



# THE 27<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.26-29, 2024

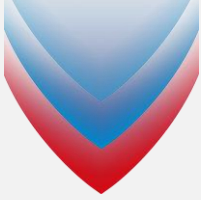
Shanghai New International Expo Centre





# 1. Exhibition Overview





# CIBS2024 Overview



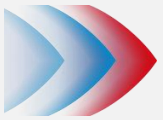
On March 29, 2024, the 27th China (Shanghai) International Boat Show("CIBS2024" for short) came to a successful end at the Shanghai New International Expo Center. Held in conjunction with the Lifestyle Show 2024. This year's show covered an exhibition area of 45,000 square meters, with more than 600 high-quality brands and exhibitors making a grand appearance, dozens of new product launches and industry forums, more than 150 exciting experience and interactive activities, which attracted 40,328 visitors. The effect of the show far exceeded the expectations.







## 2. Visitor Analysis

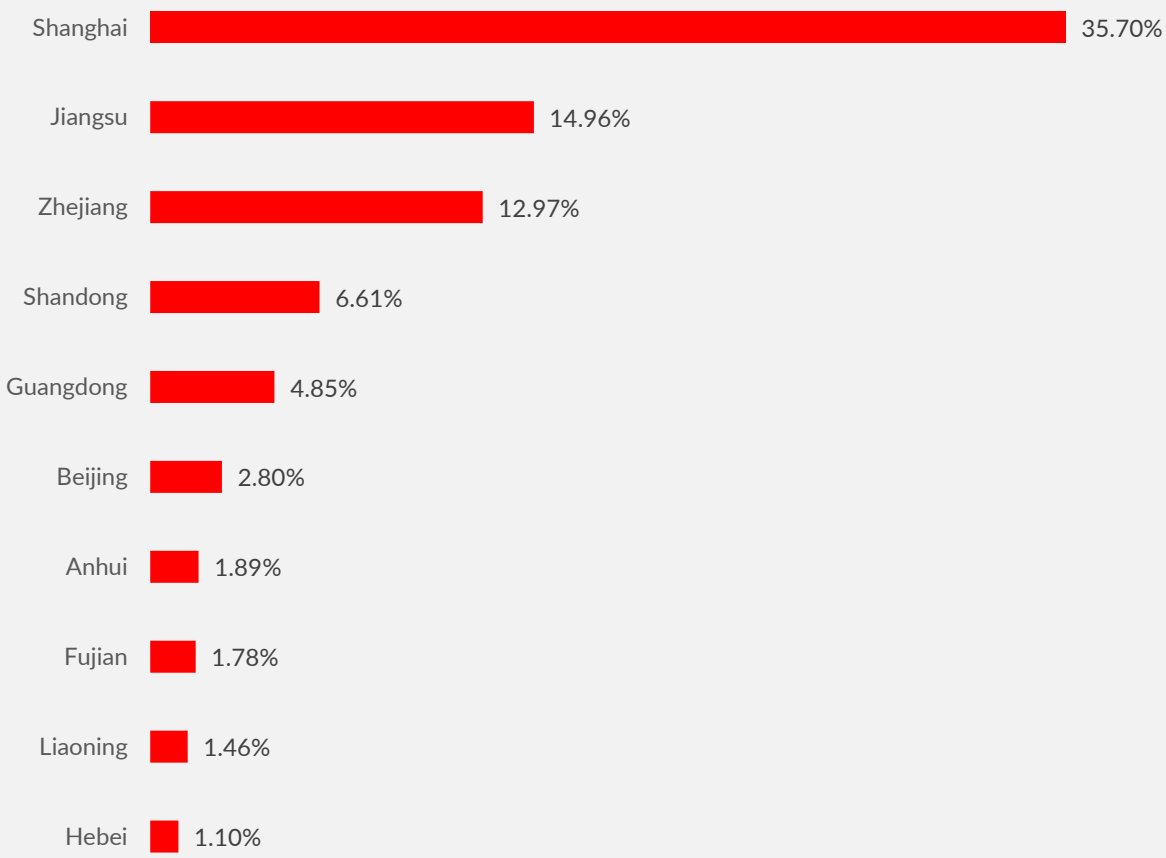


# Visitor Analysis

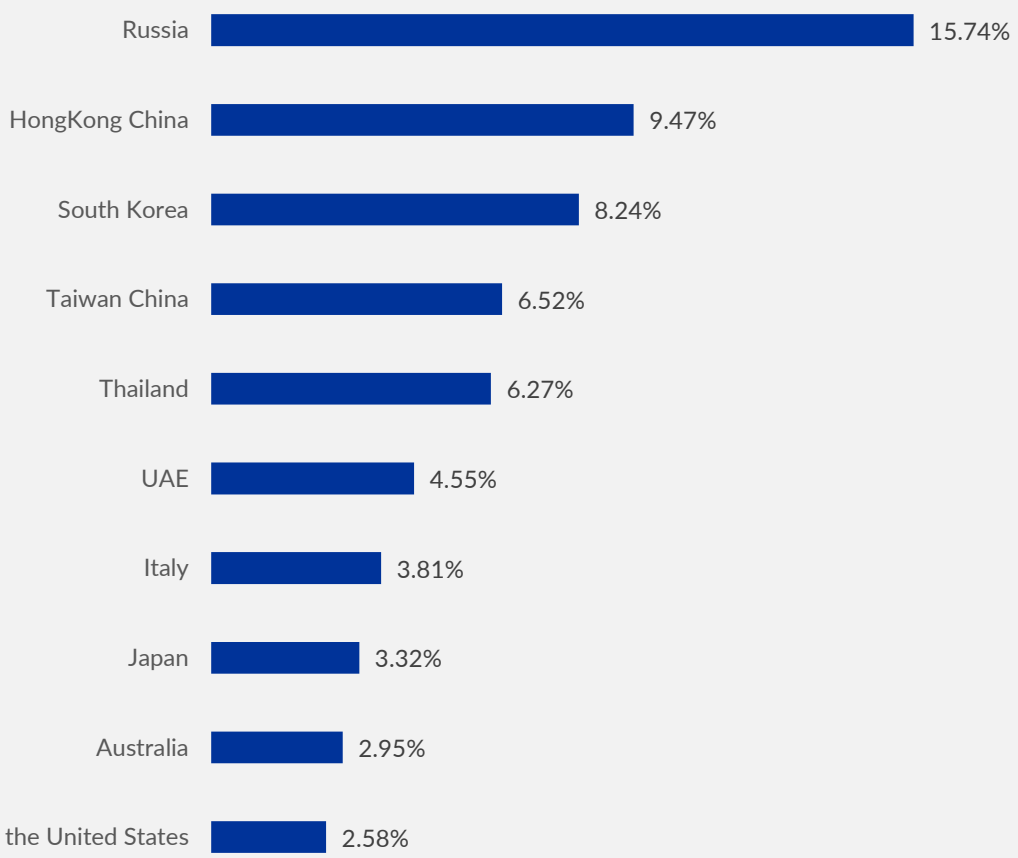


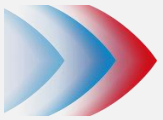
The exhibition attracted professional visitors from Shanghai, Jiangsu, Zhejiang, Shandong, Guangdong, Beijing, Anhui, Fujian, Liaoning, Hebei and other mainland cities as well as Hong Kong, Macao and Taiwan region to gather in Shanghai for the grand event. In addition, overseas businessmen from 98 countries and regions, including Russia, South Korea, Thailand, the United Arab Emirates, Italy, Japan, Australia, the United States, Singapore, Malaysia, the Philippines, New Zealand, Germany, Canada, India, Brazil, etc., visited the exhibition.

■ TOP10 Mainland China Visitor Distribution



■ TOP10 Non-Mainland China & Oversea Visitor Distribution





# Visitor Analysis

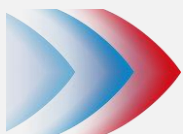


## Nature of business



## Purpose of visit





# Visitor Comments



## Ms. Shi from Shanghai

I am brand agent, this boat show is an important platform for industry communication and cooperation, we take this opportunity to carry out in-depth communication with the field counterparts, to explore opportunities for cooperation. The show site was crowded, and we saw a lot of foreign exhibitors and visitors, I hope the boat show is getting better and better!

## Mr. Qi from Zhejiang

I have been to the China (Shanghai) Boat Show for four times in a row. Compared with the past, the changes of this year's show are particularly significant: the flow of people has increased significantly, foreign exhibitors and visitors appear more and more frequently on the show floor, and I also had the honor to listen to two industry forums and make friends with some industry colleagues, which was very fruitful.

