

TOURISM PLUS
SHANGHAI
上海旅游产业博览会

亚洲船艇全产业链旗舰展



THE 27th CHINA SHANGHAI
INTERNATIONAL BOAT SHOW

2024中国(上海)
第二十七届
国际船艇及其技术设备展览会

2024.3.26-29 Mar.26-29,2024
上海新国际博览中心 Shanghai New
International Expo Centre



www.boatshowchina.com | www.xiugle.com

同期举办 | Concurrent Show:

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

主办单位 | Organizer:

CBIFA



sin-expo
informa markets





CIBS

亚洲船艇全产业链旗舰展

THE 27th CHINA SHANGHAI
INTERNATIONAL BOAT SHOW

亚洲船艇 全产业链旗舰展

NAVIGATOR OF
ASIAN LEISURE BOATING



亚洲船艇全产业链旗舰展——2024 中国（上海）第二十七届国际船艇及其技术设备展览会（简称“CIBS”）建立至今已有 26 载，是亚洲历史最悠久的综合性船艇盛会，展品覆盖实船、船艇设备及配件、船艇服务和水上运动等，为船艇行业品牌与全球优质买家提供了高效、高质的全方位一站式商贸交流平台。作为 IFBSO 国际游艇联盟铂金会员之一的 CIBS 大大推动了亚洲船艇行业的发展。

FLAGSHIP EXPOSITION OF THE WHOLE BOAT INDUSTRY CHAIN IN ASIAN - CIBS, under 26 years of development since 1996, is the domestic oldest comprehensive boat show to exhibit the boat, relevant equipment and accessories, boat service, water sports etc. CIBS promises to be a leading platform for the entire boat industry and professional buyers all around the world, offering exhibitors the highest quality and value. As one of the platinum members of IFBSO, CIBS has greatly promoted the development of Asian boat industry.



主办单位：
Organizer:

中国船舶工业行业协会
China Boat Industry & Trade Association

上海船舶工业行业协会
Shanghai Association of Shipbuilding Industry

上海博华国际展览有限公司
Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

上海科学技术交流中心
Shanghai Science and Technology Exchange Center

上海旅游产业博览会

TOURISM PLUS
SHANGHAI

“聚产业，天下游”，上海旅博会集旅游资源、酒店和商业空间、美食与餐饮、户外运动及娱乐项目的投资与开发，以及国际赛事和重要论坛活动等于一体，被列入上海“十四五”旅游高峰工程，助力上海成为亚洲旅游投资门户。

With an idea of "Gathering industries, travelling around", Tourism Plus Shanghai integrates the investment and development of tourism resources, hotels and business spaces, food and catering, outdoor sports and entertainment projects, as well as international competitions and vital forums. It is included in tourism summit projects of Shanghai's "14th Five-Year Plan", which could promote Shanghai to become the gateway of Asian tourism investment.



跨界融合双向赋能

CROSS-BORDER INTEGRATION AND
MUTUAL EMPOWERMENT

上海国际游艇展 (CIBS) 作为上海旅博会系列展之一，通过搭建“游艇 + 水上 + 户外”全产业链平台，同时与旅游业深度融合，共同提升旅游目的地在住宿、出游和游玩等方面品质，旨在催生新业态、衍生产业链、创造新价值，构建整个行业的“大联盟”。

As one of the series exhibitions of the Tourism Plus Shanghai, CIBS built a comprehensive industry chain platform with a mode of "Boat+Water+Outdoor". It integrated deeply with tourism to improve quality in accommodations, travelling and tripping in destinations which could facilitate new business forms, derive industry chain and create new value. This would help to build a "giant alliance" of the whole industry and realize mutual empowerment between boat industry and tourism.

TOURISM PLUS
SHANGHAI
上海旅游产业博览会

指导单位：上海市文化和旅游局、上海市农业农村委员会、上海市工商业联合会

主办单位：上海博华国际展览有限公司、上海会展有限公司

支持单位：长三角旅游推广联盟、长三角一体化休闲农业和乡村旅游发展联盟

合作单位：中国建筑文化研究会、中国旅游协会、中国旅游车船协会、中国旅游饭店业协会、中国百货商业协会、中国照明电器协会、执惠集团

展品范围

EXHIBITS

船艇及相关服务

Boat & related services

动力艇、帆船、公务艇、钓鱼艇、摩托艇、休闲艇、其他类型船艇、俱乐部、驾照培训、游艇托管、泊位租赁及其他相关服务



Power Boat, Sailboat, Official Business Boat, Fishing Boat, Motorboat, Leisure Boat, Other Types of Boats, Clubs, Driving License Training, Yacht Hosting, Berth Leasing and other related services



部分历年展商 Featured Exhibitors



船艇设备及配件

Boat Equipment & Accessories

游艇动力、船用电子设备、船艇零配件、安全设备、船艇家具 & 电器、活动 & 比赛 & 培训、设计与服务

Boat Power Equipment、Boat Electronic Equipment、Boat Spare Parts、Safety Equipment、Boat Furniture & Electrical Appliances Activity & Competition & Training、Design and Service

水上运动

Water Sports

皮划艇、充气艇、桨板、路亚、潜水设备及其它水上运动装备；俱乐部及相关服务

Kayaking、Inflatable Boat、Paddle Board、Lure、Diving Equipment、Other Water Sports Equipment；Clubs and Related Services

