



whiteandblue

Rimini Yachting Lifestyle

02-05 APRIL
2010

Marina di Rimini

www.whiteandblue.it



AN INTERNATIONAL BUSINESS MEETING

An event dedicated to **boating** and the **luxury lifestyle**, a **unique** format for Italy, offering the country's biggest **showcase** for **emerging yacht markets** and a **sneak preview** of the autumn boat show season.




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200 buyer



80 tests at sea



400 guests of honour

LOCATION

Marina Blu, one of the most beautiful, sophisticated **tourist harbours** in the entire Mediterranean: **662 berths** and a **basin** of over **100,000 square meters** make it the **jewel of the Adriatic**.



10.527 boating enthusiasts



4 gala soirées
dedicated to **international buyers**



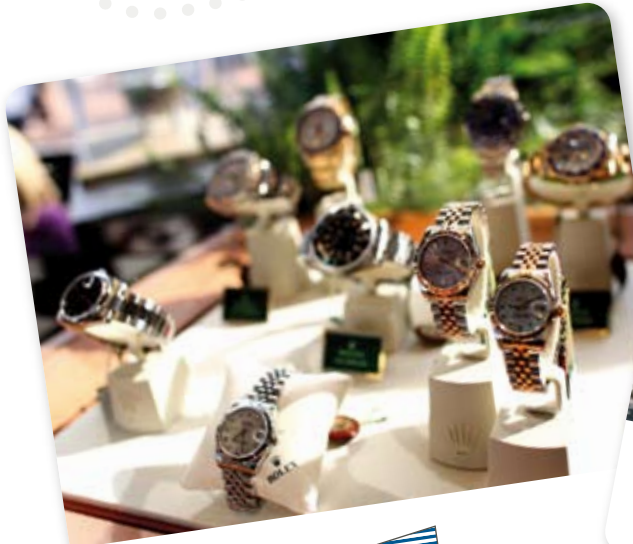
95 accredited journalists

KEY PLAYERS

Shipyards and **boat dealers** presenting their gorgeous **12 to 30** meter yachts, along with prominent **partners** from the world of **luxury**, all in a **glamorous setting**.




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KEY
FIGURES



THE INTERNATIONAL MARKETPLACE

A packed schedule of **appointments** with **buyers** who have been carefully profiled, courted and pampered by Rimini Fiera, and are keenly interested in testing and **purchasing** yachts and luxury goods.

Key markets include:

China, India, Russia, Kazakhstan, Uzbekistan, Romania, Morocco, the UK and Benelux



KEY FIGURES

200 buyers

520 business appointments

70 over sales negotiations initiated

80 tests at sea

400 guests of honour

10.527 boating enthusiasts

4 gala soirées dedicated to international buyers

95 accredited journalists



2009 PARTNERS

lifestyle partner:

Q U I N T E S S E N T I A L L Y

official car:



fashion partner:



MARINA YACHTING

www.whiteandblue.it

organized by:



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