



# THE 26<sup>th</sup> CHINA SHANGHAI INTERNATIONAL BOAT SHOW

## Post Show Report

Organizers:

China Boat Industry & Trade Association

Shanghai Association of Shipbuilding Industry

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Shanghai Science and Technology Exchange Center (SSTEC)

Mar.28-31, 2023  
Shanghai New  
International Expo Centre





# 1. Exhibition Overview



# CIBS2023 Review



On March 31, 2023, the 26th China (Shanghai) International Boat Show ("CIBS2023") came to a successful conclusion at the Shanghai New International Expo Center. The exhibition area was more than 40,000 square meters, with more than 400 exhibitors and 100 domestic and foreign brands, and more than 150 events were held on site, attracting 37,463 people, which far exceeded expectations.

**44,000+**  
SQM

**400+**  
Exhibitors

**37,463**  
Professional Visitors

**150+**  
Exciting Events

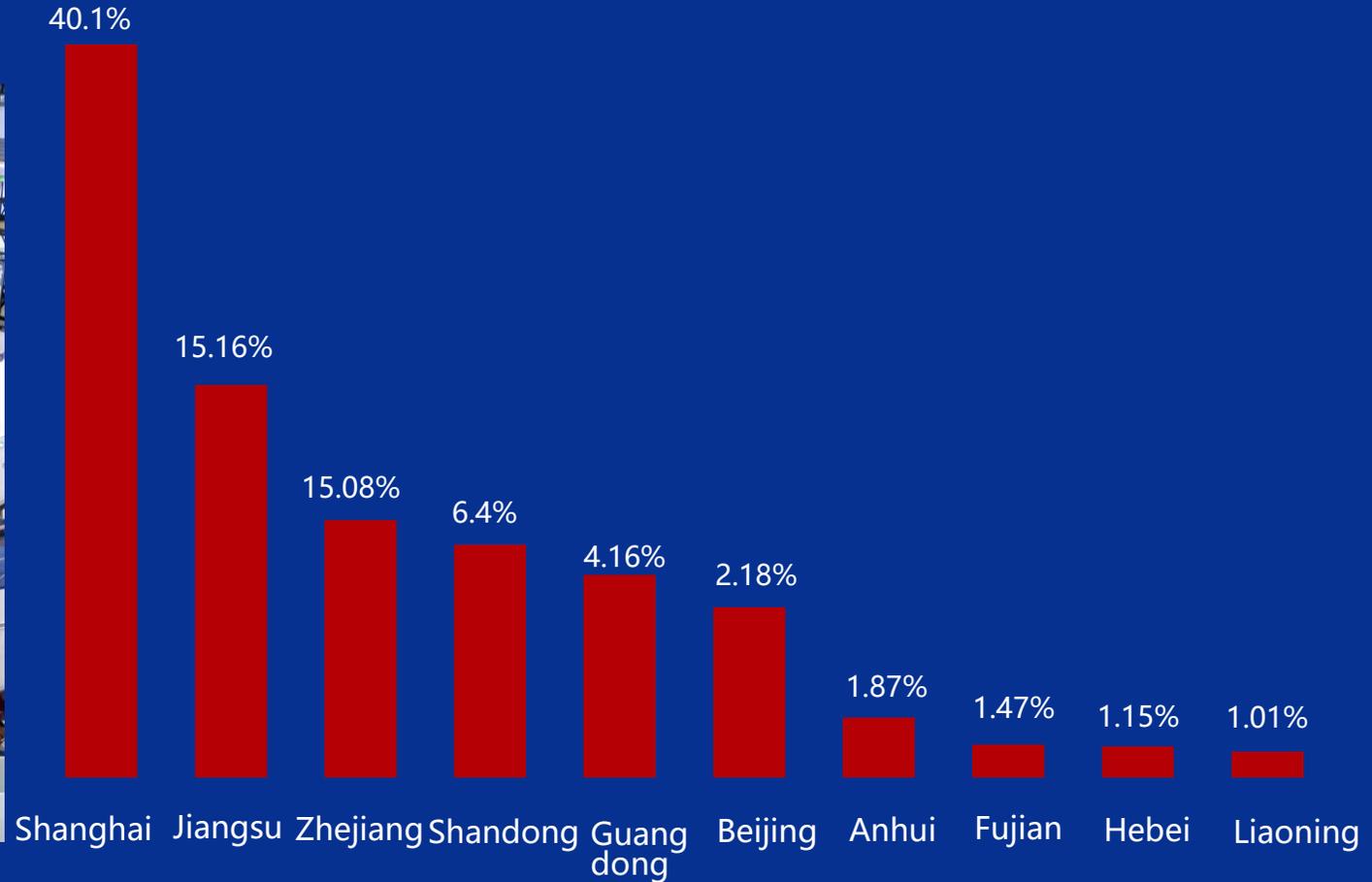
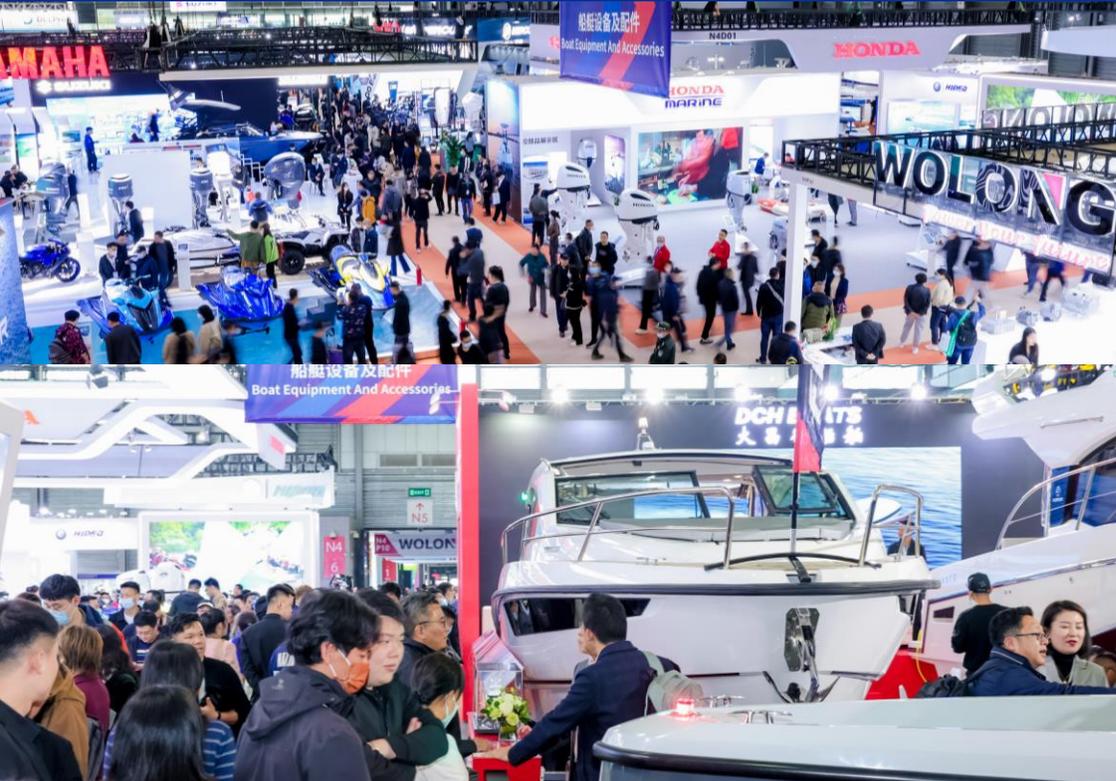