部分历年展商

Featured Exhibitors



部分历年展商

Featured Exhibitors





2024 精彩亮点 HIGHLIGHTS



论坛 Forums

中国国际游艇产业发展论坛
CHINA INTERNATIONAL FORUM ON BOAT INDUSTRY DEVELOPMENT

全国游艇行业协会协作联盟座谈会
CHINA BOAT INDUSTRY COLLABORATION ASSOCIATION SYMPOSIUM

《船舶经济贸易》理事会
THE EIGHTH COUNCIL OF SHIP ECONOMY & TRADE

游艇创新技术及应用研讨会
BOAT SEMINAR ON INNOVATION AND APPLICATION

活动 Activities

新品发布会
NEW PRODUCT LAUNCH EVENT

BOAT MATCH船艇海外买家商洽会
OVERSEA BUYERS BUSINESS MATCHMAKING ACROSS BOAT INDUSTRY

公益帆船赛
CHARITY REGATTA

水上嘉年华
WATER CARNIVAL

颁奖 Award Ceremony

CIBS AWARDS颁奖盛典
CIBS AWARDS

我们的优势

ADVANTAGES

A 行业风向标

Industry Leader

CIBS 成功举办 26 届，是亚洲历史最悠久的船艇展会，参展品类覆盖船艇全产业链，是国内外品牌进驻中国市场的首选地。

CIBS has been successfully held for 26 years and is the boat exhibition with the longest history in Asia. The brands that participate in CIBS cover the whole industry chain, which makes CIBS the first choice of foreign brands coming into Chinese market.

C 领先B2B信息服务

Advanced B2B information services

主办方拥有百万级实时更新的海量优质观众数据库，以及船艇贸易出口线上平台 -XIUGLE，为供采双方提供丰富的平台资源。

The organizer keeps a million-level up-to-date massive quality audience database and an online export platform for boat trade named XIUGLE, which has provided abundant platform resources for both suppliers and purchasers.

B 深度融合旅游业

In-depth integration with tourism

CIBS 作为上海旅博会系列展之一，与旅游业深度融合，协同旅游资源产业链的企业，共同提升出游和游玩等方面品质，挖掘新商业机会。

As one of the series exhibitions of the Tourism Plus Shanghai, CIBS integrates deeply with tourism and cooperates with companies in tourism resources industry chain to improve quality in travelling and tripping so that to dig new business opportunities.

D 全球优质行业资源

Global quality industry resources

主办方的母公司英富曼集团旗下有劳德代尔堡国际游艇展、迈阿密游艇展、摩纳哥游艇展、圣彼得堡动力艇与帆船展、棕榈滩国际游艇展、阳光海岸游艇展，与上海游艇展共享全球优质资源。

Informa plc, which is the parent company of the organizer, has many exhibitions under it, such as the Fort Lauderdale International Boat Show, Miami Yacht Show, Monaco Yacht Show, St Petersburg Power and Sailboat Show, Palm Beach International Boat Show, Suncoast Boat Show. They will share global quality resources together with CIBS.

全渠道媒体宣传推广

OMNI-CHANNEL MEDIA PROMOTION

01 官方渠道

Official channels

B2B 商贸平台、EDM、SMS、官方自媒体矩阵等，精准推送展商和展会最新资讯给到百万级数据库。

B2B business platform, EDM, SMS, official self-media will push latest information of brands and exhibitions accurately to million-level database.

02 广告宣传

Advertising

权威纸质媒体、主流线上媒体、行业媒体深度合作联合宣传；联动地铁广告、车屏广告、高铁广告强势露出，全方位对目标群体作有效触达。

Authoritative print media, mainstream online media and industry media will have in-depth cooperation and joint propaganda. Metro advertising, LED GPRS and high-speed railway advertising are also used for effective contact to target groups.

03 云直播

Live broadcast

展会期间，通过视频号、抖音、快手和小红书等平台作云直播，将展会一手资料实时传递给全球采购商。

During the exhibition, the first-hand information of the exhibition will be transferred to global purchasers through live broadcast of platforms such as Video Account, Tik Tok, Kuaishou and xiaohongshu.



B2B网站 — XIUGLE

船艇贸易出口新平台

B2B WEBSITE - XIUGLE

NEW PLATFORM FOR BOAT TRADE EXPORT

xiugle.com 是上海国际游艇展O2O平台,与博华家、店、装、休4大展览板块共享**160**个国家百万高端受众群体大数据,聚焦行业上下游产业链,云集**1000+**家垂直领域优质供应商,**数十万**名全球买家、注册用户,为供采双方提供丰富的平台资源。

Xiugle.com is an O2O platform of CIBS. It shares 160 national million big data of high level group of audience with Shanghai Sinoexpo's 4 specialist markets of Furniture, Commercial Properties, Design and Hospitality. It focuses on related industry chain and gathers 1000+ vertical quality suppliers. More than 100,000 global buyers and registered users have provided abundant platform resources for both suppliers and purchasers.



