. Internautica, therefore, is not only a boat show exhibiting vessels and setting the latest trends in nautical equipment. It is, above all, a showcase of Slovenian business acumen, as well as tourist attractions. Both of these aspects have impact on the development of tourism and strengthening of the economy in our region. The local coastal tourism has already reached a prestigious level; therefore, an event such as Internautica gives it added value by providing visitors the opportunity to experience Slovenian and international excellence in the nautical industry.

The Slovenian Government closely studies and supports all activities and events which contribute to our common progress. We are enthused by the fact that this year's Internautica will again dedicate much of its program to active promotion of environmentally friendly technological development. This is important for our commitment to sustainable development.

I can only wish for more projects of this kind. The kind of projects which mean a step forward for the Slovenian economy and entrepreneurship, as well as an encouragement for development of new ideas by the best innovators around. I wish to thank the organizers of Internautica, all Slovenian manufacturers and innovators, and last but not least, the local tourism workers, who have once again prepared one of the best nautical events in Europe. With your continuing dedication and work you demonstrate that Slovenia, as a maritime country, can be an important meeting point of international activities in the nautical field and maritime industry.

Borut Pahor

President of the Republic of Slovenia

Honorary Chairman of Internautica 2011.





In the name of the Municipality of Piran and in my name, as the honorary chairman, I wish all participants a warm welcome to Internautica 2015. This central nautical event in Slovenia represents an intersection of sailing and marine enthusiasts in a place that prides on ideal conditions for such manifestation.

Development of activity in the field of nautical tourism plays a special economic and social role. The development of marinas satisfies tourists' interests and needs, while simultaneously bringing additional income to the local economy and new job opportunities. The boat show activity is a very welcome form of tourism, as well as promotion as its consequence, which is also of great importance for our most touristic developed municipality in Slovenia.

Internautica prides on a longstanding tradition and represents an excellent opportunity for all involved. It is a good opportunity for trade exchange and business

deals, buying and selling, promotion, establishing new economic connections and discovering new markets.

A great deal of merit for Portorož and Piran being well-known far beyond our borders goes to this international boat show. Through promotion of nautical tourism, sailing sport and its visibility, this event attracts more and more nautical enthusiasts. Finally, it also contributes to the recognizability of the Slovenian coast and the establishment and affirmation of Slovenia as a maritime country.

Thus on this occasion I would like to thank and congratulate the organizers, and to all participants I wish much success and a pleasant stay in our municipality.

Dr Peter Bossman
The Mayor of Municipality of Piran



During the past three years the world and the boating industry have been changing quickly: driven by new values of the old world, globalisation and quick development of new technologies have triggered an avalanche of changes, which we perceive as crisis. Four years and a half have passed since the “official” beginning of the crisis, thus now we at least have an idea of what is happening. Firstly, the crisis is a consequence of the fact that traditional virtues, such as prudence, justice, temperance and courage, have been ousted by the ancient deadly sins (greed, gluttony, pride...).

Secondly: the belief that money is “created” and exponent growth of economy is possible is considered a simple lie. And thirdly: this is not only a financial crisis but also a situation where the old world (Europe, USA...) lost its competitiveness and, consequently, jobs. The “new” world has BRIC (Brazil, Russia, India, and China - it is anticipated that these countries will bear three quarters of world economic growth in the following five years) and we have PIGS...

We have two options: we can either cancel globalisation or we can stay globally competitive. How do we do it? With creativity, innovativeness, new technologies, speed, adaptability and responsiveness.

Where is our place in the sun? Times of changes are a great opportunity: above all for the fast, agile, creative and intelligent. For Slovenia, this opportunity is even more unique (probably never before have we had such opportunities), since it enables us to reach for our goals that would otherwise be completely unreachable in a stable economic environment.

We have always been at an intersection of worlds, especially during the last millennium. This historic and cultural uniqueness is in times of globalisation an especially important advantage. At the same time, destiny gave us a part of the Alps, which are the bearer of new ideas and technological innovativeness worldwide. As far as the boating industry goes, we are a European superpower.



In the field of creativity, innovativeness, technologies and development of new ideas, Slovenia takes the third position, just after Italy and France. This is good news and exceptional encouragement.

Which are the areas of development? During the last fifteen years, due to quick growth and high demand, the nautical industry fell asleep and has lagged behind the real needs of customers.

- New boats and nautical services are expensive and lag behind market expectations.
- Regular boat comfort (we are becoming more and more spoiled) used to be acceptable, perhaps years ago; nowadays, however, it can satisfy only pure scouts.
- Technical deficiencies, lack of reliability: you need to understand that this is a boat! Today's nautical newcomers have basically no understanding and patience. Why can't a vessel operate, for instance, as a car, which costs ten times less?
- Boats are technically complicated. Their use and maintenance require considerable effort. Why should we suffer and make an effort? However, old sea dogs think that this is a part of the game...
- New markets demand that we understand the new reality, their characteristics and, at the same time, cultural differences between them. For instance, which type of boat does China need?

