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SHANGHAI
上海旅游产业博览会



亚洲船艇全产业链旗舰展

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THE 28th CHINA SHANGHAI
INTERNATIONAL BOAT SHOW

2025 中国(上海)第二十八届
国际船艇及其技术设备展览会

2025年3月30日-4月2日
上海世博展览馆·浦东

Mar.30-Apr.2,2025
Shanghai World Expo Exhibition & Convention Center

同期举办
Concurrent Show

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

主办单位
Organizer

CBITA



sinexpo
informa markets



亚洲船艇全产业链旗舰展

FLAGSHIP EXPOSITION OF THE WHOLE BOAT INDUSTRY CHAIN IN ASIAN

亚洲船艇全产业链旗舰展 -2025 中国（上海）第二十八届国际船艇及其技术设备展览会（简称“CIBS2025”）建立至今已经累计 27 年的行业资源和经验，是亚洲历史最悠久的综合性船艇盛会，也是国内产业链覆盖最全面的游艇盛会，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 — the 28th China (Shanghai) International Boat Show (CIBS 2025), under 27 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 / Organizers

中国船舶工业行业协会 / 上海船舶工业行业协会 / 上海博华国际展览有限公司 / 上海科学技术交流中心

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)



2025船艇行业盛宴 焕新再出发!

2025 BOAT INDUSTRY FEAST REFRESH AND START AGAIN!

2025 上海国际游艇展,焕新出发! 全新展馆亮相,规模再度扩大,先锋企业聚首,商贸洽谈再创新,为船艇全产业链用户带来更加丰富的体验和更加前沿的技术展示的同时,为游艇产业的合作与发展提供重要机遇和平台。

The 28th China (Shanghai) International Boat Show, fresh start! The new exhibition hall was unveiled, the scale was expanded again, pioneer enterprises gathered, business negotiations and innovation, for the boat industry chain users to bring more rich experience and more cutting-edge technology display, while providing important opportunities and platforms for the cooperation and development of the yacht industry.



