



# THE 25th CHINA SHANGHAI INTERNATIONAL BOAT SHOW

2021.4.1-4.3 SWEECC

## 展后报告 POST SHOW REPORT

The background is a solid blue color with abstract, layered shapes. On the right side, there is a stylized profile of a human face, rendered in various shades of blue. Below the face, there are several concentric, overlapping circular or semi-circular shapes, also in different shades of blue, creating a sense of depth and movement.

# OVERVIEW

## 展会概况

> **37,000+** visitors

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

> **600** exhibitors

> **150+** 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, have been successfully ended in Shanghai World Expo Exhibition and Convention Center (SWEECC) on April 3, 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.



扫码关注视频号  
查看现场盛况

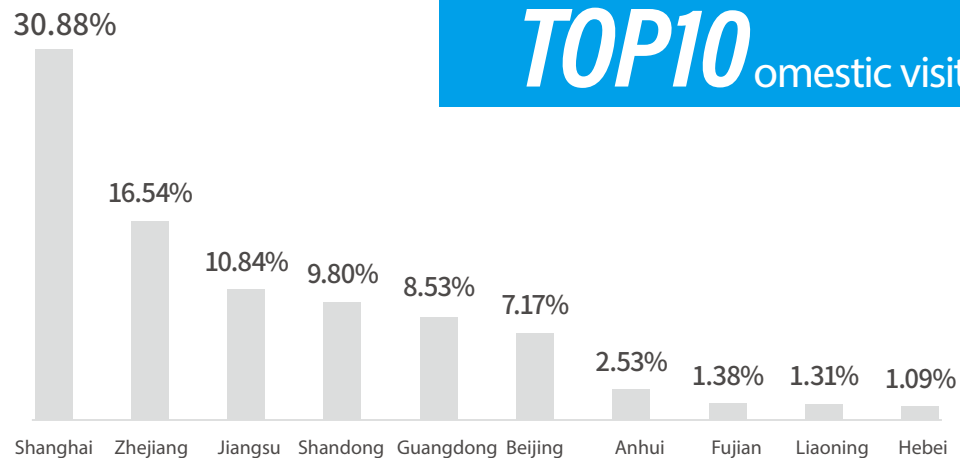
# VISITOR ANALYSIS

## 观众分析

# 观众分析

## VISITOR ANALYSIS

Visitors from 43 countries and regions arrived as scheduled, among which the TOP10 visitors from Hong Kong (China), Macao (China) and Chinese Taiwan and other countries and regions were: Hong Kong (China), Chinese Taiwan, Japan, the United States, Italy, Australia, Macao (China), Austria, Russia, and Artsakh Republic.



### TOP10 domestic visitor origins



## 观众分析

VISITOR  
ANALYSIS 

### >Analysis of Visitor's Business Nature

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

### >Analysis of Visitor's Purpose

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

## 观众分析

VISITOR  
ANALYSIS



MR. YAN FROM QINGDAO, SHAN-  
DONG 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 who visited the show once

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

**29.51%** of audience who 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%**

观众分析

VISITOR  
ANALYSIS



## 25th Anniversary Greetings



Scan code to 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  
展商

展商

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.



展商

EXHIBITOR



## Outstanding Domestic Products



HUANZHU



瀚海玩家



ORPC 东辉

SEAFLO



EIKTO



PARSUN



MSD

ZX

YASKA



KUS

MELORS

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).

Scan the code to appreciate the high-quality domestic products on the site.