扫二维码 立即开启您的线上展会之旅
Scan the QR code to join in the exhibition immediately

线上展厅
Online Exhibition



视频展示
Video Display



在线询盘
Online Enquiry

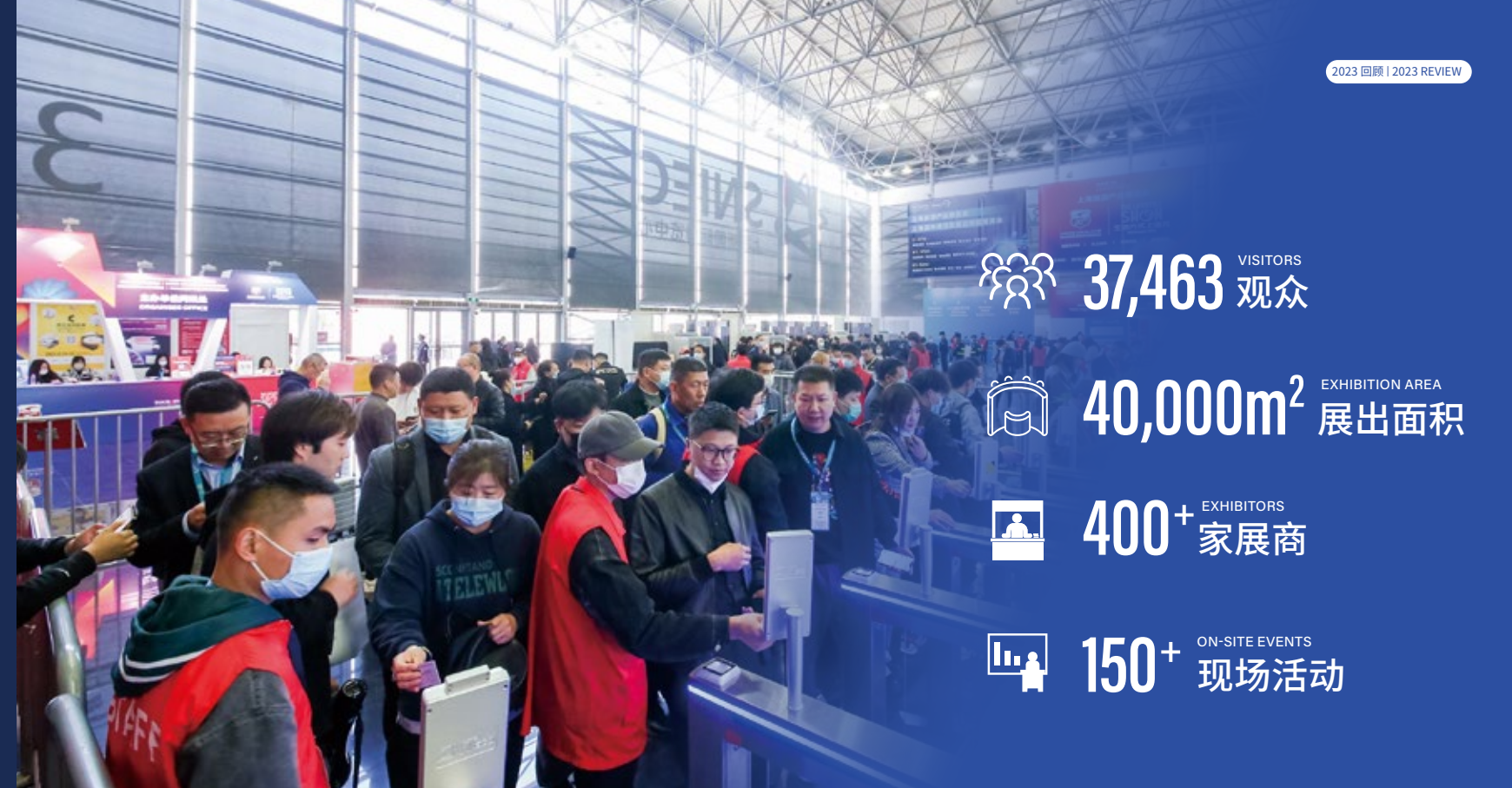


视频会谈
Video Meeting



2023回顾

2023 REVIEW



 **37,463** VISITORS
观众

 **40,000m²** EXHIBITION AREA
展出面积

 **400+** EXHIBITORS
家展商

 **150+** ON-SITE EVENTS
现场活动

2023年3月31日，中国（上海）第二十六届国际游艇及其技术设备展览会暨2023上海国际游艇展（简称“CIBS2023”）在上海新国际博览中心圆满落下帷幕。本届展会展出面积逾4万m²，共有400余家展商，国内外参展品牌100余个，现场举办了超过150场活动，吸引了37,463人，展会效果远超预期。

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.



展商概况 EXHIBITORS OVERVIEW

在 CIBS2023 现场,吸引了实船、船艇设备及配件、船艇服务和水上运动等 400+ 展商,覆盖船艇全产业链,包括大昌行、飞驰游艇、杰特赛特、珐伊、欧尼尔、瀚海游艇、大连环珠、无锡东方高速艇、飞籁特、布雷斯韦尔、威海西港、双一游艇和星和现代等实船企业,宾士域、雅马哈、铃木、本田、百胜、海的、华北柴油机、派尼尔、沧龙动力等舷外机及电推企业,3M、爱的、众智科技、正扬、海翼船舶、合和实业、好利来、卓星、惊叹化学、华燕船舶、益佳通、美洛斯、万木新材料、明士达、海德龙、正奥、跃浪等船艇设备及配件、水上休闲运动企业。

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, Vastoccean, 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 & accessroies, water sports exhibitors including 3M, Aidi, Smartgen, KUS, Haixun, Hopewell, Holylight, Zhuoxing, Marvel, Hwayan, Eikto, Melors, Vanmo, MSD, Heitro, Zhengao, Yuelang etc.