70,000+

平方米展出面积
Exhibition Area



850

家优质展商
Exhibitors



40,000+

位海内外专业观众
Visitors



150+

场精彩活动
On-site Events

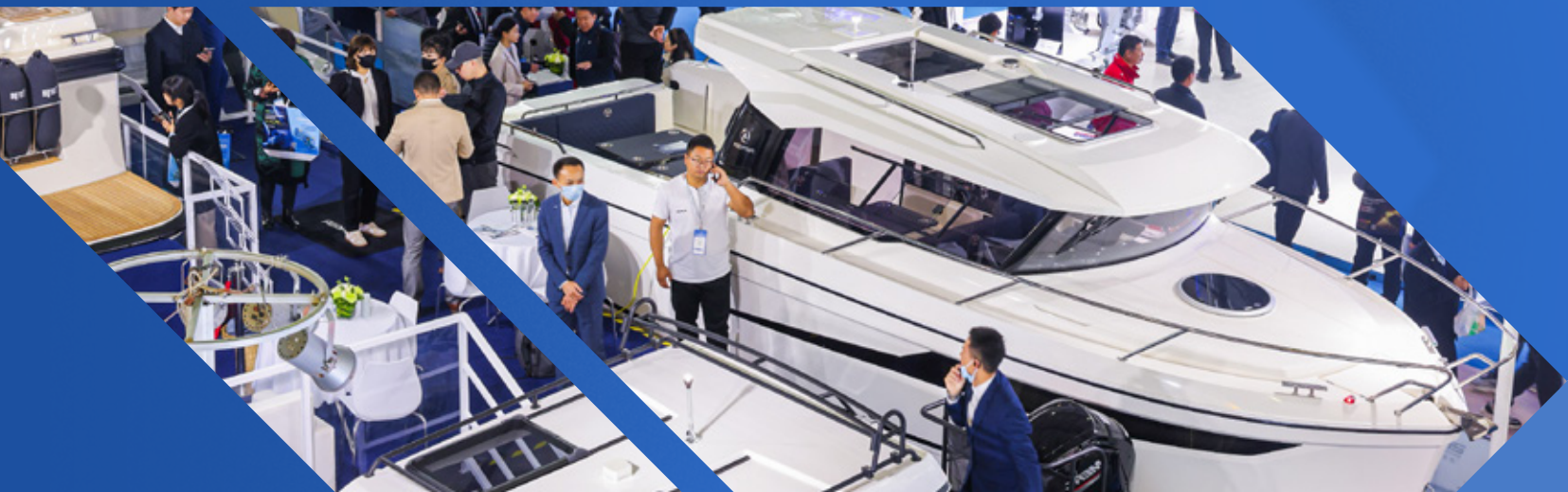
资源经验整合平台，线上线下双强驱动

INTEGRATION OF RESOURCES AND EXPERIENCE, ONLINE AND OFFLINE DOUBLE-DRIVE

积跬步，至千里 / Small Steps Lead to Great Success

上海国际游艇展 CIBS 是 IFBSO 国际游艇联盟（全球游艇行业最权威、最具影响的国际组织之一）铂金会员，其主办方的母公司英富曼集团旗下更是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。

CIBS is a platinum member of IFBSO (one of the most authoritative and influential international organizations in the global yachting industry). Informa plc, which is the parent company of the organizer, has many exhibitions under it, such as the Fort Lauderdale International Boat Show, Miami Boat Show, Monaco Boat Show, St Petersburg Power and Sailboat Show, Palm Beach International Boat Show, Suncoast Boat Show. They will share global quality resources together with CIBS.



历久弥新，引领风向 / New for the Ages, Leading the Way

CIBS 成功举办 27 届，是亚洲历史最悠久的船艇展会，把握行业风向标，持续创新，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 27 sessions, which is the oldest boat show in Asia, grasps the industry wind vane, continues to innovate, and covers the whole boat industry chain in exhibits, which is the first choice for domestic and foreign brands to enter the Chinese market.

横向拓展，文旅交融 / Horizontal Expansion, Cultural and Tourism Integration

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 todig new business opportunities.

纵向整合，全渠道服务 / Vertical Integration, Omni-Channel Service

CIBS 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，更有全渠道媒体宣传推广服务，为供采双方提供丰富的平台资源和宣传渠道。

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.

船舶制造全产业链超强覆盖

WIDE COVERAGE OF THE ENTIRE SHIPBUILDING INDUSTRY CHAIN

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

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

Kayaking , Inflatable Boat , Paddle Board , Lure , Diving Equipment , Other Water Sports Equipment



多维深度交流，深化赋能产业

MULTI-DIMENSIONAL IN-DEPTH EXCHANGES,
DEEPENING THE EMPOWERMENT OF THE INDUSTRY

聚焦行业 / Industry Focus

中国国际船艇产业发展论坛

CHINA INTERNATIONAL FORUM
ON BOAT INDUSTRY DEVELOPMENT

作为上海国际游艇展专属配套论坛活动，论坛将邀请行业资深媒体、船舶设计、船艇制造、零配件等全产业链头部企业的专业人士，纵观全球休闲游艇产业市场，全方位聚焦游艇领域热点、痛点，从产品设计、规范检验、技术环境、市场环境等多角度深入探讨船艇产业的发展前景，共话中国休闲船艇产业发展前景，打造交流平台，拓展行业视野，为中国船艇产业的进一步创新发展助力。

This forum invites senior media, business executives of head enterprises of the whole industry chain, R&D personnel, and other professionals 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.

船艇绿色技术与可持续发展研讨会

SEMINAR ON GREEN TECHNOLOGY
AND SUSTAINABLE DEVELOPMENT OF BOATS

作为 CIBS 的重要活动之一，结合了绿色、智能的发展趋势，聚焦节能减排、绿色低碳等技术在船艇方面的应用，邀请各大高校及科技型企业，以绿色技术创新为抓手，全面构建船舶工业绿色制造体系。

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 to talk about the topics of numerical simulation of propulsion and flow field of boats.

游艇展国际商贸配对会

CIBS MATCHMAKING MEETING

海外买家与展商以一对一、面对面的交流形式，高效对接了商业需求，精准匹配了对口企业，助力参展商拓宽商业渠道，加强了展商和世界各地船艇业同行的合作。历年现场邀约了涵盖世界 6 大洲 50 多个国家上百家海外优质企业参加。

Overseas buyers and exhibitors in the form of one-on-one, face-to-face exchanges, efficient docking business needs, accurate matching of the counterparts, help exhibitors to broaden business channels, and strengthen the cooperation between exhibitors and boating industry around the world. In the past years, hundreds of overseas high-quality enterprises from more than 50 countries in 6 continents have been invited to participate in the event.