## 2. Visitors Analysis



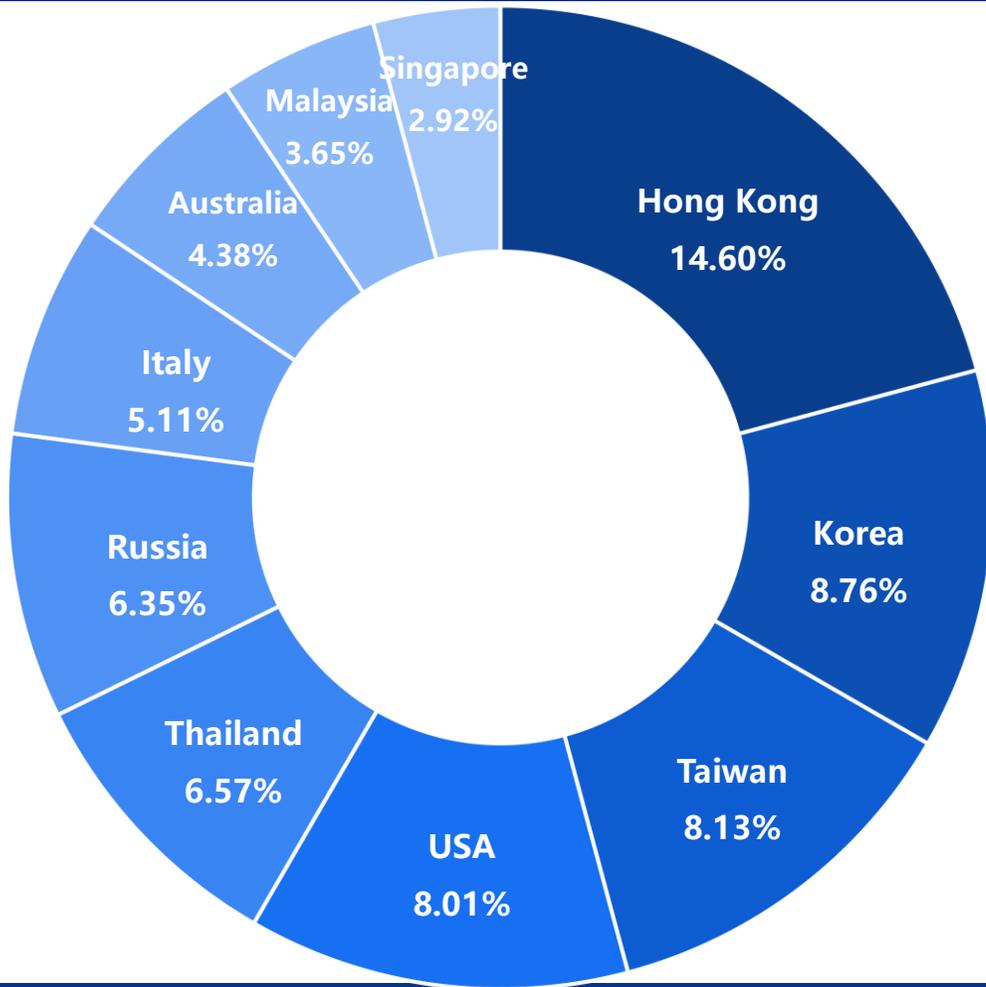
# Domestic Visitors



◆ The top 10 provinces and cities with the highest number of domestic visitors are: Shanghai, Jiangsu, Zhejiang, Shandong, Guangdong, Beijing, Anhui, Fujian, Hebei and Liaoning.



# Hong Kong, Macau, Taiwan and other international and regional Visitors



- ◆ The TOP 10 audiences from Hong Kong, Macau, Taiwan and other countries and regions are: Hong Kong, China, Korea, Taiwan, USA, Thailand, Russia, Italy, Australia, Malaysia and Singapore.



