



# MORE SPACE AND MORE BOATS IN THE 2004 BARCELONA BOAT SHOW

*Dates: 6th to 14th November 2004*

With just four months to go, the perspectives for the new Barcelona International Boat Show (6th to 14th November 2004) are very good, since the two venues of the Spain's major sports and recreational boating event are expected to be completely full.

According to estimates, the space rented by exhibitors in Fira de Barcelona's Gran Via M2 exhibition centre will be 6 percent more than the previous year, thanks to the incorporation of the atrium which links pavilions 1 and 2, as well as the outdoor areas. There will be 160 large boats in the International On-Water Show to be held in Port Vell's Moll d'Espanya del Port Vell, which is a 25% increase over 2003. 16 of them are sail and motor catamarans, 47 sail boats and 97 motor boats. There will be an increase in quality in the sailing segment in the Port Vell exhibition.

With regard to total figures for the 2004 show, estimates point to a net exhibition space of 70,000 m2 between the two venues, 530 direct national and international exhibitors (in addition to 1,575 indirect exhibitors), 32 represented countries, around 1,500 vessels of all kinds in the Gran Via M2 exhibition centre and 160 large boats in the Port Vell International On-Water Show.

## All sectors represented

One of the major attractions of the Barcelona International Boat Show is that all sports and recreational boating sectors will be represented there. According to the space distribution, Pavilion 1 of the Gran Via M2 exhibition centre will house sail and motor boats, jet skis, sails, light sailing, tug boats, accessories, sports marinas, nautical tourism, clothes and technical wear, characters, decoration, shopping area, engines, inflatables, scuba diving, windsurfing, official institutions, international groups, publi-

shing companies and technical press.

Pavilion 2 will be the setting for motor boats, fishing cruisers, yachts, catamarans, Menorcan boats, llauts, launches, electronics and fishing. The large boats will be moored in the Port Vell International On-Water Show with an exhibition of over a kilometre long and the presence of exhibitors who are owners of the catamarans and sail and motor yachts.

## Activities for visitors

The 43rd Barcelona International Boat Show will provide the setting for a large number of activities for visitors. These include the announcement of the Concept Boat MDY Contest, the conference on Mediterranean Ports, the Congress of the Colegio de Ingenieros Navales-Fundación Jorge Juan, the Nautical Journalism specialisation and Meteorology for Sports Navigation courses, the Boat Clubs Seminar of the Real Federación Española de Vela, the presentation of the Proyecto Blau, the presence of the Athens 2004 Spanish Olympic Sailing Team members the Seminars on Nautical Medicine and Insurance. There will also be a Nautical Tourism workshop and a round table debate with highly prestigious navigators.

As is traditional, the Boat Show will set the scene for the announcement of the most important races which are held along the coast throughout the year. The America's Cup will be present through AC Management, which will have their own stand at the Boat Show and, for the first time, there will be a space dedicated to innovation in with the representation of companies which make design an added value of their production.

Port Vell will be the centre of operations of the Boat Show Sailing PROAM, which, for the third year running, will organise a race for sailing professionals, and a

programme of courses for amateurs interested in learning to navigate from an expert. Professional racers and various popular figures will participate in the first part of the programme.

The Barcelona International Boat Show is an exhibition of Fira de Barcelona, leading organiser of industrial and professional trade shows in Spain and one of the first four in Europe in number of events.

## MARISCAL AND THE BARCELONA BOAT SHOW

This is the fifth communication campaign that the Estudio Mariscal has carried out for the Barcelona Boat Show. This campaign leads on from previous ones and connects the public that enjoys the sea and, for that reason, respects it. As in previous years, it affects emotions and the leisure aspect of enthusiasm for navigating and maritime sports.

This year, the public is the star of the illustrations, since we wish to represent the community at large, which has this idea of the sea as a medium for pleasure and enjoyment. The illustrations are reminiscent of posters from the 60s, which is precisely the decade in which the first Boat Shows were held. It is colourist, with interposing spots, and very luminous, just like sports marinas, the sea and the colours used for boats and sportswear.

It is keeping last year's slogan: "Come to the sea", so the show will continue to be identified with the marine medium as are the products exhibited therein.