尖端趣享 / Leading Edge

亚洲游艇颁奖盛典晚宴

ASIA MARINE & BOATING AWARDS

现场数百位重量级嘉宾云集一堂，高净值品牌展示沉浸式互动体验，开创商业社交模式新纪元，在打造高品味的游艇休闲生活方式的同时，释放品牌活力跨界联盟。

Hundreds of heavyweight guests gathered at the scene, high-net-worth brands show immersive interactive experience, creating a new era of business social model, creating a high taste of yacht leisure lifestyle at the same time, releasing the brand vitality cross-border alliance.

新品发布

NEW ARRIVAL

每年的新品发布会是参展企业推广新产品的重要活动。在现场，企业通过现场展示与体验环节，详细介绍新品的特性、优势和市场定位，从而让产品迅速获得市场关注和认可

The annual new product launch is an important event for exhibitors to promote their new products. On the spot, enterprises introduce the characteristics, advantages and market positioning of new products in detail through on-site demonstration and experience sessions, so that the products can quickly gain market attention and recognition.

水上运动嘉年华

WATER SPORTS CARNIVAL

150m² 超大水池还原户外亲水场景，为水上休闲运动产品展商搭建了秀产品的舞台，也让到场来宾体验了特色新产品，直观地感受蓬勃发展的“滨水经济”。

150m² 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".



全渠道破亿媒体推广

OMNI-CHANNEL MEDIA PROMOTIONS

私域流量池曝光 / Private Domain Traffic Exposure



15,000,000+

自媒体及社群推广曝光量
Self-media and Community Promotion Exposure



25,000,000+

EDM\SMS触达用户推广次数
Number of EDM/SMS Outreach to Users



850,000+

B2B网站/小程序推广访问量
B2B Website/Mini Program Promotion Visits

公域流量池曝光 / Public Domain Traffic Exposure



159,792

SEM搜索引擎点击量
SEM Search Engine Clicks



14,346,000+

抖音话题播放次数
Tik Tok Topic Played Times



32,245,378

全网信息流推广曝光量
Full Network Promotion Exposure



717,000+

小红书话题浏览量
Xiaohongshu Topic Views



1,138,000+

KOC/KOL投放推广曝光量
KOC/KOL Placement Promotion Exposure



3,997,924

微博话题互动曝光量
Weibo Topic Interaction Exposure

数字化营销服务体系

DIGITAL PLATFORM BUSINESS

云展电商 / Lifestyle EZ Buy

寻找增量市场,探索生态互联,整合行业线上/线下资源

Finding Incremental Market, Exploring Ecological Interconnection,
Integrate Online/Offline Resources

云展电商平台基于博华的线下展会生态业务以及博英的数字化业务不断发展的需求,以小程序为载体,以云展、电商、头条三大频道为核心,集聚了资讯、活动、直播展会、求购、等各大精华热点内容和采购信息,为行业的买卖双方提供全方位的营销和交易撮合服务,是未来私域用户积聚、线下展会赋能、线上盈利增长的重要载体。

Based on the needs of offline exhibition ecological business and digital business development, the online exhibition e-commerce platform takes the mini program as the carrier and the three major channels of online exhibition, e-commerce and headline as the core, gathering information, activities, live exhibitions, purchasing, and other major essence of the hot content, and providing all-around marketing and transaction aggregation services for buyers and sellers in the industry. It is an important carrier for the future accumulation of users in private domain, empowerment of offline exhibitions, and online profit growth. It is an important carrier for the accumulation of private users, offline exhibition empowerment and online profit growth in the future.

云展

从产品图片到短视频到直播到 3D 展示
Online Exhibition-From product images to short videos to live streaming to 3D displays

电商

精选源头供应商, 实现渠道升级和拓展
E-commerce-Selected source suppliers for channel upgrading and expansion

头条

集聚行业信息, 洞察市场热点。
以 UGC 的方式, 驱动数字平台的发展。
Headlines-Gather industry information and insight into market hotspots. Drive the development of digital platforms with UGC.