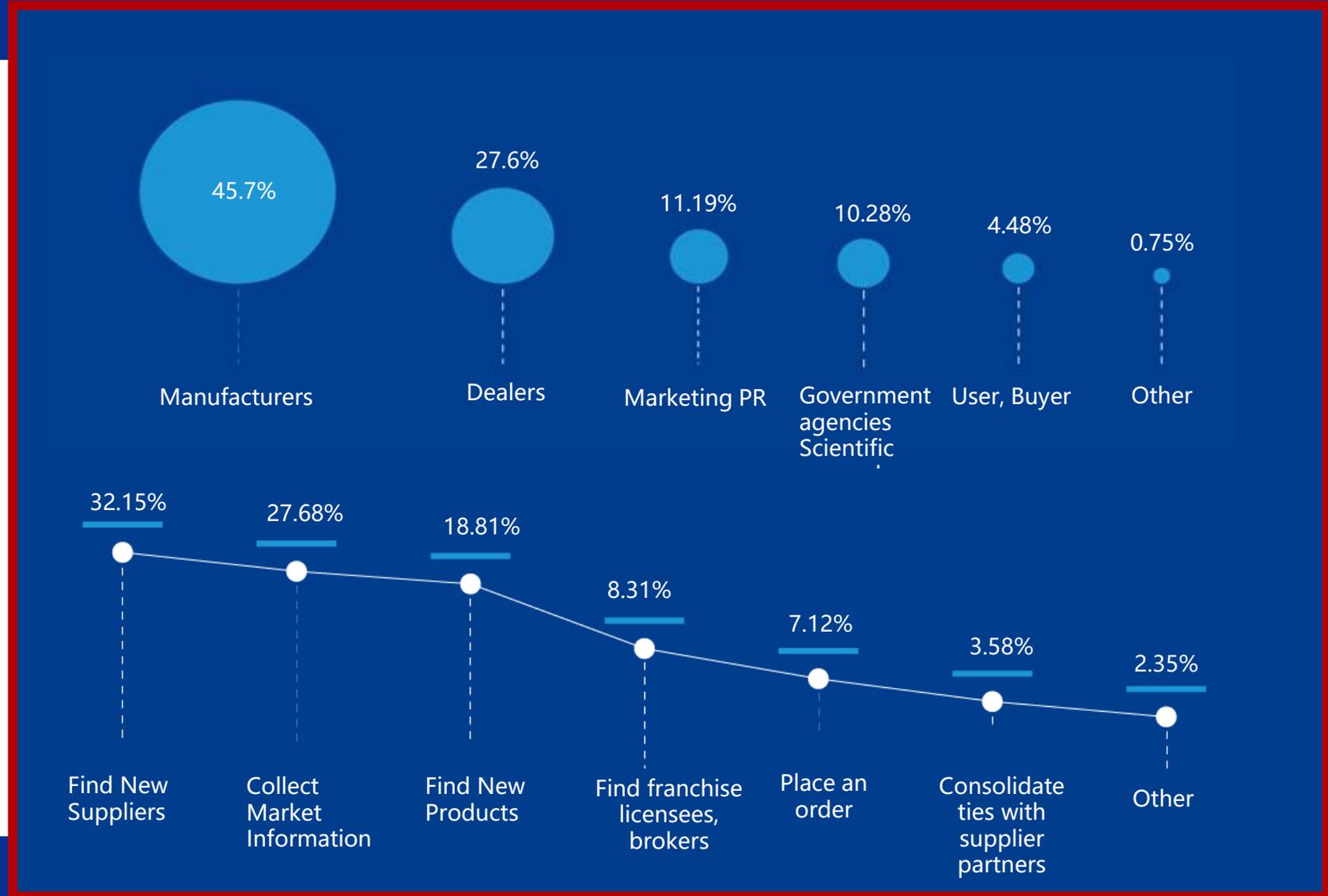
# Domestic Visitors



## Nature of visitors' business



## Visitors' Purpose





# Visitors Comments

## Mr. Liu, Zhejiang

I am a yacht club owner, this time I came to see the show to understand the market direction of the yacht industry after the liberalization of the epidemic, seeing the popularity of the scene is still as hot as ever, I am also full of confidence in this industry, and many yacht brands on the spot to communicate and establish cooperation, I hope the boat show can be better and better!

## Mrs. Teng, Shandong

This is my third time to visit the boat show this year, every year I come here to gain, this time mainly want to exchange with peers and discuss operational experience, I learned a lot on site, I believe it will help the future operation of the company. Thanks to the organizer for providing such an offline communication platform.

