



# THE 25th CHINA SHANGHAI INTERNATIONAL BOAT SHOW

2021.4.1-4.3 SWEECC

Concurrent Exhibition  
The Lifestyle Show 2021

## POST SHOW REPORT

# OVERVIEW

The background is a solid blue color with various organic, flowing shapes in different shades of blue. On the right side, there is a stylized profile of a human face, rendered in a light blue color, looking towards the left. The overall aesthetic is clean and modern.

> **37,000<sup>+</sup>** visitors

> **44,000m<sup>2</sup>** exhibition area

> **600** exhibitors

> **150<sup>+</sup>** on-site events



The 25th China (Shanghai) International Boat Show, organized by Sinoexpo Informa Markets, China Boat Industry & Trade Association, Shanghai Association of Shipbuilding Industry and Shanghai Science and Technology Exchange Center, has been successfully ended in Shanghai World Expo Exhibition and Convention Center (SWEECC) on April 3rd, 2021, lasting for 3 days.

The show gathered nearly 600 famous exhibitors, exhibited boat, relevant equipment and accessories, yacht clubs and related services and water sports covered whole industry chain, and attracted over 37,000 visitors.



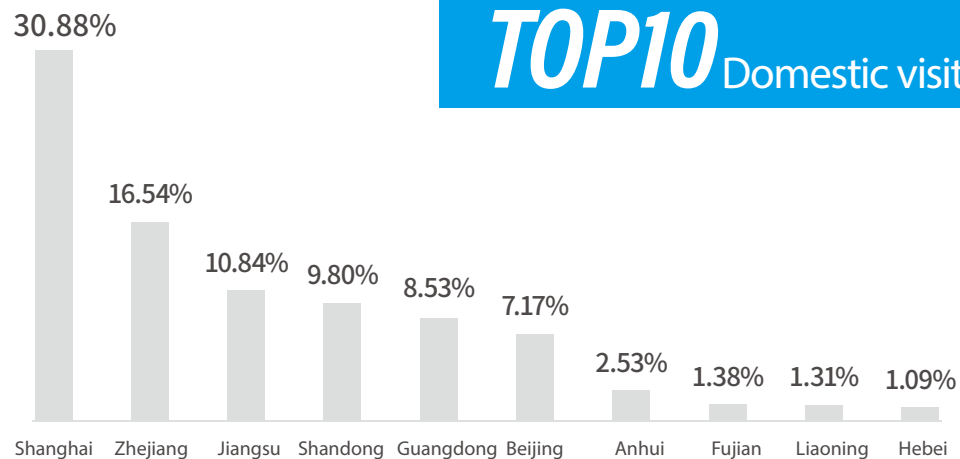
Scan the Code  
View the Scene

# VISITOR ANALYSIS

## VISITOR ANALYSIS



The top 10 provinces and cities with the highest number of visitors are **Shanghai, Zhejiang, Jiangsu, Shandong, Guangdong, Beijing, Anhui, Fujian, Liaoning, Hebei**. In addition, audiences from 43 countries and regions also came to the scene.



## VISITOR ANALYSIS



### >Analysis of Visitor's Business Nature

Manufacturers/Brand Owners	<b>44.6%</b>
Dealers/Agents	<b>22.3%</b>
Government agency/scientific research institution/public institution	<b>12.63%</b>
User/Buyer	<b>8.63%</b>
Marketing/PR/Media	<b>8.23%</b>
Others	<b>3.61%</b>

### >Analysis of Visitor's Purpose

Looking for New Suppliers	<b>26.76%</b>
Collecting Market Information	<b>23.94%</b>
Sourcing for New Products	<b>22.07%</b>
Place an Order	<b>12.45%</b>
Looking for Franchisors/Brokers	<b>7.86%</b>
Strengthen Connection with Suppliers/Partners	<b>4.57%</b>
Others	<b>2.35%</b>

## VISITOR ANALYSIS



### MR. YAN FROM QINGDAO, SHANDONG PROVINCE

I am mainly engaged in yacht sales, renting, custody, training and maintenance. I come here for market information and professional communication, also for connecting with exhibitors that have been our partners. The exhibition has a large audience this year and I believe that the whole industry is recovering steadily.

### ALEX FROM THAILAND

I'm Alex from Thailand. I couldn't be on the site because of the COVID-19 pandemic, but the organizers offered us a chance to meet suppliers online. I felt like it was an activity made for me. The stuff showed me exhibits with laptop camera and explained to me. That was very cool and more humanized compared to traditional online business platform. Thank you!