现场部分捷报 GOOD NEWS FROM ON-SITE

CIBS2023 收官之日,多家参展企业频传捷报,大连环珠售出 GT396 两艘;双一游艇售出 SY350 型游艇;布雷斯韦尔售出 Noark 25 游艇;零度科技售出 72 艘新能源智能自动驾驶游艇;简泊船舶售出现场展示艇 2 条;此外,美洛斯、浪飞、棕榈湾等企业带来的产品也得到客户青睐,当场下单.....现场气氛热烈,客户订单不断。

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 customer orders kept coming.



以上仅为部分参展企业,排名不分先后

GOOD NEWS!

展商寄语 EXHIBITOR WISHES



雅马哈发动机（中国）有限公司
Yamaha Motor (China) Co., Ltd.

我非常高兴参加本届上海国际游艇展，后疫情时代，也很感谢展会方为广大行业同仁和用户提供了这次有效的互动交流机会，让我们可以面对面更好地进行沟通与体验。雅马哈在中国经历了二十几年的征程，一直以来为用户提供很多丰富的动力产品，在蓬勃发展的时代，相信雅马哈可以和上海游艇展并肩为游艇行业人士提供更多的产品和交流契机。

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.

——海洋部部长 **蒋勤兵先生**
Mr. Jiang Qinbing, Director of Marine Department



深圳大昌行船舶投资有限公司
DCH Boats Co., Ltd

和以前纯游艇展比较，本届展会加入了旅游元素，丰富了展会的多元性，来自景区景点的客户大概增长了20%~30%，约占总询问人数的30%。针对景区景点市场，大昌行的船艇分两大类：一个是走更加高端路线的，如双体帆船，可以远洋去到西沙这一些风景非常美好的地方；另外还有小的运动艇和钓鱼艇，会比较适合内湖或者内陆有水域的景区。今年上海展整体还是比较符合预期的，不管是客流量还是观众质量。

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.

——副总经理 **朱晓宇女士**
Ms. Zhu Xiaoyu, Vice President



广东逸动科技有限公司
Guangdong ePropulsion Technology Limited

通过本次展览会，我们见到了很多老朋友，也认识了很多新朋友，可以说上海展就像是船艇行业新老朋友的见面会。而今年展会最大的一个亮点就是有今年我们可以看到上海游艇展最大的一个亮点就是，很多船艇新能源厂商开始活跃起来，能让更多业内人关注到船艇电动化的行业趋势和很好的应用场景，希望在未来，越来越多人能参与到船艇电动化和智能化的研究中去。

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.

——联合创始人兼CTO **万小康先生**
Mr. Xiaokang Wan, Co-founder and CTO

观众评价 VISITORS' EVALUATION

浙江 刘先生

Mr. Liu, Zhejiang

“

我是游艇俱乐部的，这次来看展是想了解疫情放开后游艇行业的市场走向，看到依旧火爆如初的现场人气，我也对这个行业充满着信心，与许多游艇品牌现场交流并且建立了合作，希望游艇展可以越来越好！

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!

”

山东 滕女士

Ms. Teng, Shandong

“

今年是我第三次来参观游艇展了，每年来这里都有收获，这次主要想与同行交流并探讨运营经验，在现场学到了很多，相信对日后的公司运作起到帮助。感谢主办方能够提供这样一个线下交流平台。

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.

”

北京 徐先生

Mr. Xu, Beijing

“

我是一名资深爱好者，这次来现场主要想近距离感受产品的性能，为自己的购买计划做出选择，好多家的产品都很不错，工作人员也很细心的为我讲解。这次疫情放开后，现场的人感觉比往年更多了，可以说这个行业在慢慢复苏，也希望有更多的人加入进来。非常感谢主办方能够搭建这样一个平台，祝明年更好！

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!

”