博华
生活方式优选

博华生活方式优选小程序
扫码查看更多
Scan code to find more

船艇休闲 旅游在线 / www.xiugle.com

汇聚文旅/船艇/生活方式/大健康的行业平台

A Platform That Brings Together The Travel/Boating/Lifestyle/Grand Health Industries

Xiugle.com 是一个专注于船艇及设备配件贸易行业的垂直 B2B 网站, 它采用业内首创的“展网融合”模式, 结合上海国际游艇展和上海生活方式秀展的优势资源, 为买卖双方提供全天候、线上线下无缝结合的服务。

xiugle.com is a vertical B2B website focusing on the trade of boats and equipment accessories industry, which adopts the industry's first "exhibition network integration" mode, combining the advantageous resources of Shanghai International Boat Show and Shanghai Lifestyle Show to provide all-weather, online and offline seamless combination of services for both the supply and sourcing sides.

▶▶ 160 个国家百万级高端受众

Millions of high-end audiences in 160 countries

▶▶ 1000+ 垂直领域的优质供应商

1,000+ suppliers in the verticals

▶▶ 数十万名潜在客户资源

Hundreds of thousands of potential customers



扫码一键求购

Scan code for purchasing

2024回顾

2024 REVIEW

2024 年 3 月 29 日，2024 中国（上海）第二十七国际船艇及其技术设备展览会暨 2024 上海国际游艇展（简称“CIBS2024”）在上海新国际博览中心圆满落幕。本届展会与2024生活方式上海秀同期举办，展出面积达4.5万 平米，600 余家优质品牌及展商隆重亮相，数十场新品发布及行业交流论坛，150 余场精彩体验互动活动，吸引了 40,328 人参观，展会效果远超预期。

On March 29, 2024, the 27th China (Shanghai) International Boat Show("CIBS2024") 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.

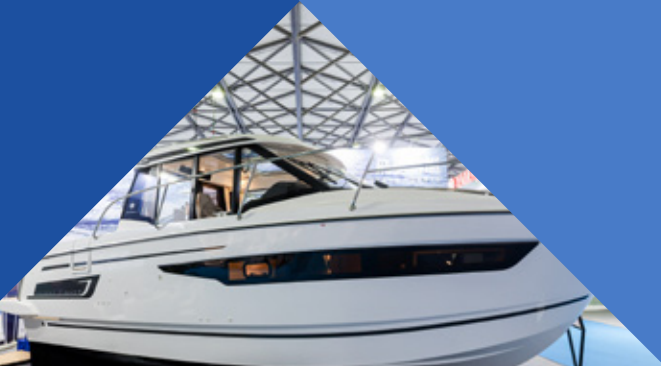
45,000+

平方米展出面积
EXHIBITION AREA



2024回顾

2024 REVIEW



展商概况

EXHIBITOR OVERVIEW

在国家政策明确表示支持游艇旅游发展的利好背景下，CIBS2024 构建了互联、互通、互促的产业发展新格局，打造了船艇全产业链协同联动的高质量发展新模式。大昌行、飞驰游艇、珐伊、大连环珠、双一游艇、水星海事、雅马哈、本田、铃木、百胜、逸动科技、海的、飞舶、沧龙动力、跃浪、爱的、航优工贸、盛丞、东营大、正扬、华生科技、3M、明士达、思嘉等 600+ 船艇及船艇制造、设备、服务及相关企业，紧抓市场机遇，既充分展示了其研发成果与尖端新品，也加强了各链条环节间的深度融合，助力我国游艇产业迈上新台阶，推动文旅消费掀起新热潮。

600

家展商
EXHIBITORS



* 以上仅为部分参展企业，排名不分先后

THE ABOVE ARE ONLY SOME OF THE EXHIBITORS IN NO PARTICULAR ORDER

展商寄语

EXHIBITOR COMMENTS

上海国际游艇展不仅服务于大型船舶和厂商，还广泛涵盖了产业链的上游企业。参展期间，大昌行能够与中国市场各渠道进行深入的交流与合作，有效促进了进口游艇在中国市场的传播与推广。在本次展会现场，大昌行不仅展示了各类钓鱼艇、运动艇，供消费者观赏和体验，还带来了 3 艘在各自细分领域具有杰出代表性的进口游艇，其中值得一提的是，来自芬兰品牌的 Targe，其 46 尺的船体并携带飞桥，是室内游艇展示中难得一见的豪华游艇，可谓备受瞩目。

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.

—— 深圳大昌行船舶投资有限公司
DCH Boats Co., Ltd.



