
AIMEX Media Release



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AUSTRALIAN MARINE INDUSTRY TARGETS ADDITIONAL MARKETS

The Australian International Marine Export Group (AIMEX) is targeting additional international markets over the next six months with increased exposure at major world boat shows.

The peak industry private-sector group will target Spain, Russia and Taiwan for the first time along with its regular presence at IBEX in October, METS Amsterdam in November, Dubai International Boat Show in March 2009 and China International Boat Show in April 2009.

AIMEX is undertaking a trade mission to Spain in conjunction with Austrade with a site tour and networking functions to maximise opportunities with the Salon Nautico Barcelona staged November 13 to 15 immediately prior to METS Amsterdam.

Austrade lists key factors such as nearly 8000km of coastline, an estimated 320 marinas and Barcelona's busy port movements as offering an exciting market opportunity for Australian companies.

Around 30 AIMEX members will be attending METS Amsterdam from November 18 to 20. METS is the world's largest marine equipment show attracting visitors from more than 100 countries.

The Dubai International Boat Show from March 3-7 will again feature an Australian presence. AIMEX members attending the 2008 event enjoyed success securing orders, distributors or confirming agent appointments. Last year AIMEX secured the Australian agency for this show.

The AIMEX group intends to have a presence for the first time at the Moscow International Boat Show (April 9-12).

According to Austrade, Russia offers opportunities for Australian companies as over seven years the country has clocked average economic growth of almost 7 percent. Moscow's newly wealthy residents take advantage of extensive river and lake infrastructure around the city. The luxury boating market in Russia has grown 10-fold in the last ten years.

This year's Moscow Show attracted more than 300 companies including globally known marine brands.

"AIMEX will be visiting Moscow followed by a Taiwan trade visit (April 13-14, 2009) and attendance at the China International Boat Show (April 16-19, 2009)," said AIMEX Chief Executive Mary Anne Edwards.

"The CEO of Horizon and President of the Taiwan Shipbuilders Association has offered to host a showcase event for AIMEX. Taiwan is home of Asia's luxury boat building and marine equipment manufacturing industry," said Ms Edwards.

"Taiwan is now the fourth largest producer of luxury boat sin the world while this nation's businessmen are influential in the global marine leisure industry."

Australia's recreational boating industry generates a direct industry revenue of \$A7.8 billion nationally including more than \$A1.2 billion in export sales, according to a report on the Economic Value of the Australian Recreational Boat Industry prepared for Grow Boating Australia in October 2007. The Economic and Market Development Advisers (EMDA) report found the industry is a significant employer with 33,475 employed full time or part time translating to 28,694 full time equivalent jobs.

Ms Edwards said the Grow Boating figures indicated the importance of marine exports to the Australian economy.

"We aim to increase the total amount of Australian marine exports and look for new markets and opportunities for members," said Ms Edwards.

AIMEX members encompass a huge range of marine products and services with manufacturers, designers and consultants, service providers and boat show organisers.

The national group's headquarters are based in Melbourne. For details view www.aimex.asn.au

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