观众到场参观率

Visitors' Attendance Rate

51.57%

参观一届 audience visited the show once

36.02%

参观两届 audience visited the show twice

12.41%

参观三届及以上 audience visited the show for the third time or more

观众满意度

Satisfaction of Visitors

86.63%

很满意 Quite satisfied

12.29%

一般满意 Generally satisfied

1.08%

尚可 Fair

观众推荐度

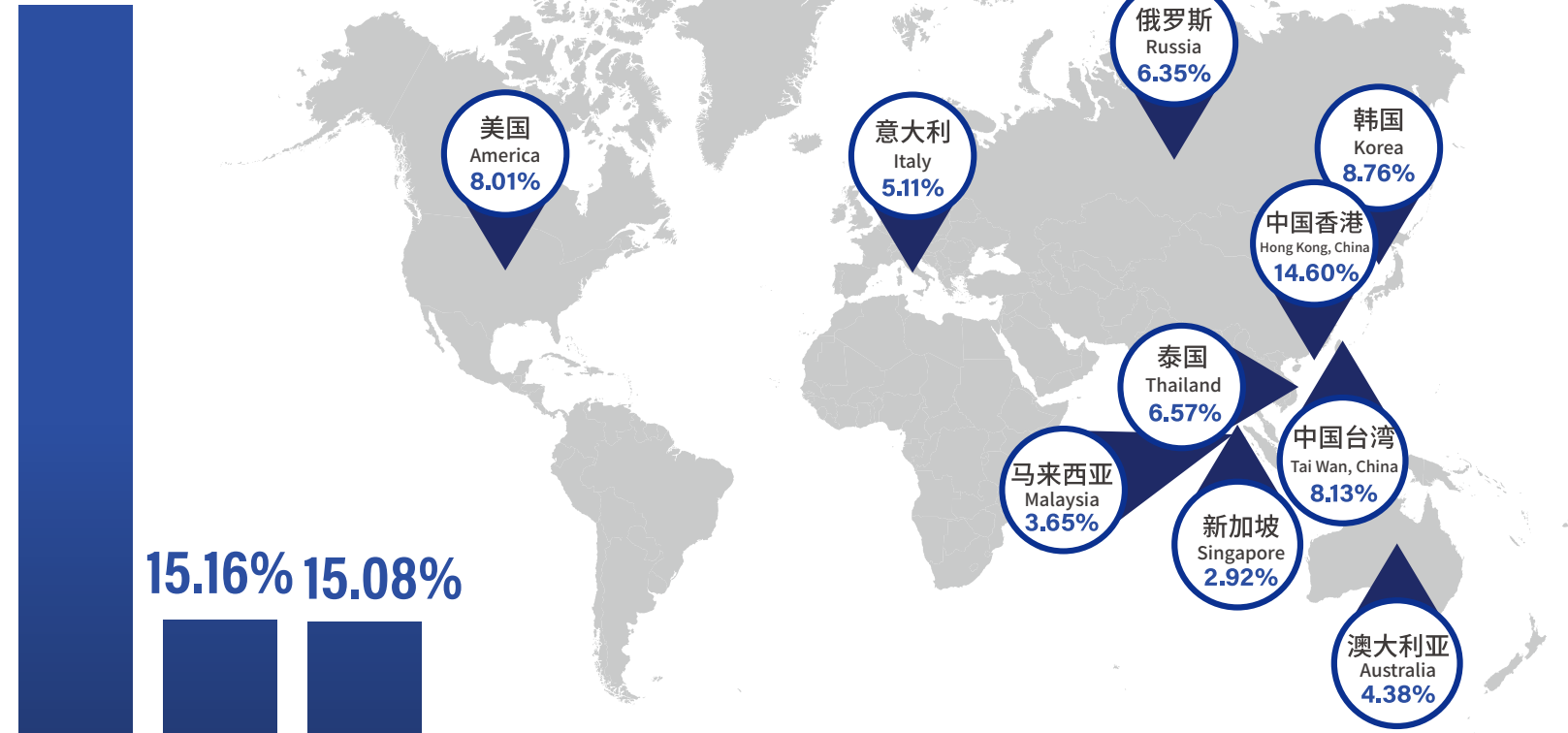
Visitors' recommendation

96.75%

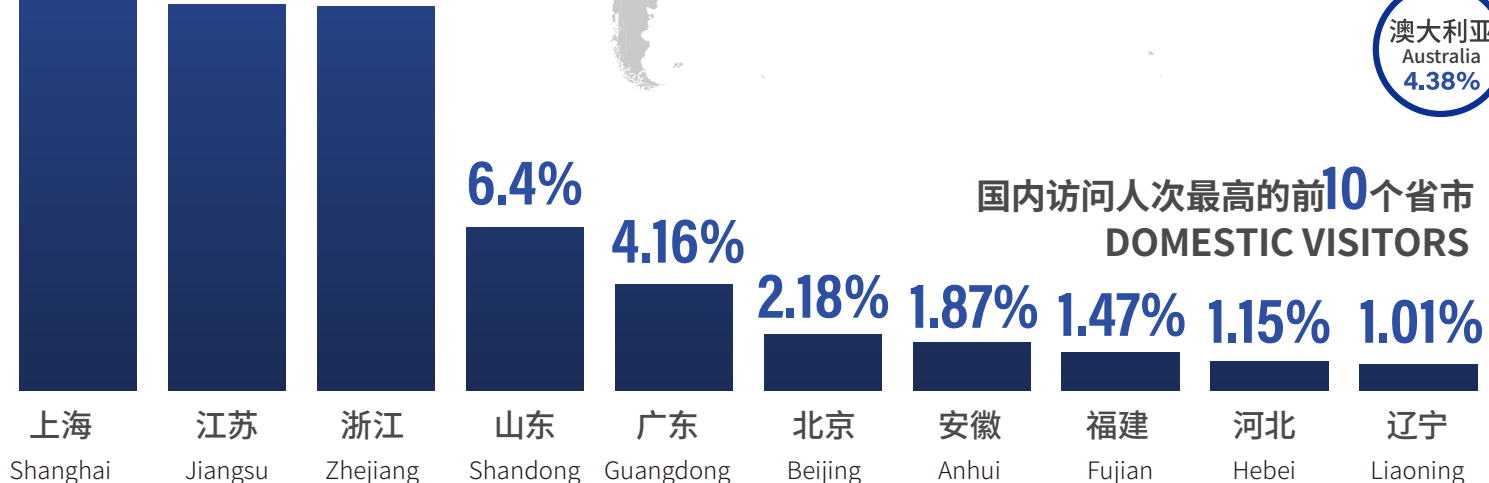
港澳台和其他国家及地区观众 HONG KONG, MACAU, TAIWAN AND OTHER INTERNATIONAL AND REGIONAL VISITORS