铃木（中国）今年已经是第十次参加上海国际游艇展了。上海国际游艇展作为行业内优秀的平台，不仅能够有效地将铃木（中国）的优质产品传递给终端客户以及游艇制造商们，还构建了使我们能与客户面对面深度交流的桥梁，从而使我们能为客户提供更加优质的服务。在本次展会上，我们带来了首次在中国发售的最大马力舷外机 DF350A，同时展台上的 DF 115B 和 DF140B 两款产品也充分响应了环保主义的倡导，展现了我们对环保理念的积极践行。

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.

—— 铃木(中国)投资有限公司
Suzuki Motor (China) Investment Co., Ltd.

观众分析

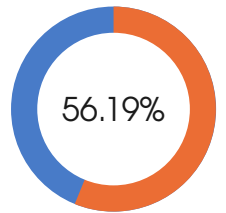
VISITOR DISTRIBUTION

40,328

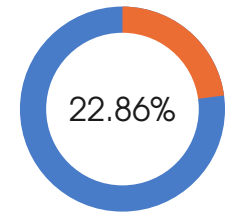
观众
VISITORS



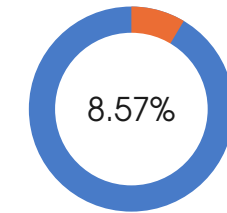
业务性质 / Nature of Business



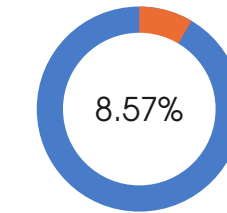
生产商/品牌商
Manufacturer/Brand



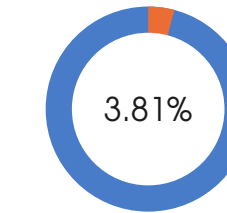
代理商/经销商
Agents/Distributors



市场/公关/传媒
Marketing/PR/Media

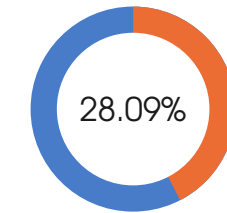


用户/买家
Users/Buyers

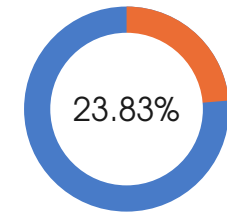


政府机构/科研机构/事业单位
Government Agencies
Research Institutions/Institutions

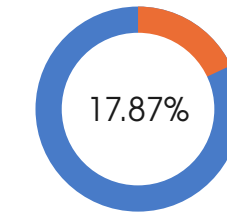
参观目的 / Purpose of Visit



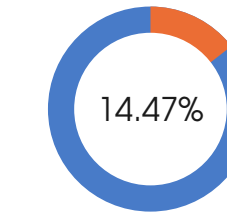
寻找新供应商/经销商
Finding New Suppliers/
Distributors



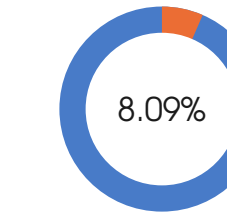
寻找新产品
Finding New Products



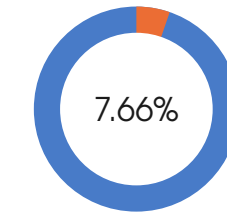
收集市场信息
Collecting
Market Information



寻找特许经营授权方
Looking for Franchise Authorizers/
Brokers



巩固与供应商的联系
Consolidating links
with suppliers/partners



下订单
Placing an order

专业买家 / Professional Buyers

船舶制造 Shipbuilding

江南造船集团有限责任公司, 沪东中华造船(集团)有限公司, 中国船舶集团青岛北海造船有限公司, 常州市武进区第二造船有限公司, 上海外高桥造船有限公司, 英辉南方造船(广州番禺)有限公司, 常州玻璃钢造船厂有限公司, 宁波福华造船工业有限公司, 上海江南长兴造船有限责任公司, 江苏现代造船技术有限公司, 晋江市和宸机械配件有限公司, 江苏增帆船舶配件有限公司, 希澳(上海)游艇配件有限公司, 常州市海轩游艇配件有限公司, 上海马克卡尔船舶配件有限公司, 无锡海腾船舶配件有限公司, 邢台策非机械配件有限公司, 东台市水洲盈华船舶配件有限公司, 上海哲鸣船用配件有限公司, 上海恒高船舶配件有限公司等