### MR. CHEN FROM SHANGHAI

I have visited the boat show for many years in a row. I meet my old friends here mainly. What impressed me most is the popularity this year. I had some in-depth negotiation with exhibitors and I believe this will have a great impact on my company's operation in the future. We are grateful to the organizers for setting up such a platform for us.

## AUDIENCE ATTENDANCE RATE

**45.87%** of audience visited the show once

**24.62%** of audience visited the show twice

**29.51%** of audience visited the show for the third time or more

## SATISFACTION OF AUDIENCE

Quite satisfied **78.7%**

Generally satisfied **16.7%**

Fair **4.6%**

## THE AUDIENCE RECOMMENDATION

**94.9%**

VISITOR  
ANALYSIS



## 25th Anniversary Greetings



Scan the Code  
See More Greetings



International Federation of Boat  
Show Organisers (IFBSO)

### **Renate Maddocks-Born**

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It gives us great pleasure to count CIBS, the China International Boat Show, amongst our members. Since its inception in 1996, CIBS has developed into the leading platform for the entire boat industry in China. We celebrate your success and on behalf of the entire IFBSO Executive Committee, I would like to congratulate the CIBS team on the 25th anniversary edition of the show. I extend a warm welcome to the exhibitors and visitors and wish you all a very successful and enjoyable event. Happy Anniversary!



IBI International Boat Industry  
Editor

### **Ed Slack**

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It gives IBI great pleasure in congratulating the organizers of the China International Boat Show in anticipation of the special 25 anniversary show due to take place in April. Given the turbulence and challenges we've all faced in 2020, the resilience and resolve shown by the leisure marine industry worldwide has been remarkable. The China International Boat Show remains a vital catalyst to boating in Asia, and as a more prosperous 2021 beckons, its role in spreading the boating message has never been more critical or welcome.



Business Finland  
Head of East Asia and India

### **Jusa Susia**

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Warm congratulations to the 25th anniversary of China (Shanghai) International Boat Show. Glad to know the China (Shanghai) International Boat Show is the 25th in this year. We hope more and more Chinese customers and consumers are getting to know Finnish boats and products through this comprehensive boat show. Finnish boats Flipper and Falcon presented successfully in CIBS this year. Once again, Happy 25th anniversary and wish the CIBS a great success.

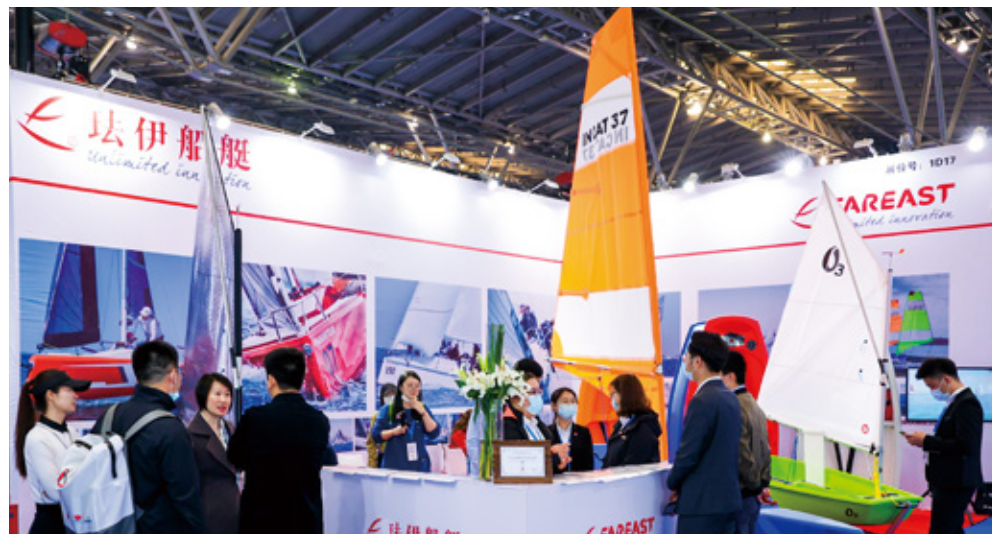


EXHIBITOR

## EXHIBITOR



On the occasion of CIBS's 25th anniversary, CIBS2021 has attracted 600+ high-quality enterprises. The exhibits cover the whole industry chain of boat, relevant equipment and accessories, yacht clubs and related services and water sports etc., such as Jeanneau, Bavaria, Mercury, Suzuki, Yamaha, Honda Power, Dah Chong Hong, 3M, Henkel, Holylight, Tritex-Tripower, Ocean, Eastsun, East Brightness, Caiwing, Marvel, Zhongya, Haery, EIKTO, Melors, CHLEE, DIBEISI, etc.



