



Exclusivity at the Både i Bella boat show

Dreams of a luxury life on the water are alive and splashing in Denmark. Exclusive yachts are therefore well represented at this year's boat show, Både i Bella, at Bella Center, which is taking place on 11-13 March and again from 17-20 March.

Fantastic design, loads of comfort and superior quality characterise the dreams of many passionate sailors in Denmark wanting to combine a sense of freedom and water-borne luxury. This year's boat show, Både i Bella, therefore presents a wide range of exclusive boats that offer every chance to keep dreaming – or to live out your dreams.

Four brands stand out in particular in terms of their exclusivity at the boat show – Danish X-Yachts, Swedish Nord West Yachts AB and the Italian yacht makers Azimut and Ferretti.

X-Yachts is exhibiting its Xc 38, which sailed off with the prize as *European Yacht of the Year 2011* in the Luxury Cruiser category at the boat show in Dusseldorf, scoring particularly high points on finish, build quality and sailing properties.



Nord West Yachts AB, which is well known for its timeless and stylish design, is showing three yachts: Nord West 420 Flybridge, Nord West 370 Coupé and Nord West 370 Sports Top.

The Italian yacht brand Azimut is represented with its Azimut 38 Flybridge-Range, Azimut 43 Flybridge-Range and the Azimut 43 S-Range with TEL-KA YACHTS from Middelfart as distributor.

"It's Italian design at its best. Functionality, interior and style are nothing less than top class, and buyers get a floating luxury summerhouse which

Bella Center A/S

Bella Center is Scandinavia's biggest trade fair and congress centre which each year houses all kinds of events from trade fairs for *fashion, food, cars, boats and holidays* to large events such as the *MTV awards* and *Danish and international congresses* such as the *UN climate change conference COP15* and the *IOC Session and Olympic Congress*.

Bella Center A/S also consists of **Copenhagen Fashion House** (permanent showrooms for fashion) as well as **BC Design Center** (a permanent exhibition platform for furniture and interiors with Scandinavia's first materials library), **International House** – centrally located serviced offices with all modern facilities and offices in all sizes, **Bella Center Services**, which offers catering for up to 15,000 guests at a time, and **Forum Copenhagen** – a subsidiary since 1997 where a wide range of concerts, exhibitions and parties are held. The latest addition to the group is the **Bella Sky Comwell Hotel Copenhagen**, the largest hotel complex in Scandinavia which is due to be inaugurated in spring 2011. Read more about Bella Center A/S at www.bellacenter.dk.

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can be used all year round in both Danish and foreign waters,” says Henning Borgersen, Managing Director of TEL-KA YACHTS.



The Danish importer and distributor ShipCenter is including the Italian yacht Ferretti 500 in its range for the first time. In addition to its familiar and unfailing Italian design, Ferretti 500 also boasts materials of the best quality and a high degree of comfort.



“We are very proud to be presenting a boat as fantastic as the Ferretti 500, and show that ShipCenter is now also able to show off boats in this class and size. And it is no accident that we are doing so at Både i Bella as the show is a very important window to the outside world and an outstanding platform for

us to make contact with both new and existing customers,” says ShipCenter’s Managing Director, Søren Iskov Jensen.

Både i Bella is being held at Bella Center on 11-13 March and 17-20 March.

www.baadeibella.dk

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