TOP10

40.1%

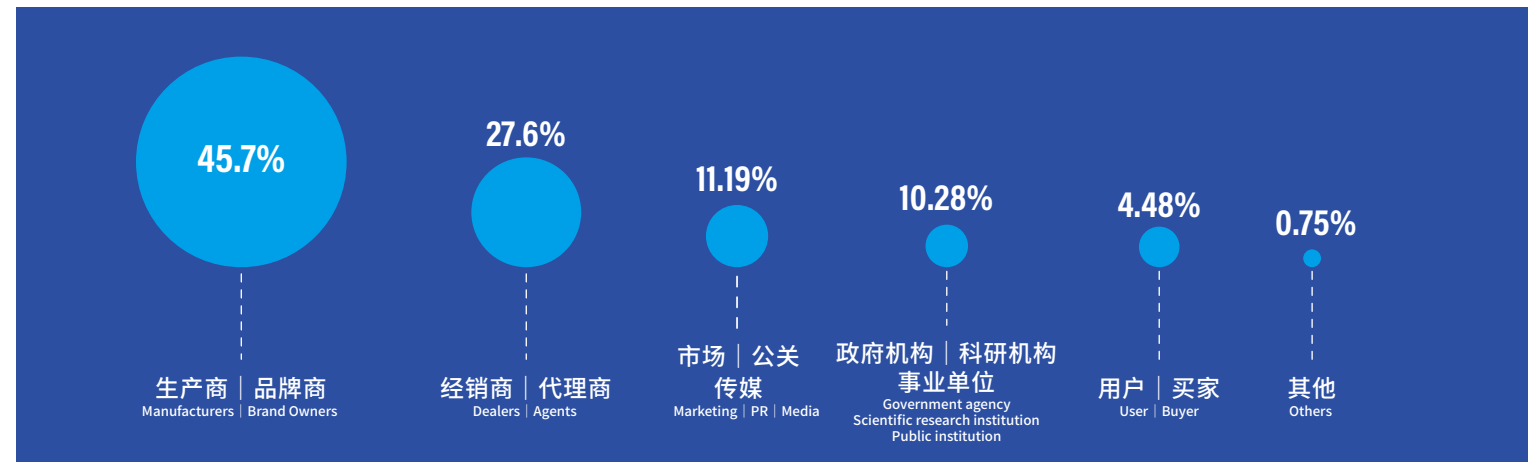


15.16% 15.08%

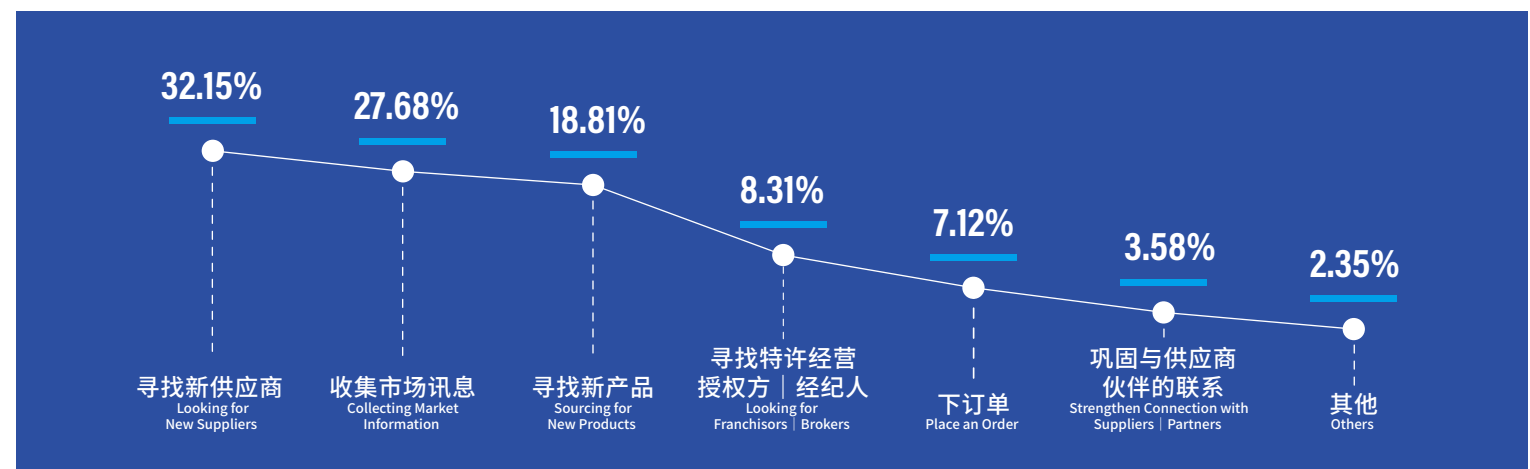


国内访问人次最高的前10个省市 DOMESTIC VISITORS

观众业务性质 VISITORS' BUSINESS NATURE



观众参观目的 VISITORS' PURPOSE



新品发布



1/ 卧龙 Flowstar 1.5KW 舷外机新品发布会 /
Wolong Flowstar 1.5KW outboard new product launch

2/ 亚诺·沛海驰 2023 新品发布会 /
Jeanneau, Prestige 2023 New Product Launch

3/ 德尔菲游艇总代发布会 & 巴伐利亚 Sailing Club 授牌仪式 /
Delphia Yachts General Agency Launch & Bavaria Sailing Club Award Ceremony