EXHIBITOR



## Outstanding Domestic Products

The 25th anniversary of CIBS marked the rise of domestic goods. Chinese boat and related national brands rise in an inexorable way. The number of domestic brands and categories that participate in the show this year is higher than ever. Dozens of independent brands made a stage in CIBS with new products including Jiangnan Shipyard, Far East, Hidea, Haoyun, Blue Whale, Huanzhu, Vast Ocean, Xigang, Changbo, Galaxy Boat, Dongfang High Speed Craft, Bonna, Aidi, Usail, Smartgen and Jiwu (the rankings above are not in any order).



HUANZHU



瀚海玩家  
THE PLAYERS OF BOATS

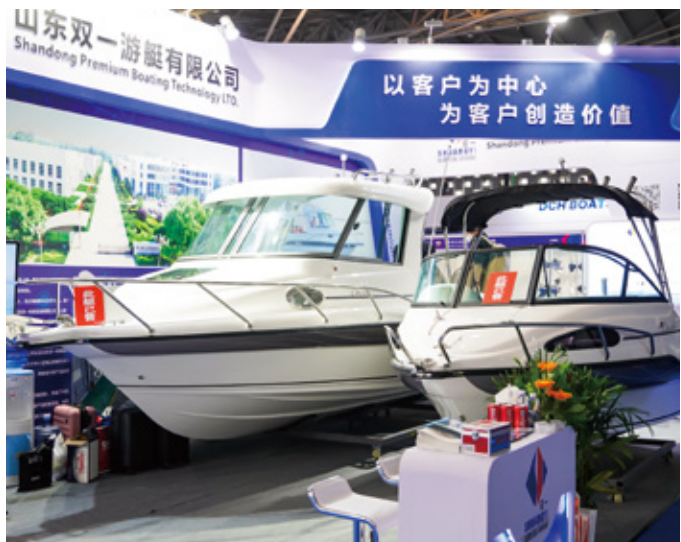


Scan the Code  
See the High-quality Domestic Products



## Some of the Good News on the Spot

Polish Parker 790 Explorer multifunctional boat and Parker 660ph multifunctional small fishing boat from Dah Chong Hong, German Bavaria S33 HT from Jetset Ocean and two high-speed fishing boats 485 SC and 705 HT from Shandong Premium Boating Technology Ltd. are all successfully sold and met their new owners. Meanwhile, many boat and accessories exhibitors have also obtained orders, such as Far East, Speedo Marine, Vast Ocean, Hidea, Holylight, Gill, Yafei Surf, etc.





**Mercury Marine Trading (Suzhou) Co., Ltd.**

I appreciated very much that CIBS provided such platform for us in China. Meanwhile, we are grateful to the support of CIBS and I wish CIBS be better.

Mercury has participated in CIBS for more than 20 years. As the most loyal strategic partner of CIBS, we promote and make progress with each other. Mercury witnessed CIBS advanced greatly from a local exhibition to the largest boat show in Asia, covering diversified exhibitions such as Lure Fishing.

**-Ms. Chen Xian, Director of Human Resources in Asia**



**DCH Boats Co., Ltd**

It's a common sense that CIBS is recognized as the most influential boat show in the industry. The audience and buyers on the spot are all expected by our exhibitors. As for our first time to participate in this exhibition, the number of visitors and the popularity of both the exhibition and our booth are all beyond our expectations. We are very grateful to CIBS for maintaining this professional attitude as always, for building such a high-quality exchange and trade platform for manufacturers and practitioners. The show also builds a bridge between the Chinese market and the world, so that domestic audiences can have a deeper understanding of international brands.

**--Mr. Guo Xiao, General Manager**



**Oriental Recreational Products (Shanghai) Co., Ltd**

It should be the 5th or 6th year that we have constantly participated in CIBS.

There' s a very big change in the boat show this year. Water Sports, Lure Fishing and Tourism elements are included, which has diversified the exhibition. More tourist destinations, employees from scenic spots have come to the scene, which brought more possibilities of clients for us. It is a very good attempt. I hope that there will be more new moves and innovations in future exhibitions to bring us more attention.