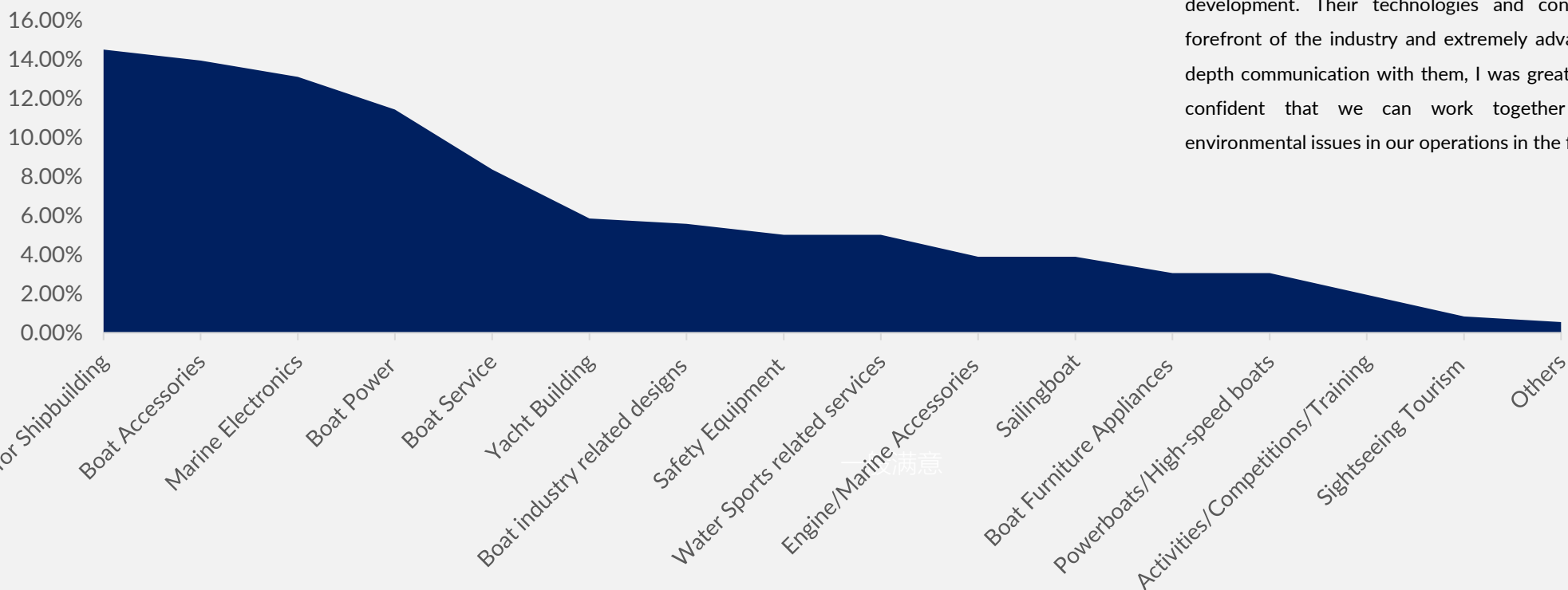
## Mr. Liu from Beijing

The China (Shanghai) Boat Show has always kept up with the market development. Previously, I have been looking for green new energy related companies, and at this year's show, I had the honor of witnessing a number of companies committed to sustainable development and leaders in the field of new energy development. Their technologies and concepts are at the forefront of the industry and extremely advanced. Through in-depth communication with them, I was greatly inspired and am confident that we can work together to solve more environmental issues in our operations in the future.