We cannot undertake new challenges without risk.

However: are we here in this world only to pass our lifetime in comfort, safety and narrow-mindedness? Are we not able to cope with global energy and give our souls to it? We are our only obstacle, thus let us not complain, but roll up our sleeves and take advantage of our creative and mental capacities. This voyage will be pleasant, full of surprises and time will pass in a glimpse of an eye. And don't worry if we do not manage everything as planned: we will not escape success!

And the sea, the magnetic fascination, the healing nature in its purest form, eternal, rejuvenating and soothing, will respond to our infatuation with love.

Japac Jakopin
Seaway Group



INTERNAUTICA International Boat Show annually showcases over 250 new vessels, with more than 400 exhibitors from all over the world and over 1000 major maritime brands. Each year, INTERNAUTICA attracts a large audience; well over 30.000 visitors attend the boat show every year; from boating enthusiasts to maritime experts, considerable number of which arrives with a purchase intention. Several major brands are invited to take on the role of Exclusive Partners of the project, giving them the opportunity to collaborate on the event and build a continuous business relationship. This relationship is based on common values and the partners' involvement in the process.

INTERNAUTICA is being supported by influential brands in their respective field every year, adding to the status of luxury and entrepreneurship of the show as well as providing a suitable promotional platform for the brand itself. Boat shows are increasing sales of vessels and boating equipment, and directly reinforce the strength of the market and brand awareness.





International Boat Show INTERNAUTICA is a member of the prestigious International Federation of Boat Show Organizers (IFBSO). IFBSO was founded in 1964 to help the development of boat shows and marine trade exhibitions worldwide. Today all member shows comply with the IFBSO Code of Excellence, ensuring that they meet the highest expectations of exhibitors and visitors. The IFBSO membership is open only to established, professionally organized events of international stature: whether for exhibitors or visitors.

The IFBSO logo is a guarantee for a well-run, cost-effective boat show.

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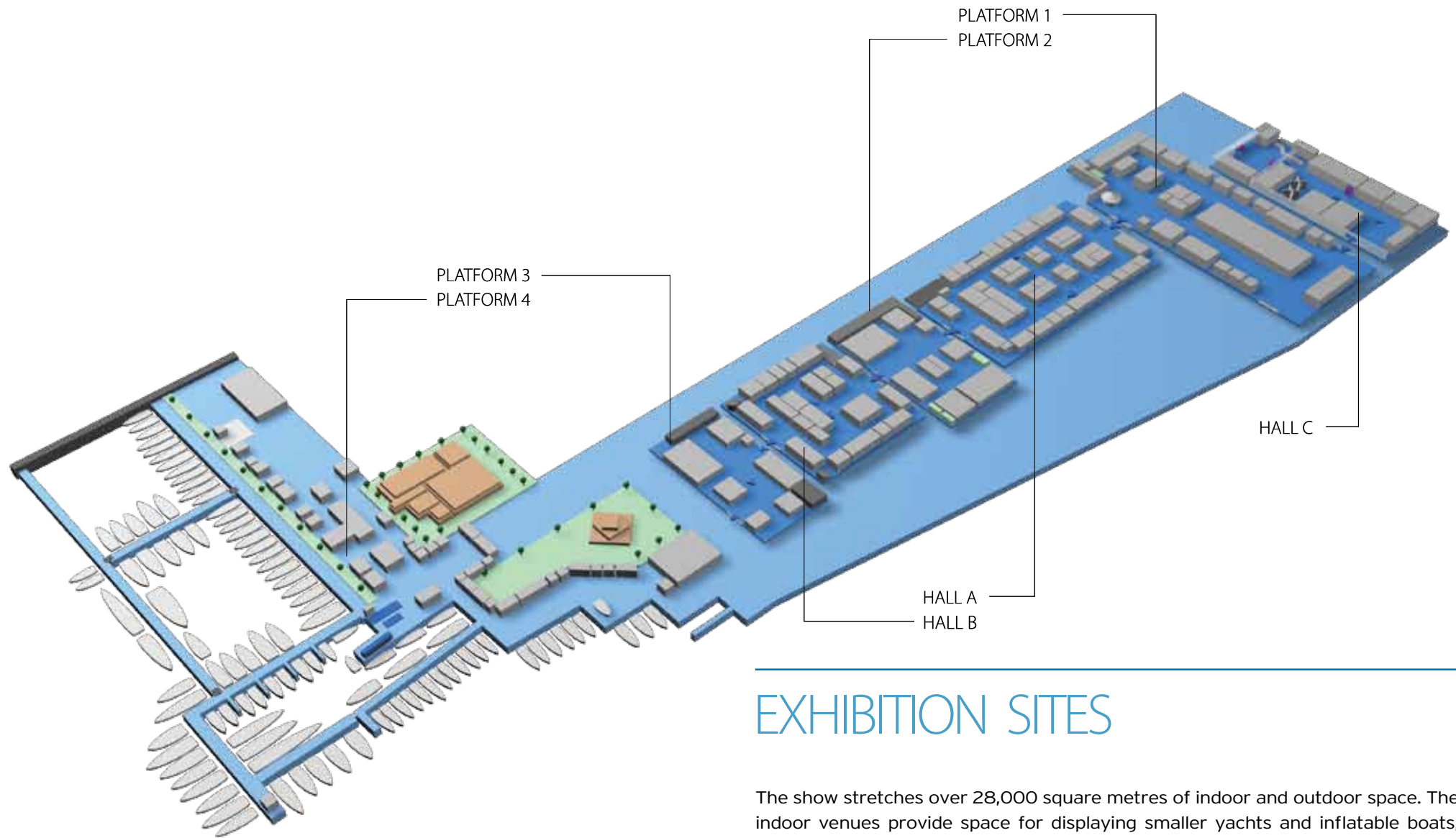