**--Mr. Cheng Bin, Senior Sales Manager**

**The exhibitor recommendation is 95.33%**

**78.75% of exhibitors expressed great satisfaction**

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# HIGHLIGHTS

## HIGHLIGHTS

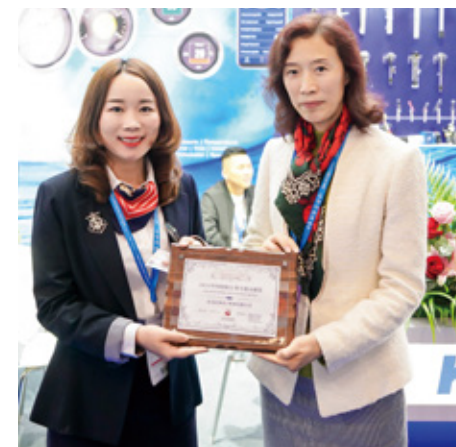
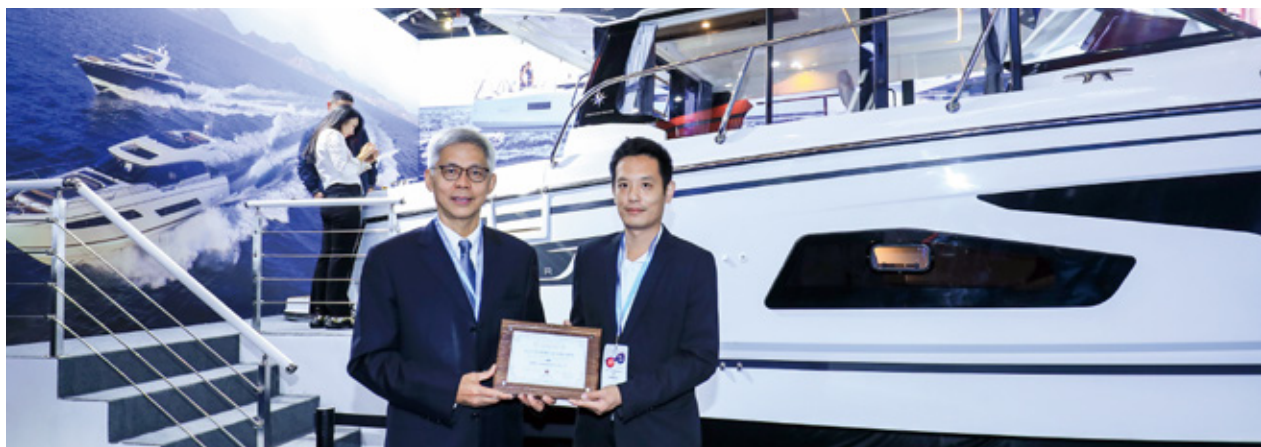


## 2021 CIBS AWARDS

On the opening day of the show, we held the **2021 CIBS AWARDS** Ceremony to reward outstanding brands and enterprises in the industry.

This year, we set up the following awards for the two major product areas of boats, boat equipment and accessories:

**2021 Best Technology Innovation Awards | 2021 Best Influential Brand Awards | 2021 Outstanding Contribution Awards**





## 2021 Best Technology Innovation Awards

Brunswick Trading (Suzhou) Co., Ltd.

Beijing Bonna Yachting Co., Ltd.

Baixiang Motor Co., Ltd.

Guangdong ePropulsion Technology Limited

Suzuki Motor (China) Investment Co., Ltd

Suzhou Parsun Power Machine Co., Ltd.

Shanghai Jiwu Technology Co., Ltd.

Shanghai Shengcheng Shipping Technology Co., Ltd.

Shandong Premium Boating Technology LTD

Xiamen Usail Industry And Trade Co., Ltd.

\* The above companies are 2021 winners, sorted by company initials





HIGHLIGHTS



## 2021 Best Influential Brand Awards

Yaska Yacht Club Co.,Ltd

Speedo Marine Co., Ltd

Guangdong ePropulsion Technology Limited

Yamaha Motor Co., Ltd.

Hangzhou Hidea Power Machinery Co., Ltd.

East Brightness Hardware Co., Ltd

\* The above companies are 2021 winners, sorted by company initials

## HIGHLIGHTS



# 2021 Outstanding Contribution Awards

Brunswick Trading (Suzhou) Co., Ltd.

Baixiang Motor Co., Ltd.

Changzhou FPR Boatbuilding Co., Ltd.

Dongguan Zhengyang Electronic Mechanical Ltd.

Oriental Recreational Products (Shanghai) Co., Ltd

Shanghai Eastsun Marine Co., Ltd.

New Young Star Metal Co., Ltd.

