

April 8~11, 2010

Shanghai Exhibition Center

www.boatshowchina.com

The 15<sup>th</sup> China (Shanghai) International Boat Show – CIBS 2010



China (Shanghai) International **2010**  
中国(上海)国际游艇展 BOAT SHOW  
第十五届中国国际船艇及其技术设备展览会

For immediate release

## **Curtain down on the 15<sup>th</sup> China (Shanghai) International Boat Show 2010 Trade value broke 300m RMB in 4 days for both imported and made in China**

[April 12<sup>th</sup> 2010, Shanghai China] The 4 day China (Shanghai) International Boat Show 2010 closed yesterday in the Shanghai Exhibition Center downtown. More than 400 brands took part in the show with 252 boats displayed plus 126 boat models. The trade value broke the record of 300m RMB.

As Helena Gao, senior project manager of the show organizer Shanghai UBM Sinoexpo explained, the participant base had expanded to 67 nationalities. After the global economic downturn, the number of overseas visitors increased 60%.

The big Four, Ferretti group, Azimut-Benetti group, Beneteau group and Brunswick group along with the Princess, Fairline, Sunseeker and Jeanneau continue their sales outcome.

- Jeanneau received orders on a 45 foot and a 50 foot cruiser
- Regal sold a 33 foot motor yacht in the first day of the boat show
- Princess signed a demo for an 84 foot and a 54 foot motor yacht
- Beneteau sold all three of the boats on display along with their Lagoon catamaran at the On-Water display on Huang Pu River.
- Fairline's return to Shanghai resulted in the closing of a deal on a yacht valued at 18m RMB
- Brunswick sold 13 boats ranging from 2-3 m RMB each
- The French Couach company was surprised to sell two boats with total value 11m in their first time ever participating in the boat show having just come for a try and trial
- The Ferretti Group signed 4 purchasing intentions, ranging from 25m to 160m RMB
- Sunseeker International finalized a new Predator 115, a new Yacht 80 and a couple of 63 footers Manhattans

Locally made boats were another highlight of the 2010 show. Shanghai Double Happiness, Xiamen Yihong and Shantou Yangfan expanded their stand to display more products aimed at meeting both Chinese and overseas markets. The combination of quality control and elements targeted at local people's taste made these brands a huge success.

Valued 4.78m RMB, a 46 footer was sold on the first day on Xiamen Yihong stand with the boat being purchased by a hotel developer in Henan province plus another 5, 63 foot long motor yachts and 46 footer; 5 perspective clients expressed the interest to both luxury yachts made by Shanghai Double Happiness. Shantou Yangfan sold their yachts displayed on the Huang Pu River in the Shanghai Yacht Club with total value 7m and 10 boats were

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sold by Zhejiang Automeike with 1m value of each. Jiangsu Xinsheng managed to sign a deal on more than 30 boats.

Prospective buyers from Hong Kong, Korea, Russia, Qatar, Dubai, South Africa and Greece joined the local purchasers coming to the boat show searching the right products for themselves.

It was 8<sup>th</sup> year for Italian camp to come to the boat show and the development of the size of the Italian Pavilion showed the commitment to explore the market in China. Japanese and Australian delegations have already started to plan for next year after the show of the last few days from which they were convinced that China's market is so important. Representatives were also sent from Spain and Finland to evaluate the possibility of coming to China next year.

The yacht industry also joined the trend of low carbon campaign worldwide. Shanghai Tianyi brought its new solar panel motor yacht to the show and signed 3 demos. Coming to Shanghai for the show, Argentina exhibitors agreed that the yachting industry shall be closer to nature and the ocean with more care taken of the environment.

On the Saturday of the show, light winds, grey skies and low visibility didn't deter 30 crews taking to the water on Dianshan Lake, west of Shanghai for the China (Shanghai) International Boat Show Charity Regatta in aid of The Silent Angel Kindergarten for autistic children.

This was the 15<sup>th</sup> China (Shanghai) International Boat Show and to celebrate this anniversary, on the opening night of the show a Gala Dinner was held where CIBS presented the inaugural Asian Marine & Boating Awards. The AMB Awards were described by the organizers as 'designed to be a thank you to all our loyal exhibitors, and an attempt to set a new standard for recognizing excellence in the ever-growing marine industry in China'. With a panel of judges drawn from local and international marine, boating and lifestyle media, and marine industry professionals, awards were made in 14 principal categories. The best motor yachts went to Ferretti 881, Azimut 70 and SeaRay 310SDA. Beneteau 40, Hanse 545 and J80 were awarded for best sailboats. Royal Hong Kong Yacht Club were voted the best yacht club in Asia and the best regatta trophy was won by Pucket King's Cup.

From the luxury motor yacht where you enjoy the cocktail on the swimming platform to dinghy which you have to work hard on to pull all sheets and ropes, boats have brought so much joy from different perspectives. China (Shanghai) International Boat Show has transited from a simple exhibition to where everybody can learn and share the passion for water and pursue a healthier, happier and free lifestyle, Yang Xinfu, the founder of China Boat Industry and Trade Association told us.

**For more information and previous news, please visit [www.boatshowchina.com](http://www.boatshowchina.com) ,  
or contact Ms. Helena Gao via [Helena.gao@ubmsinoexpo.com](mailto:Helena.gao@ubmsinoexpo.com)  
Shanghai UBM Sinoexpo International Exhibition Co., Ltd**

### **About the Organizer**

UBM Sinoexpo organizes a series of International exhibitions and conferences through our global network with the government bodies, trade associations & organizations, media companies & partners. The 8 themed shows held annually cover industries of furniture, pharmaceuticals, hotel, building, boat, cleaning, food ingredients and lighting, and include 34 business exhibitions, two publications and three B2B websites. The total exhibiting area exceeds 480,000sqm. Among them, Furniture China, CPHI, Hotelex Shanghai and the China International Boat Show have grown to be Asia's leading trade events in their respective areas, attracting mass attendance from exhibitors, buyers and trade visitors worldwide.