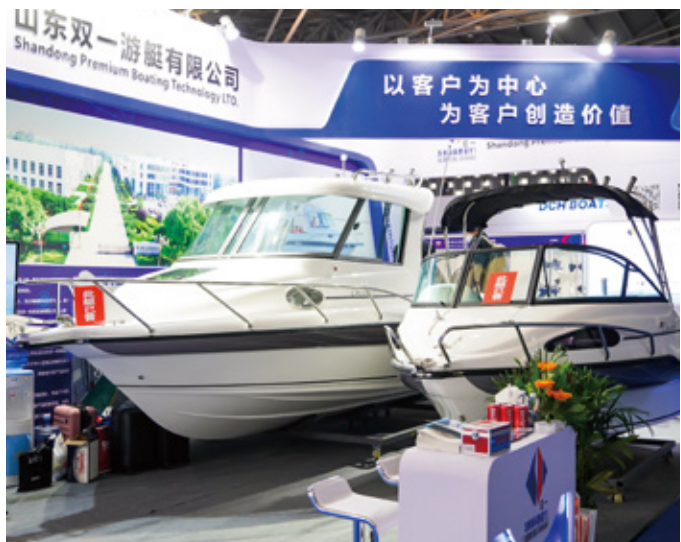
展商

EXHIBITOR



## 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.



展商

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EXHIBITOR



Exhibitor Wishes



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



HIGHLIGHTS  
亮点活动

亮点活动

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HIGHLIGHTS

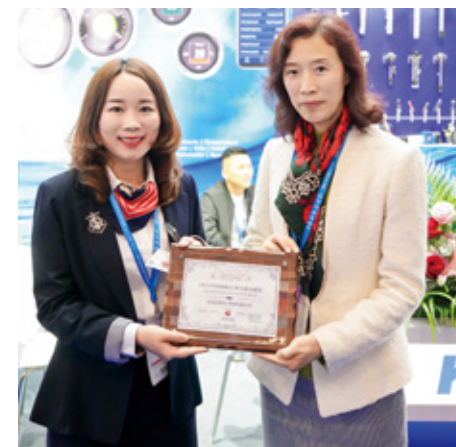
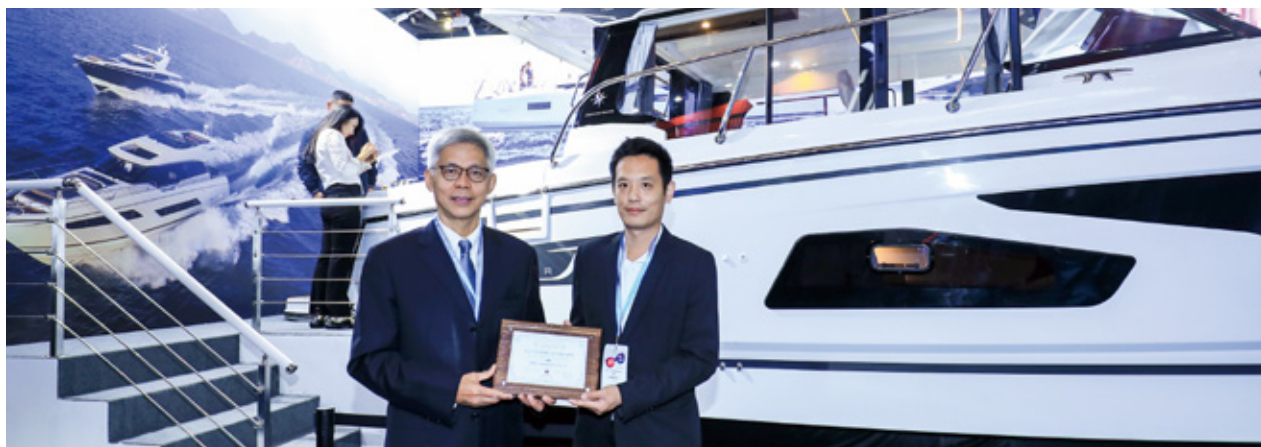


## Award Presentation

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



亮点活动

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HIGHLIGHTS



## 2021 Best Technology Innovation Awards

Brunswick Trading (Suzhou) Co., Ltd.

Suzhou Parsun Power Machine Co., Ltd.

Beijing Bonna Yachting Co., Ltd.

Shanghai Jiwu Technology Co., Ltd.

Baixiang Motor Co., Ltd.

Shanghai Shengcheng Shipping Technology Co., Ltd.

Guangdong ePropulsion Technology Limited

Shandong Premium Boating Technology LTD

Suzuki Motor (China) Investment Co., Ltd

Xiamen Usail Industry And Trade Co., Ltd.

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





亮点活动

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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

亮点活动

HIGHLIGHTS



Scan the code to enjoy  
more 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.

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

亮点活动

HIGHLIGHTS



## 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.



亮点活动

HIGHLIGHTS



## Special Fair for Boat Industry

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.



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亮点活动

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HIGHLIGHTS



## 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.



亮点活动

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 同期展会

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



LURE FISHING



RV CAMPING



AMUSEMENT EQUIPMENT



OUTDOOR SPORTS



HOMESTAY TOURISM



ELITE LIFE



The background is a solid blue color with several large, overlapping, organic shapes in various shades of blue, creating a layered, abstract effect. The shapes are smooth and rounded, resembling liquid or soft-edged forms.

**MEDIA**  
**媒体**



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 Email

**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



LED GPRS



SUBWAY ADVERTISING



HIGH-SPEED RAILWAY  
STATION ELECTRONIC  
SCREEN ADVERTISING

# 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



扫码添加  
官方客服



TOURISM PLUS  
SHANGHAI

2021年3月29日-4月3日

# 上海旅游产业博览会

浦东浦西 • 60万平米 • 40万观众 • 5000+展商

上海国际酒店及餐饮业博览会

3.29 - 4.1 国家会展中心

上海国际酒店及商业空间博览会

3.30 - 4.2 上海新国际博览中心

上海旅博会暨国际游艇&生活方式展

4.1 - 4.3 上海世博展览馆

指导单位：上海市文化和旅游局 支持单位：长三角旅游推广联盟 主办单位：上海博华国际展览有限公司 [www.lbhgle.com](http://www.lbhgle.com)



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

# Mutual Empowerment of Boat Industry and Tourism

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

2022.6.22-24

National Exhibition And Convention Center(Shanghai)  
(333 Songze Avenue, Qingpu District, Shanghai, China)

SEE YOU  
NEXT YEAR!

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