Visitor

Interest

Categories



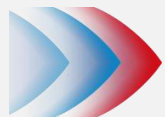




# 3. Exhibitors



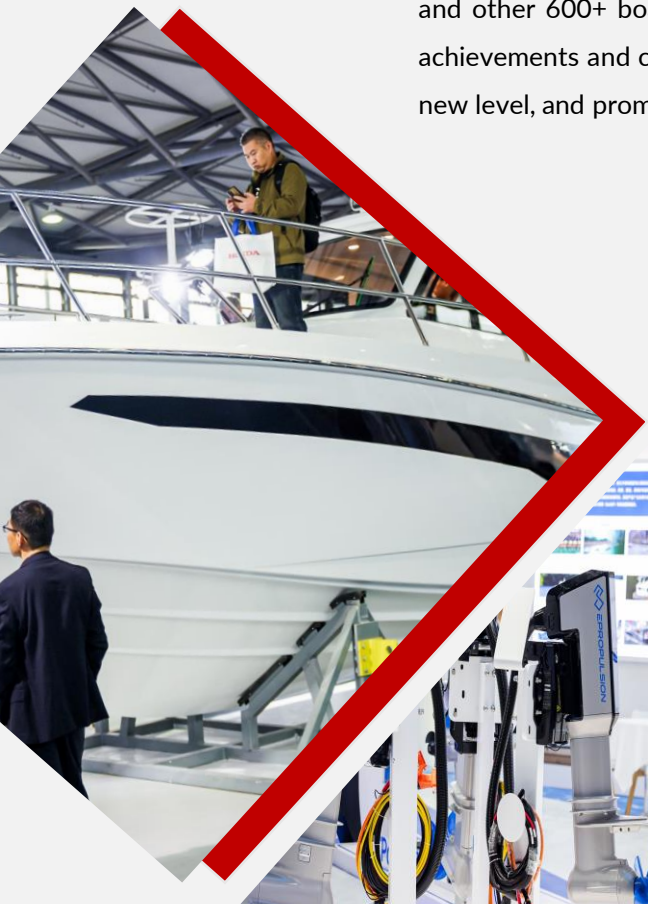




# Exhibitor Overview



Under the favorable background of the national policy clearly indicating support for the development of yacht tourism, CIBS2024 has constructed a new pattern of interconnection, interoperability and mutual promotion of industrial development, and created a new model of high-quality development with the synergy and linkage of the whole industry chain of boats. DCH、SpeedoMarine、FareastBoats、Dalian Huanzhu FRP Boat Manufacturing、Shuangyi Yacht、Mercury Marine、Yamaha、Honda、Suzuki、Parsun、ePropulsion、Hidea、FUBER、Canglong、Yuelang、Fujian Aidi Electric、Xiamen Usail Industry and Trade、Shengcheng Shipping Technology、New Young Star Metal、KUS Technology Corporation、Huasheng Technology、3M、MSD、Fujian Sijia Industrial Material and other 600+ boats and boat manufacturers, equipment, service and related enterprises, seize the market opportunity, not only fully demonstrated its R & D achievements and cutting-edge new products, but also strengthened the depth of integration between the various chain links, helping China's boat industry get to a new level, and promoting the culture and tourism consumption to set off a new boom!



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



# Exhibitor Comments



## DCH Boats Co., Ltd.

“ The China (Shanghai) International Boat Show not only serves large vessels and manufacturers, but also extensively covers the upstream enterprises of the industry chain. During the exhibition, DCH was able to have in-depth communication and cooperation with various channels in the Chinese market, which effectively promoted the dissemination and promotion of imported boats in the Chinese market. On the show floor, DCH not only displayed various fishing and sports boats for consumers to enjoy and experience, but also brought three imported boats with outstanding representation in their respective segments, among which it is worth mentioning that Targe, a Finnish brand with a 46-foot hull and carrying a flybridge, is a rare luxury yacht on display in the indoor yacht show, which has attracted a lot of attention.

## Mercury Marine

“ It is our pleasure to participate in the China (Shanghai) International Boat Show once again. Every year, Mercury Marine brings the excellent and innovative products we are proud of to the show floor. In this year's show, we have not only brought a wide range of outboards with multiple models and high horsepower such as V6\V8\V10\V12, but also the new electric push series Avator 7.5e 20e and 35e electric outboards. It is believed that the strong industry influence of Shanghai International Boat Show will help Mercury Marine to further enhance its influence in the Chinese market.

## Dalian Huanzhu FRP Boat Manufacturing Co., Ltd.

“ We are fiberglass boat manufacturer with nearly thirty years of rich experience in boat building, specializing in building high quality professional fishing boats and pleasure boats. Our customers are all over the country and abroad, especially in the domestic southern market, such as Sanya, Hainan, Guangdong and other places. We have lots of positive feedback from them.. This time, we attend the China (Shanghai) International Boat Show, relying on the extensive influence of the show to promote our newly developed two types of Class II fishing boats SG-380 and GT-396C . We are convinced that through the platform of Shanghai International Boat Show, we can further enhance our popularity and influence in the domestic yacht market, and let more people appreciate the excellent quality and unique charm of our products.