4/ 铃木船外机 SCOP 主题发布会 /
Suzuki Outboard SCOP Theme Launch

5/ Mercury 水星 V10 舷外机新品发布会 /
Mercury V10 outboard new product launch

6/ 零度科技零零鲸 X1 新能源智能自动驾驶游艇全球首发仪式 /
Zero-Degree Zero Whale X1 New Energy Intelligent Autonomous Yacht World
Premiere Ceremony



2023中国国际船艇产业发展论坛

2023 CHINA INTERNATIONAL FORUM ON BOAT INDUSTRY DEVELOPMENT

本届论坛结合国家“十四五”规划及各部委发布的有关游艇装备及产业发展的实施意见,汇聚业界专家,纵观热点事件影响下的全球主要游艇市场,全方位聚焦产品设计、制造工艺、码头规划等,并深入探讨智能船艇技术、新能源清洁能源在游艇领域的发展趋势与应用,分享中国船艇在电动化、智能化领域的探索与实践,打造交流平台,拓展行业视野,以期为中国船艇产业在十四五期间的创新发展进一步助力。

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.



船艇创新技术及应用研讨会

SEMINAR ON INNOVATIVE TECHNOLOGY AND APPLICATION OF BOATS

研讨会聚焦中国船艇行业在人工智能、绿色环保、新材料等领域的最新技术及应用,邀请国内行业专家对其现状及未来发展趋势进行交流研讨,致力于推动中国船艇行业的发展,打造专业、高效的交流平台。

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船艇海外买家商洽会 BOAT MATCH OVERSEA BUYERS BUSINESS MATCHMAKING ACROSS BOAT INDUSTRY

为精准对接合作伙伴，CIBS 2023 精准邀约全球船艇产业链高质量买家，在 N6A018 展位举办了“BOAT MATCH - 船艇海外买家商洽会”！现场专设商洽会议室，采用了线上线下双渠道商洽模式，面对面、屏对屏地帮助到场或在线的海外买家轻松接洽一对一、一对多供应商资源，助力中外客商精准对接合作伙伴，拓展更多潜在商机。以立足全球的视野，全新的服务形态，更为广阔的渠道方式，打造高效、优质、专业、匹配的贸易平台

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.



2023上海公益帆船赛暨上海市帆船联赛

2023 SHANGHAI PUBLIC WELFARE SAILING COMPETITION AND SHANGHAI SAILING LEAGUE



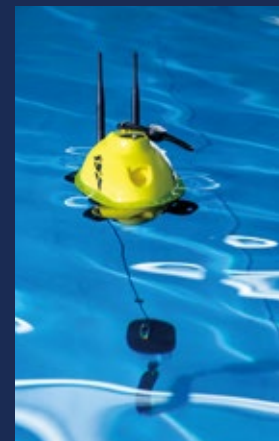
4月9日，2023年上海公益帆船赛暨上海市帆船联赛（第1站）在上海市帆船帆板运动协会水上运动中心举行。赛事由中国帆船帆板运动协会作为指导单位，由上海市帆船帆板运动协会、青浦区体育局主办，上海市帆船帆板运动协会承办，上海市体育训练基地管理中心、上海博华国际展览有限公司、中体海盈国际体育文化发展（北京）有限公司、上海万艇帆体育文化有限公司协办。依托上海丰富的水域资源和长三角地区众多的帆船俱乐部、船队和爱好者，上海市帆船帆板运动协会致力于打造区域内最专业、最具影响力和最受民众喜爱的自主IP的帆船联赛，以赛为媒，以公益之名，旨在通过年度多场次的赛事宣传帆船运动的文化内涵，让普通民众了解帆船、参与帆船，进一步普及和推广水上运动。

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.

水上运动嘉年华 WATER SPORTS CARNIVAL

打造150m²超大泳池
150m² Area Super Large Pool

4天上演20余场达人表演及体验活动
4 Days Show More than 20 star shows and experience activities



媒体数据 MEDIA DATA



SEM 搜索引擎
点击量
SEM search engine hits

157,541次



全网信息流推广
曝光量
Promotion exposure of the whole network information flow

26,112,654



微博话题互动
曝光量
Promotion exposure of Weibo topic

3,518,000+



自媒体及社群推广
曝光量
Promotion exposure of We-Media and Community

15,000,000+



抖音话题
播放次数
Views of Tik Tok topic

14,268,000+



小红书话题
浏览量
Views of Red Booklet topic

367,000+

权威媒体

AUTHORITATIVE MEDIA



线上主流媒体

ONLINE MAINSTREAM MEDIA



行业合作媒体

INDUSTRY MEDIA PARTNERS



4月

APRIL

海口

HAIKOU

第三届中国国际消费品博览会游艇展 暨中国（海口）国际船艇及生活方式展览会

CHINA INTERNATIONAL CONSUMER PRODUCTS EXPO 2023
CHINA (HAIKOU) INTERNATIONAL BOAT & LIFESTYLE SHOW

After five days of exhibition, communication and negotiation, and signing of contracts, China International Consumer Products Expo 2023, China (Haikou) International Boat & Lifestyle Show was successfully concluded in Haikou on April 15. Through the mode of "Exhibition + Meeting + Competition", the exhibition strives to build a collection of famous products display, business match, trade cooperation, industry exchange and cultural experience. The show has promoted many exhibitors to reach cooperation intentions and won wide praise from all walks of life.