## Mr. Xu, Beijing

I am a senior enthusiast, this time I want to feel the performance of the products mainly, to make a choice for their own purchase plan, a good number of products are very good. The staff is also very careful to explain to me. After the epidemic, the show attracted more people than in previous years, so it can be said that the industry is slowly recovering, and I hope more people will join in. Thank you very much to the organizer for building such a platform, and I wish next year will be better!



Visitors Arrival  
Visitation Rate

One Time **51.57%**  
Two Times **36.02%**  
Three Times + **12.41%**

Visitor Arrival  
Satisfaction

Very Satisfied **86.63%**  
General Satisfied **12.29%**  
Acceptable **1.08%**

Visitors  
Recommendation

**96.75%**



# 3. Exhibitors



# Exhibitors Overview

CIBS2023 attracted 400+ exhibitors of real boats, boat equipment and accessories, boat services and water sports, covering the whole industry chain of boating, including real boats such as DCH, Speedo, Jetset, Far East, OMNIA, Vastocean, Huanzhu, Dongfang High Speed Craft, Flit, Bracewell, Xigang, Premium Boating, Galaxy Boat and etc., outboard engine and electric propulsion exhibitors such as Brunswick, Yamaha, Suzuki, Honda, Parsun, Hidea, Huabei Diesel Engine, Painier, Canglong Power etc., and boat equipment & accessories, water sports exhibitors including 3M, Aidi, Smartgen, KUS, Haixun, Hopewell, Holylight, Zhuoxing, Marvel, Hwayan, Eikto, Melors, Vanmo, MSD, Heitro, Zhengao, Yuelang etc.



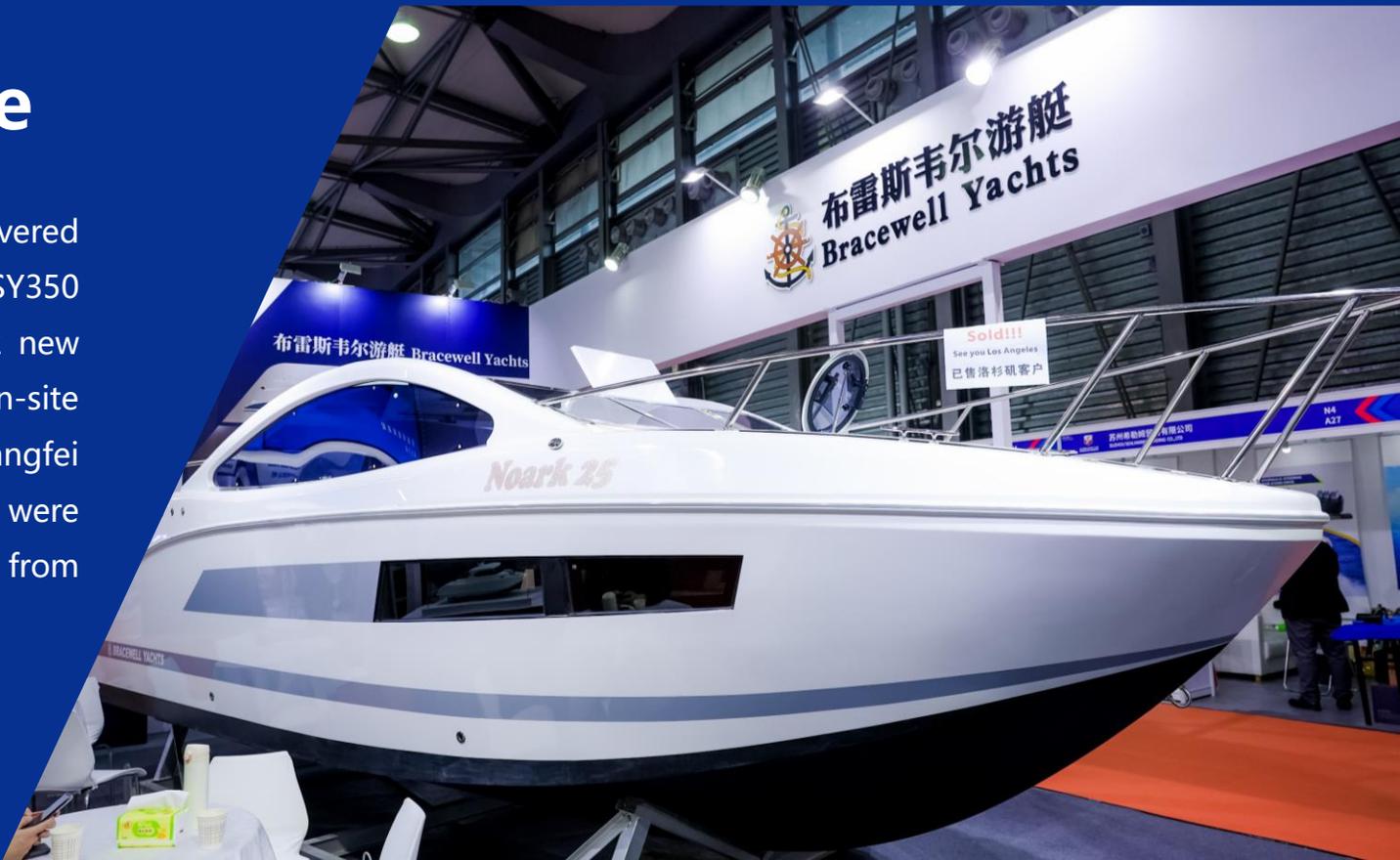
The above are only some of the exhibitors, in no particular order