## Suzuki Motor (China) Investment Co., Ltd.

“ Suzuki (China) has participated in the China (Shanghai) International Boat Show for the tenth time. As an excellent platform in the industry, China (Shanghai) International Boat Show not only can effectively deliver Suzuki China's high-quality products to end customers and yacht builders, but also builds a bridge that enables us to have in-depth face-to-face exchanges with our customers, so that we can provide even better services to them. In this exhibition, we brought the DF350A, the largest horsepower outboard engine, which was first put on sale in China. Meanwhile, the DF 115B and DF140B products on the stand also fully responded to the advocacy of environmentalism and showed our active practice of environmental protection concepts.

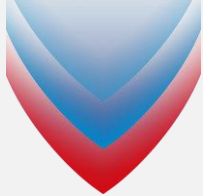




## 4. Highlight Events







# New Product Launch



**1** ePropulsion eLite Electric Outboard New Product Launch

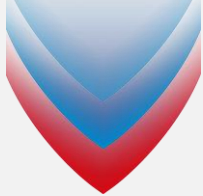
**2** Parsun 300HP New Product Launch

**3** Honda BF350 V8 Outboard New Product Launch

**4** “Ultra” : Mercury Avator™ Electric Outboard Launch

**5** Suzuki Outboard BF350A New Product Launch

**6** Haibo iPenguin Header New Product Launch



# 2024 China International Forum On Boat Industry Development



**Time:** March 27<sup>th</sup>

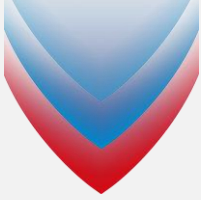
**Place:** SNIEC N5-M47 Conference Room

**Organizers:** Shanghai Association of Shipbuilding Industry, China Boat Industry & Trade Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., Shanghai Science and Technology Exchange Center (SSTEC)

This forum invites senior media, business executives of head enterprises of the whole industry chain such as boat design, boat manufacturing, spare parts, etc., media people, R&D personnel, industry research experts and other professionals from IBI, Shanghai Shipbuilding Research & Design Institute, GVA, Dongfang High-Speed Craft, Parsun Power and others to have a longitudinal view on the global market of leisure boat industry, focus on the field of boat under the background of intelligent manufacturing and green environmental protection, and discuss in-depth the exploration and practice of boats in the areas of product design, specification inspection, technical environment, market environment and other perspectives to create a platform for communication, expanding the industry's horizons, and help China's boat industry for further innovation and development.







# Seminar on Green Technology and Sustainable Development of Boats



**Time:** March 28<sup>th</sup>

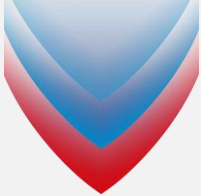
**Place:** SINEC N4-M45 Conference Room

**Organizers:** Shanghai Science and Technology Exchange Center (SSTEC), Shanghai Association of Shipbuilding Industry, China Boat Industry & Trade Association, Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

As one of the important activities of 2024 CIBS, this "Seminar on Green Technology and Sustainable Development of Boats" combines the current green and intelligent development trend, focuses on the application of energy saving, emission reduction, green and low-carbon technologies in boats, and invites universities and science and technology enterprises from **Shanghai Jiaotong University, Shanghai University, Shanghai Maritime University, China State Shipbuilding Corporation** and other universities and technology enterprises, focusing on the topics of numerical simulation of propulsion and flow field of boats, thermal management of power batteries, material research, and autonomous sailing technology, so that we can comprehensively build a green manufacturing system of the shipbuilding industry with the green technological innovation as a starting point.







# CIBS2024 Matchmaking Meeting



On March 27th, as one of the supporting activities of CIBS important communication platform, CIBS2024 Matchmaking Meeting was successfully held in Shanghai New International Expo Center, which was jointly organized by Shanghai Sinoexpo Informa Markets and European American Chamber of Commerce and Industry (EACCI). In this event, the European American Chamber of Commerce and Industry invited 11 overseas high-quality enterprises from different countries covering 4 continents, including Italy, Turkey, Spain, Poland, Canada, Norway, Pakistan and Greece to participate in this event.

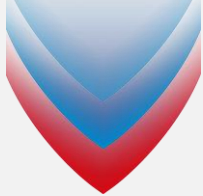
At the event site, overseas buyers and exhibitors communicated with each other in the form of one-on-one and face-to-face exchanges, which efficiently docked the business needs and accurately matched the counterparts, and the success rate of the pairing intention was as high as 50%, which helped the exhibitors to broaden the business channels and strengthened the cooperation between the exhibitors and their counterparts from all over the world in the boating industry.