EVENTS & COMPETITIONS

INTERNAUTICA International Boat Show always attracts many distinguished international guests, from yachting professionals, designers, entrepreneurs, maritime experts to maritime enthusiasts, and other important people. Traditional events accompanying the Boat Show are the Annual INTERNAUTICA Regatta, as well as the ever amusing traditional Oldtimer parade of old time vessels and vintage cars. Other aspects of the INTERNAUTICA programme include many expert meetings, seminars, conferences and maritime exhibitions with artwork by renowned Slovenian artists, as well as sporting events provided for all visitors at the Marina Portorož venue.

A perfect finale for such event is the INTERNAUTICA Gala Evening, where the awards for Boat of the Year and other prestigious titles are presented. Every year all registered exhibitors of the show compete with their programmes for the awards in the following categories: Sport Motor Boats, Sailing Boats, Motor Yachts and Nautical Project of the Year. The winners are selected by visitors and a special jury, composed of nautical experts.

Celebrate the maritime and yachting lifestyle with us in Portorož!



EXHIBITION SITES

The show stretches over 28,000 square metres of indoor and outdoor space. The indoor venues provide space for displaying smaller yachts and inflatable boats, other nautical accessories and navigation equipment. The outdoor exhibition site expands every year as the demands of the exhibitors increase, as well as their interest to showcase more of their vessels of larger size. The floating docks are suitably extended for this purpose, extra large mooring spaces for bigger yachts are added and major improvements in planning of the exhibition areas are made.





EXHIBITION PROGRAMME

INTERNAUTICA is offering an array of events and plenty of diverse activities for experts as well as for those who simply want to learn more about the boating lifestyle. Visiting INTERNAUTICA is not only an entertaining leisure activity, but it is also an excellent possibility to gather priceless information before making a decision on purchasing a product or service. Visitors get a unique opportunity to learn about novelties, safety, and efficiency of new products, vessels, nautical equipment, and diverse accessories. Among domestic and international manufacturers featured at INTERNAUTICA, there are always exciting novelties and innovations presented to the public.



INTERNAUTICA International boat show is continuously promoting its exhibitors, partners and premieres of new marine products which will appear at this year's show. The event is widely promoted through different communication channels and media i.e. nautical magazines, newspapers, billboards, TV and radio stations, and through the main website www.internautica.net.

**INTERNAUTICA is a forward-looking event.
We would love you to be in forefront of this exciting happening!**



GREEN AVENUE

Presented for the first time at the Internautica international boat show in 2014, the Green Avenue has been organized as a showcase for technologically advanced and ecologically oriented vehicles - be it sea, land or air transport.

In 2014 the attendance at the Green Avenue was overwhelming, taking into consideration it was being held for the first time. The biggest of the exhibited was the Pipistrel Electro Taurus electric airplane, the first two-seat electric aircraft ever to fly, capable of recharging its batteries while on the ground.

Also collecting a lot of attention were the electric and hybrid cars, motorbikes and bicycles. The visitors were able to see the new Tesla model, alongside the BMW i3, Opel Ampera, Smart 4two Electric, Smart Roadster Electric, Nissan Leaf, Yike Bike electric bicycle and an electric prototype off-road motorbike, the first of its kind.

The Green Avenue has then led the visitors on to the sea venue, where the hybrid sea vessels were exhibited, showcasing the latest in marine hybrid technologies.

Green forum

Organised as a part of the Green Avenue, the Green forum was being held in the pleasant Marina conference hall. The goal of the forum was to inform the public (buyers/users) and the professionals (sales) about the climate changes we are facing now, and that await us in the very near future. By understanding these numbers, one feels the need for a change in the technology that mostly drives our machines today.

Green yachting academy

The Green yachting academy has been organized as a means to educate the newcomers to boating, as well as seasoned sea-goers, about the ways to use energy at sea in an environment-friendly and economic way, ranging from batteries, power generation and consumption, to other ways of being one with the nature when sailing off-shore or around your favorite spot.







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