## »» Good News from On-Site

On the closing day of CIBS2023, a number of exhibitors delivered good news, Huanzhu sold two GT396s; Premium Boating sold SY350 yachts; Bracewell sold Noark 25 yachts; Zero-Degree sold 72 new energy intelligent autopilot yachts; One Plus Boat sold two on-site display boats; in addition, the products brought by Melors, Langfei and Palm Bay were also favored by customers and orders were placed on the spot ..... The atmosphere was warm and orders from customers kept coming.



# Exhibitors' Comments



**Yamaha Motor (China) Co., Ltd.**

I am very pleased to participate in this year's China Shanghai International Boat Show, in the post-epidemic era, and I am also grateful to the show's organizers for providing this effective interactive communication opportunity for our industry colleagues and users, so that we can better communicate and experience face to face. Yamaha has experienced a journey of more than twenty years in China and has been providing many rich power products for users. In the booming era, I believe Yamaha can provide more products and communication opportunities for people in the boating industry side by side with the Shanghai Boat Show.

— **Mr. Jiang Qinbing, Director of Marine Department**



**DCH Boats Co., Ltd.**

Compared with the previous pure boat show, this year's show has added tourism elements to enrich the diversity of the show, and the number of customers from scenic spots has increased about 20%-30%, accounting for about 30% of the total number of inquiries. For the market of scenic spots, DCH's boats are divided into two categories: one is to take a more high-end route, such as catamaran sailing boats, which can go to Xisha, a place with very beautiful scenery; there are also small sports boats and fishing boats, which will be more suitable for scenic spots in the inner lake or inland with water. This year, the Shanghai show as a whole is still in line with expectations, both in terms of visitor flow and audience quality.

— **Mrs. Zhu Xiaoyu, Vice President**



**Guangdong ePropulsion Technology Limited**

Through this exhibition, we met a lot of old friends and also met a lot of new friends, so we can say that the Shanghai show is like a meeting of old and new friends in the boating industry. And one of the biggest highlights of this year's exhibition is that this year we can see that one of the biggest highlights of Shanghai Boat Show is that many new energy manufacturers of boats are becoming active, which can make more people in the industry pay attention to the industry trend of boat electrification and good application scenarios, and hope that in the future, more and more people can participate in the research of boat electrification and intelligence.