## Some Overseas Enterprises Participating in Matchmaking meeting

Shanghai Mabel Business consulting co.,Ltd  
World Turkish Business Council  
/SHANGHAI PEARL CITY TRADING LIMITED  
REAL ESTATE AND MARINE MANAGEMENT SL  
ALTERNATIVE ENERGY PVT  
Cosmo-Emporio  
CEVETA  
Canonical Lubuntu  
Viking-gold  
DEIL-Loft  
SHANGHAI NOBLE SCIENCE CO.,LTD  
Swara International Ltd.

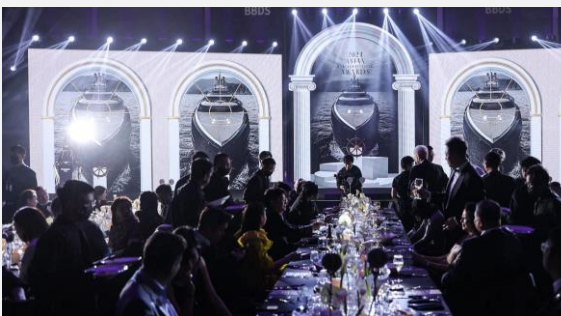




# ASIA MARINE & BOATING AWARDS 2024



During CIBS2024, ASIA MARINE & BOATING AWARDS 2024 was also grandly held, with 200 heavyweight guests gathering at the same time, and on-site high-net-worth brands displaying immersive interactive experience, creating a new era of business socialization mode, and releasing the brand vitality of cross-border alliances while creating a high-taste yacht leisure lifestyle.



## ASIA MARINE & BOATING AWARDS

### Award List

Sailing boat of the Year under 30 feet—Fareast Boats SV14

Sailing boat of the Year 30-45 feet—Cape 31

Sailing boat of the Year over 45 feet—Solaris 60

Powerboat of the Year under 40 Feet—Jeanneau Merry Fisher 895 Sport

Powerboat of the Year 40-75 feet—Princess F45

Powerboat of the Year over 75 feet—McConaghy 82

The Best Brand Influence of the Year—Ferretti Yacht Group

The Best Boat Designer of the Year—Mark Mills

Marina of the Year—Sanya Serenity Marina

Environmentally Friendly Technology of the Year—Mercury Marine;  
Yamaha

Sports Boat of the Year—Axopar 28

The Most Creative Company of the Year—Oceanvolt

Navigating China—Huaying Boat

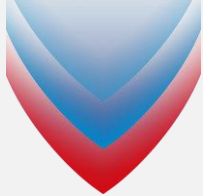
The Most popular men's brands in the yacht industry—Suitsupply

The most popular mattress brand in the yacht industry—TRECA

Premium Lifestyle Leadership Award—Casarte

The most popular brands of private breast pumps among shipowners—  
Textron





# Water Sports



## Water Sports Carnival

150 m<sup>2</sup> of large pool to restore the outdoor water sports scene. It sets up a stage for water leisure sports product exhibitors to show their products, and also allows guests to experience the new products and visualize the booming "waterfront economy".