Shanghai Far East FRP Boats Co., Ltd.

Fujian Fuding Jiapan General Parts Co.,Ltd.

Fujian Aidi Electrical Co., Ltd.

Guangzhou Zhongju Marine Equipment Co., Ltd

Hangzhou Hidea Power Machinery Co., Ltd.

NAVICO (SUZHOU) TRADING CO., LTD.

Ningbo Jiada Specialty Metals Ltd.

Qingdao Boie Metal Products Co.,Ltd

Qingdao Haoyun Boat Manufacturing Co., Ltd

Qingdao Tubus Honeycomb Co., Ltd.

Lonako Industry & Trade Co., Ltd.

Sunshine Marine Electronics,Co Ltd - Raymarine China

Shandong Santong Rope Co., Ltd.

Garmin China Shanghai RHQ Co., Ltd.

Shanghai Ocean Equipment Co., Ltd.

Shanghai Shengcheng Shipping Technology Co., Ltd.

Shanghai Sonic Marine

Shanghai Texing Yacht Decoration & Design Co., Ltd.

Speedo Marine Co., Ltd.

Holylight(Shenzhen)Trading Co., Ltd

Suzhou Parsun Power Machine Co., Ltd.

Suzhou Allpass Machinery Co., Ltd.

Taizhou Shiyuan Machine & Electricity Co., Ltd.

Zhuhai Tritex-Tripower Trading Pte. Ltd.

Weihai Hifei Marine Co., Ltd

Weihai Xigang Yacht Co., Ltd.

Wuxi Dongfang High Speed Craft Development Co., Ltd.

Yamaha Motor (China) Co., Ltd

East Brightness Hardware Co., Ltd

Zhejiang Wholewin Controlcable Co.,Ltd

Zhejiang Huasheng Technology Co., Ltd.

Zhejiang MSD Group Share Co., Ltd.

Zhejiang Painier Technology Inc

Zhejiang Zhongya Industrial Co., Ltd

Marine Design and Research Institute of China

Jefferson Marine (Zhong shan)Co.,LTD

Ya Tai Electric Appliance Co., Ltd.



Scan the code to enjoy  
more highlights

\* The above companies are 2021 winners, sorted by company initials



## 2021 China International Forum on Boat Industry Development

The forum invited industry leads, famous experts, and enterprises in relevant industries to take part in. Combined with the favorable advantages and hot spots of Hainan yacht industry development brought about by the Overall Plan for the Construction of Hainan Free Trade Port issued by the central government, and making a general observation of the major yacht markets in the world under the influence of COVID-19 pandemic, the forum analyzed the development condition of international and domestic boat industry from the perspectives of product design, manufacturing, supply chain and consumer demand. The forum made expectation of the future development trend and prospect of the boat industry. The forum also discussed the development strategy of China's yacht manufacturing industry towards the international market, to open up new ideas, new directions and new opportunities for the new development of China's boat industry during the 14th Five-Year Plan period.





## Tourism Dialogue in the Era of Comprehensive Well-off Society (2021)--Shanghai

Industry experts, entrepreneurs, investors, brand leaders, KOL, industry celebrities, etc. from cultural tourism and related industries were gathered on the site to express their opinions of the industry deeply. The forum not only made it clear that the development of tourism must show correspondence with the national plan of the 14th Five-Year Plan and the long-term goal of 2035, but also discussed the changes of tourism market, industry investment opportunities and industrial policy priorities from the demands of policy, industry, and market.



## HIGHLIGHTS



# OTO Matchmaking



We held O2O matchmaking during the exhibition, which provides professional and accurate docking services for overseas purchasers through video meeting. In this event, both foreign buyers and exhibitors showed up on time as promised, attained a surprising rate of 100%. Buyers from Italy, Russia, France, Thailand, etc. overcame jet lag problem and showed high interest. Among them, a buyer from Thailand even made a deal with exhibitors directly.





## 2021 "SAVE OUR OCEANS" Public Welfare Sailing Competition

It has been 13 years since the public welfare sailing competition established. Under the theme of "SAVE OUR OCEANS", it focuses on the marine environment and aims to devote itself to promoting the public's awareness of marine environmental protection. Although it is a public welfare competition, it still gathers more than ten teams to compete.