— **Mr. Xiaokang Wan, Co-founder and CTO**



## 4. Highlight Events



# Exhibitors' New Product Launch



1



3



4



5



2



6

- 1 Wolong Flowstar 1.5KW outboard new product launch
- 2 Jeanneau, Prestige 2023 New Product Launch
- 3 Delphia Yachts General Agency Launch & Bavaria Sailing Club Award Ceremony

- 4 Suzuki Outboard SCOP Theme Launch
- 5 Mercury V10 outboard new product launch
- 6 Zero-Degree Zero Whale X1 New Energy Intelligent Autonomous Yacht World Premiere Ceremony

# 2023 CHINA INTERNATIONAL FORUM ON BOAT INDUSTRY DEVELOPMENT

This forum combines the national 14th Five-Year Plan and the implementation opinions on boat equipment and industry development issued by various ministries and commissions, brings together industry experts, takes a look at the global major boat market under the influence of hot events, focuses on product design, manufacturing process, marina planning, etc., and discusses in depth the development trend and application of intelligent boat technology and new energy and clean energy in the yacht field, shares the exploration and practice of Chinese boats in the field of electrification and intelligence, builds an exchange platform, expands the industry's vision, and aims to further contribute to the innovative development of China's boat industry during the 14th Five-Year Plan.



# Seminar on Innovative Technology and Application of Boats



The seminar focuses on the latest technology and application of China's boating industry in the fields of artificial intelligence, green environment protection and new materials, invites domestic industry experts to exchange and discuss their current situation and future development trend, devotes to pushing the development of China's boating industry and creates a professional and efficient communication platform.



# BOAT MATCH boat overseas buyers' meeting

This year, in order to precisely match partners, CIBS 2023 precisely invited high-quality buyers from the global boat industry chain and held the "BOAT MATCH - Boat Overseas Buyers' Meeting" at booth N6A018! On-site business meeting room is specially set up, adopting a dual-channel online and offline business meeting mode, helping overseas buyers to easily meet one-to-one and one-to-many supplier resources face-to-face and screen-to-screen, helping Chinese and foreign customers to precisely match with partners and expand more potential business opportunities. With a global perspective, new service forms and broader channels, we create an efficient, high-quality, professional and matching trade platform.



# Water Sports Carnival

/ Water Sports Carnival

150m<sup>2</sup> Area

Super Large Pool

4 Days Show

More than 20 star shows

And Experience activities



# 2023 Shanghai Public Welfare Sailing Competition and Shanghai Sailing League



On April 9, the 2023 Shanghai Public Welfare Sailing Competition and Shanghai Sailing League (1st stop) was held at the Shanghai Sailing and Windsurfing Association Water Sports Center. The event was guided by China Sailing & Windsurfing Association, hosted by Shanghai Sailing & Windsurfing Association and Qingpu District Sports Bureau, organized by Shanghai Sailing & Windsurfing Association, and co-organized by Shanghai Sports Training Base Management Center, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. Relying on Shanghai's rich water resources and the many sailing clubs, fleets and enthusiasts in the Yangtze River Delta region, the Shanghai Sailing and Windsurfing Association is committed to building the most professional, influential and popular independent IP sailing league in the region, using the race as a medium and in the name of public welfare, aiming to promote the cultural connotation of sailing through multiple annual races, so that the general public can understand sailing, participate in sailing, and further popularize and promote water sports. It aims to further popularize and promote water sports.





# 5. Media



# Online and offline omnichannel coverage

## Hundreds of millions of exposures to promote the exhibition fever breaking circle

The promotion channels cover industry associations, public media, professional media, outdoor advertising, leisure travel online, press releases, WeChat, Weibo, short video platforms, SMS, e-journals, mailing services and other channels.



SEM Search Engine Clicks

**157,541+**

Full network information flow promotion Exposure

**26,112,654**

Weibo topic interaction Exposure

**3,518,000+**

Self-media and community Promotion Exposure

**15,000,000+**

TikTok Topics Plays

**14,268,000+**

Xiaohongshu Topics Views

**367,000+**

# Media Partners

## Authoritative mainstream media

Through domestic authoritative mainstream media communication and all-round promotion, covering all channels online and offline, to achieve a large area to effectively reach the target group.