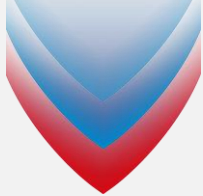
# Water Sports







## 5. Media Campaigns



# Media Partners

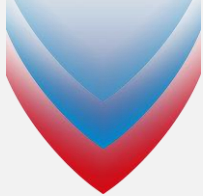


## Online Mass Media



## Industry Media Partners





# Multi-Channel Campaigns

SEM Search Engine  
Clicks

159,792 times

Self-media and  
Community Promotion  
Exposure

15,000,000+

Full Network  
Promotion Exposure

32,245,378

Tik Tok Topic  
Played Times

14,346,000+

Weibo Topic  
Interaction Exposure

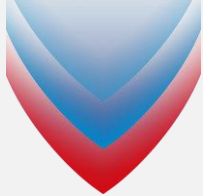
3,997,924

Xiaohongshu  
Topic Views

717,000+



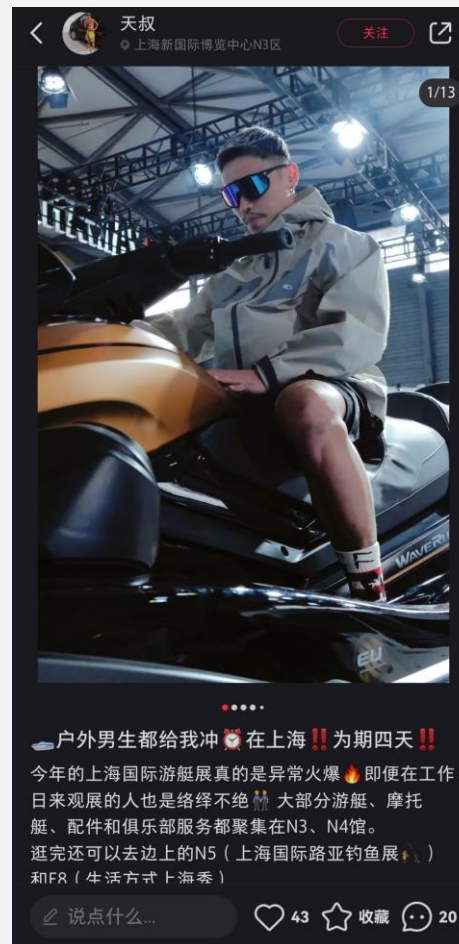
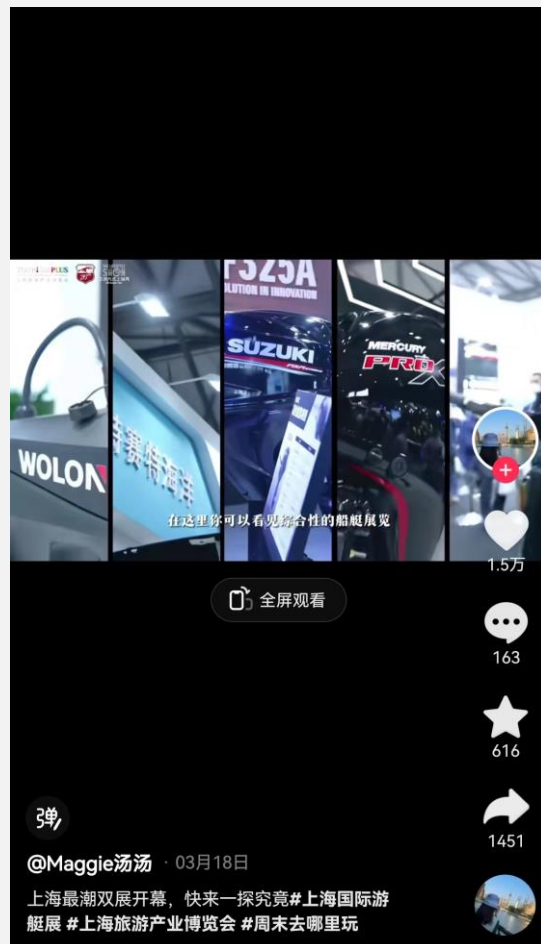




# KOL, KOC Cooperation



This year's exhibition enabled KOL and KOC cooperation for the first time, and through the pre-show publicity to create momentum and warm-up. The exhibition exploration activities continue to be hot, thus further enhancing the brand influence of the exhibition, and successfully helped CIBS enter into thousands of households, and realize a household name.



Cumulative exposure : **1,138,000 times**  
Interaction volume : **18,000 times**

# Tourism Plus Shanghai



## Tourism, Food & Beverage, Hotel & Boat Joint Exhibition

**3月27日-30日**

浦西 · 国家会展中心(上海)



Tourism Industry



Hotel Catering

**3月26日-29日**

浦东 · 上海新国际博览中心



Hotel Plus



Boat&Lifestyle

Tourism Plus Shanghai digs into the scale, quality, new productivity and hot trends of the vertical industry chain, stimulates product and service innovation from different perspectives and logics. Under the guidance of Shanghai Municipal Administration of Culture and Tourism, the strong cooperation between China Tourism Association and Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. brings the linkage effect of "government guidance, enterprise gathering and industry benefit", thus boosting the multi-industry integration and upward development of the culture and tourism industry in Shanghai, the Yangtze River Delta and even the whole country!