经过为期 5 天的展览展示、交流洽谈、签约成交，第三届中国国际消费品博览会游艇展暨中国（海口）国际船艇及生活方式展（简称“第三届中国消博会游艇展”），于 4 月 15 日在海口市圆满收官。本届展会通过“展+会+赛”模式，着力打造集名品展示、商贸对接、交易合作、行业交流、文化体验等功能于一体的知名游艇展会品牌，推动多家参展企业达成合作意向，赢得各界的广泛赞誉。



■ 船艇首发仪式及品牌推广秀
BOAT LAUNCH CEREMONY & BRAND PROMOTION SHOW

■ 2023 海南自贸港国际游艇产业发展论坛
2023 HAINAN FREE TRADE PORT INTERNATIONAL YACHT INDUSTRY DEVELOPMENT FORUM

■ “海口之夜”2023 亚洲游艇颁奖盛典
"THE NIGHT OF HAIKOU" 2023 ASIAN YACHTING AWARDS CEREMONY

■ “渔在消博 乐在海口”百人海钓大战
FISHING IN CICPE, HAPPY IN HAIKOU, HUNDREDS SEA FISHING COMPETITION

■ 海南自贸港国际游艇产业推介会暨项目集中签约仪式
HAINAN FREE TRADE PORT INTERNATIONAL YACHT INDUSTRY PROMOTION MEETING AND PROJECT SIGNING CEREMONY

■ 路亚KOL评选暨最美钓点发布颁奖仪式
AWARDING CEREMONY FOR THE MOST BEAUTIFUL FISHING SPOT OF LURE

■ 船艇CEO投资交流私董会
PRIVATE MEETING FOR BOAT CEO INVESTMENT EXCHANGE

■ 海口咖啡美食文化节暨世界咖啡师大赛中国区选拔赛（海口分赛区）
HAIKOU COFFEE FOOD CULTURE FESTIVAL AND CHINA BARISTA CHAMPIONSHIP - HAIKOU DIVISION



7月

JULY

宁波

NINGBO

2023 海丝之路·中国（宁波）海洋经济博览会

MARITIME SILK ROAD · OCEAN EXPO NINGBO

由宁波市人民政府和 Informa Markets 英富曼会展联合发起创办，英富曼会展与中国船东协会共同主办。展会聚焦宁波以及长三角海洋经济圈成果展示，展出优秀产品、领先技术、解决方案和应用成果。

Ocean Expo Ningbo is initiated by Ningbo Municipal Government and Informa Markets, co-organized by China Shipowners' Association. The exhibition focuses on Ningbo and the Yangtze River Delta maritime economic zone, showing outstanding products, leading technologies, solutions and application results.

12月

DECEMBER

深圳

SHENZHEN

2023 深圳国际船艇及其技术设备展览会

THE GREATER BAY AREA INTERNATIONAL BOAT SHOW

展品范围涵盖船艇及相关服务，船艇设备及配件，水上运动，路亚钓鱼等。主办方将借助天时地利人和的优势布局华南版图，首次落户深圳，为游艇+水上+户外运动行业打造一站式商贸交流平台。

The exhibits covers boats and related services, boating equipment and accessories, water sports and lure fishing. For the first time settle in Shenzhen, the organizers will take advantage of the timing, location and people to lay out the South China territory to create a one-stop business exchange platform for the boat + water + outdoor sports industry.

展会自媒体矩阵

WE-MEDIA



公众号 Wechat Official Account
上海国际游艇展 CIBS
 会玩 in 生活方式秀
 China (Shanghai) International Boat Show
 The Lifestyle Show



上海国际游艇展 CIBS
 China (Shanghai) International Boat Show
会玩 in 生活方式秀
 The Lifestyle Show



上海国际游艇展 CIBS
 China (Shanghai) International Boat Show
会玩 in 生活方式秀
 The Lifestyle Show



小红书 Xiaohongshu
路亚小字报
 LureXZB



抖音 Tik Tok
路亚小字报
 LureXZB



微信视频号 WeChat Video Account
生活方式上海秀
 The Lifestyle Show



优酷号 Youku
上海国际路亚展
 Shanghai International Lure Fishing Show



腾讯视频 Tencent Video
上海国际游艇展
 China (Shanghai) International Boat Show



户外联盟
 Outdoor League
路亚钓鱼 FUN 联盟
 "Lure Fishing" Live Stream Welfare Group



房车露营交流群
 RV CAMPING Group
水上休闲娱乐交流群
 "Water Sports" Water Leisure and Entertainment Group
重构水上休闲产业论坛
 Reconstruction of Water Leisure Industry Forum

xiugle 商贸配对服务群
 Business Matching Service Group

船艇行业交流群
 Boat Industry Group

休闲旅游在线 B2B 商贸平台
 Online B2B commerce platform for leisure and tourism

等 20 余专项社群
 And other 20+ Specialized Group

海外
 自媒体

Overseas media



领英
 China (Shanghai)
 International Boat Show



Twitter
 CIBS_boatshow



instagram
 cibs_boat_show



Facebook
 CIBSofficial



扫码添加
 官方客服
 Scan the Code
 Add Customer Service

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