- People's Daily
- Xinhua News Agency Shanghai Branch
- CCTV
- Guangming Daily
- China Youth Daily
- Central Broadcasting Network
- CCTV.com
- People's Daily Online
- Xinhua.Net
- Chinanews.com
- Xuexi.cn
- China Daily
- China Tourism News
- Global Travel Daily
- SMG
- Jiefang Daily
- Wenhui Daily
- Shanghai Fabu
- Xinmin Evening News
- Shanghai Morning Post
- Pudong Fabu
- YICAI
- ThePaper
- Shanghai Observer
- KanKan News
- MCT
- Travel in Shanghai
- Eastday

# Media Partners

## Online mainstream media

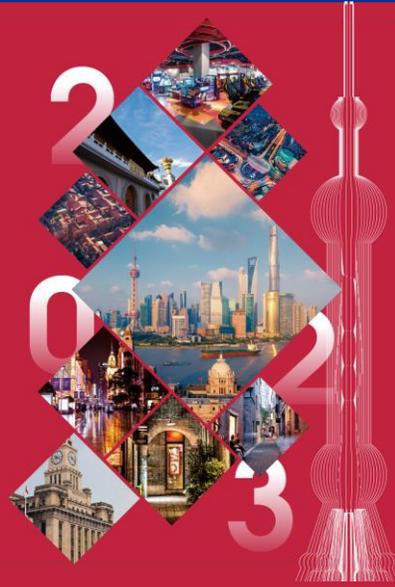


## Industry Media Partners



# Tourism Plus Shanghai

HOTEL & SHOP PLUS Shanghai	Shanghai International Hospitality Equipment & Foodservice Expo
May.28-31 ,2023 SNIEC	29 May —1 Jun 2023 NECC(SHANGHAI)
Shanghai International Boat Show & Lifestyle Show	Tourism Plus Shanghai
May.28-31 ,2023 SNIEC	29 May —1 Jun 2023 NECC(SHANGHAI)



"Gathering industry, the sky is downstream", Shanghai Tourism Expo combines tourism resources, hotels and commercial space, food and catering, outdoor sports and recreation project investment and development, as well as international events and important forum activities equal to one, is included in Shanghai's "14th Five-Year" tourism peak project, to help Shanghai become the gateway to Asian tourism investment.

**600,000+ square meters of exhibition area**

**300,000+ Visitors**

**5,000+ Exhibitors**

## Cross-border integration Two-way empowerment

CIBS2023 is one of the first phase exhibitions of the Shanghai Travel Industry Expo. Shanghai Travel Industry Expo is the world's leading comprehensive travel industry expo cluster in terms of scale and concept, consisting of several vertical industry-oriented exhibitions. This year's exhibition is held in two phases, with the first phase taking place from March 28 to 31 at the Shanghai New International Expo Center in Pudong, covering the Shanghai International Hotel & Commercial Space Expo and the Shanghai International Boat Show & Lifestyle Shanghai Show. The second phase of the exhibition will be held from May 29 to June 1 at the National Convention and Exhibition Center (Shanghai) in Hongqiao, Puxi, covering the Shanghai Tourism Industry Expo Theme Pavilion, Shanghai International Hotel & Restaurant Expo, as well as Shanghai International Health Expo, Shanghai International Chain Franchise Show, and Shanghai International Bakery & Dessert & Light Meal Show.

**TOURISM PLUS**  
SHANGHAI  
上海旅游产业博览会



THE 27<sup>th</sup> CHINA SHANGHAI  
INTERNATIONAL BOAT SHOW

THE LIFESTYLE  
SHOW  
生活方式上海秀  
2024 Shanghai · China

Boat and Equipment | Water Sports | Lure Fishing | Outdoor Sports

**Mar. 26 - 29, 2024**  
**Shanghai New International Expo Centre**





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Scan and join us: 上海国际游艇展CIBS

Website: [www.boatshowchina.com](http://www.boatshowchina.com)