5 Days Exhibition

5000+ Exhibitors

12 Industry Category

600,000 m<sup>2</sup> Exhibition Area

420,256 Visitors

15,761 Oversea Visitors



Boat&Lifestyle



Hotel Plus



Hotel Catering



Tourism Industry



TOURISM PLUS®  
SHANGHAI  
上海旅游产业博览会



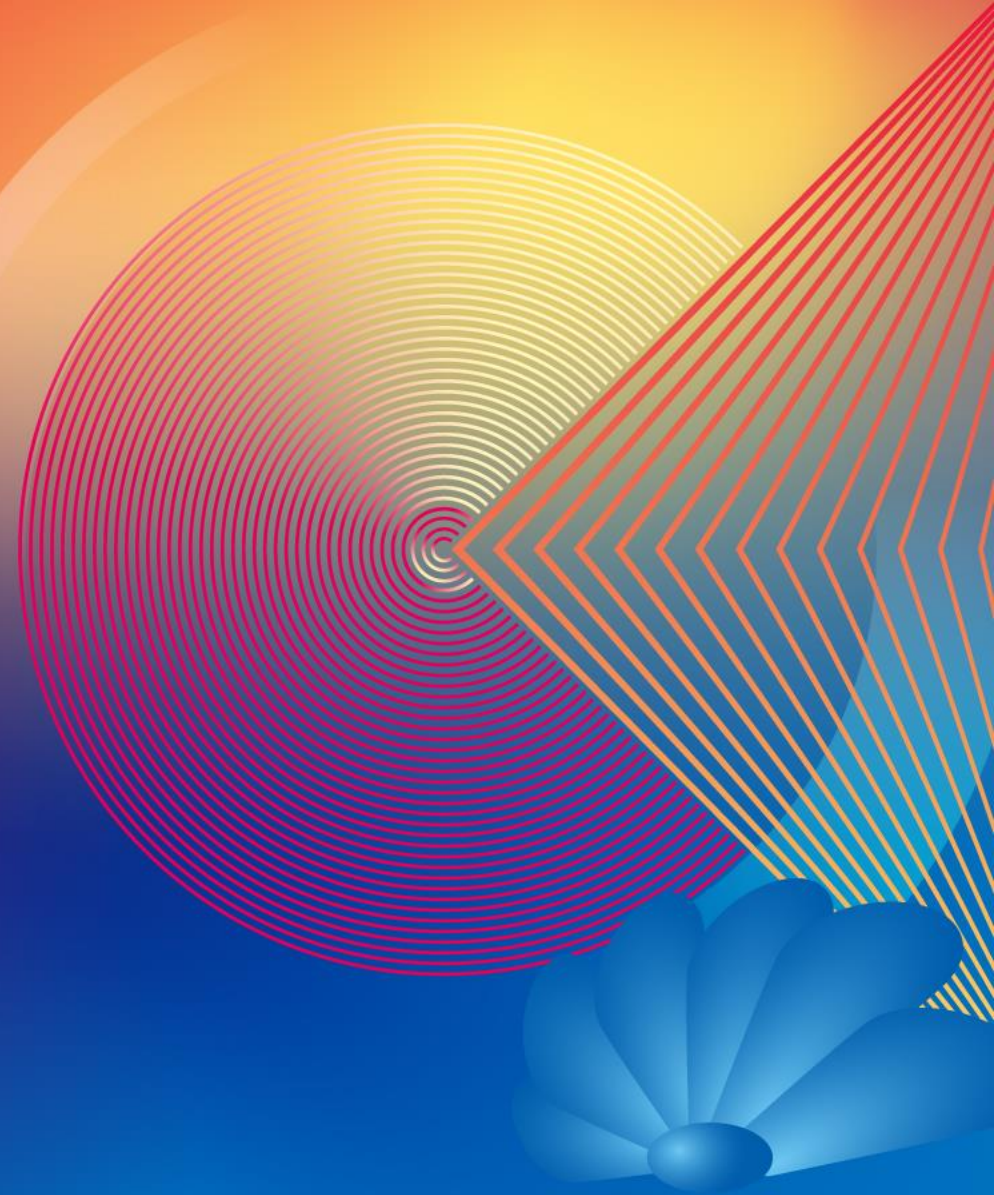
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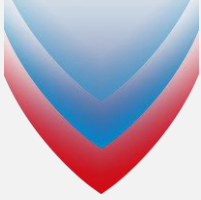
THE LIFESTYLE  
SHOW  
生活方式上海秀  
2025 Shanghai · China

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

Mar.30-Apr.2,2025

Shanghai World Expo  
Exhibition & Convention Center





# General Assembly Management and Project Cooperation



## Boats/Clubs

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## Equipment / Accessories

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Subscription Accounts: 上海国际游艇展CIBS

Official website: [www.boatshowchina.com](http://www.boatshowchina.com)