## HIGHLIGHTS



A Water Carnival  
Covering An Area  
of **150m<sup>2</sup>**  
More than **15**  
experiencing  
activities held in  
**3** days



# Water Sports Carnival



# COMBINED EXHIBITION

THE LIFESTYLE  
SHOW  
生活方式上海秀  
2021 Shanghai · China



Scan the code to check the post-show  
report of the Lifestyle Show 2021





The background is a solid blue color with several large, overlapping, organic shapes in various shades of blue. These shapes are smooth and rounded, creating a layered, abstract effect. The word "MEDIA" is centered in the upper right quadrant of the image.

**MEDIA**



Views of online advertising

**2,700,000+**



SEM search engine hits

**139,000+**



Promotion exposure of the whole network information flow

**15,000,000+**



Offline Advertising Exposure

**210,000+**



We-Media fans

**150,000+**



Number of DM

**100,000+**



Number of SMS

**250,000+**



Number of EDM

**500,000+**



Views of Tik Tok topic

**9,576,305**

# Authoritative Mainstream Media

Effective reach to large quantity of target groups can be realized through authoritative mainstream media communication and off-line channels covered with all-round promotion.

Xinhua News Agency Shanghai

Branch

Jiefang Daily

Eastday.com

Wenhui Daily

Zhoudao Shanghai

ThePaper.cn

Xinmin Evening News

Jiemian.com

www.cnr.cn

www.chinanews.com

Shanghai Observer

News

www.xinhuanet.com

China Youth Daily

CHINADAILY

Guangming Daily

Yicai.com

people.com.cn

Shanghai Release

Pudong Release

Leyou Shanghai



# Online Mainstream Media



# Industry Media Partners



# We-media



China (Shanghai) International Boat Show  
Shanghai International Lure Fishing Show  
Shanghai International RV Camping Show  
Shanghai International Water Sports Show  
Shanghai International Outdoor Sports and Leisure Show



Shanghai International Lure Fishing Show  
Shanghai International Water Sports Show  
Shanghai International RV Camping Show  
Outdoor activities



"Lure Fishing" Live Stream Welfare Group  
"Water Sports" Water Leisure and Entertainment Group  
Reconstruction of Water Leisure Industry Forum  
"Outdoor Sports" Self-driving RV Group  
Route live stream group



Xiaohongshu  
LureXZB



Tik Tok  
LureXZB



Kuaishou  
LureXZB



Wechat Official Account  
China (Shanghai) International Boat Show  
The Lifestyle Show



Youku  
Shanghai International Lure Fishing Show



Tencent Video  
China (Shanghai) International Boat Show



WeChat Video Account  
youxiaoting



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Shanghai 600,000 m<sup>2</sup> 400,000 Audience 5000+Exhibitors



Mar. 29-Apr.1 NECC

Mar.30-Apr.2 SNIEC

Apr.1-3 SWECC

Guidance Units: Shanghai Municipal Administration of Culture and Tourism

Organizer: **sin exp**  
informa markets  
[www.lbhgle.com](http://www.lbhgle.com)

Support Units: Yangtze River Delta Tourism Promotion Alliance

# Mutual Empowerment of Boat Industry and Tourism



Tourism Plus Shanghai is the world's leading and integrated exhibition in tourist industry, annually held in spring in Shanghai. It is targeting to energize the whole industrial chain by accelerating the tourist destination upgrade and industry investment and cooperation.

Together with the 30th Hotelex Shanghai and Hotel &

Shop Plus, the 25th China (Shanghai) International Boat Show and the Lifestyle Show was held during the same period as part of Tourism Plus Shanghai. This comprehensive exhibition covered the tourist industry with more than 5000 exhibitors gathered in an unprecedented exhibiting area of 600,000 sqm in three exhibition venues.

The year of 2020 is the first year of the 14th Five-Year Plan. China's sports tourism will achieve diversified development with innovation and breakthrough on the basis

of the new economy, new infrastructure, new customers and new demands. CIBS hopes to integrate the core high-quality resources of the industry through building a whole industrial chain platform of "boat + water + outdoor". At the same time, CIBS will combine with tourism, which will not only expand the original professional customers, but also cooperate with exhibitors of tourism resources industry chain to jointly improve the quality of tourism destinations in accommodation, travel and amusement. This will catalyze new formats, derive industrial chains, create new values, build a "big alliance" of the whole industry, and thus truly realize the mutual empowerment of boat industry and tourism.





# The 26th China (Shanghai) International Show 2022

**2022.3.30-4.1**

Shanghai World Expo Exhibition & Convention Center  
(1099 Guozhan Road, Pudong District, Shanghai, China)

**SEE YOU  
NEXT YEAR!**

For more exhibition information, please  
focus on our Facebook: CIBSofficial