科研机构 Research Institutions

中国船级社上海规范研究所, 中国船舶工业集团公司第十一研究所, 中国船舶集团有限公司第七〇四研究所, 中国船舶集团有限公司第七〇一研究所, 中国船舶集团有限公司第七〇八研究所, 中国船舶集团第七一一研究所, 中国电科第 51 研究所, 中国船舶及海洋工程设计研究院, 中国舰船研究设计中心, 中船第九设计研究院工程有限公司等

设计研究 Design Research

中国建筑设计研究院有限公司, 上海船舶研究设计院, 香港格物设计院, 上海市隧道设计院, 上海蓝镇设计院, 武汉船舶设计研究院有限公司, 中建集团上海设计研究院有限公司, 上海玖究船舶设计公司, 上海特星游艇装潢设计有限公司, 上海恒高船舶设计有限公司等

俱乐部 Clubs

镇江市 FOX 火狐路亚俱乐部, 上海瀚森游艇俱乐部管理有限公司, 苏州美克瑞水星游艇俱乐部有限公司, 武汉星辰大海国际帆船俱乐部有限公司, 威海汐飞星游艇俱乐部, 上海万豪俱乐部, 秦皇岛秦皇国际游艇俱乐部, 秦皇岛金帆蓝海游艇俱乐部, 秦皇岛金帆游艇俱乐部有限公司, 青岛雅艇汇游艇俱乐部有限公司等

行业协会 Industry Associations

广东省游艇行业协会, 上海新能源行业协会, 广州黄埔游艇协会, 浙江省游艇行业协会, 济南游艇协会, 温州深蓝摩托艇运动协会, 青岛市邮轮游艇协会, 青岛市游艇制造业协会, 海南省邮轮游艇协会等

景区景点 Scenery Attractions

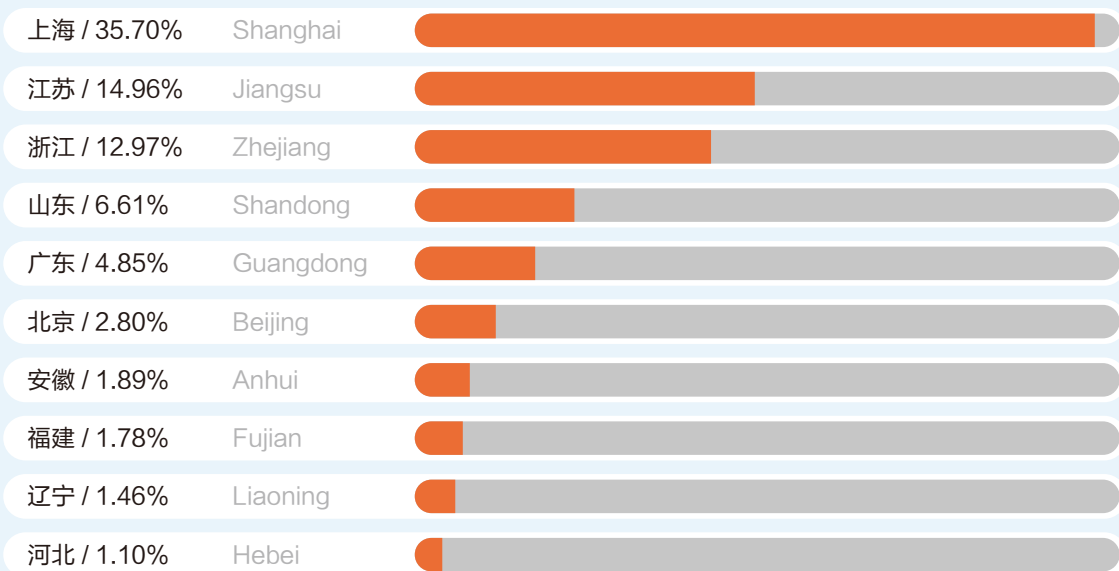
渔岛海洋温泉度假村, 宁波东钱湖旅游度假区泳金水处理经营部, 鹤浦潜水度假村, 安纳塔拉度假会, 上海亿素度假别墅, 北京国际度假区有限公司主题公园和度假区管理分公司, 浙江金柯桥文旅集团, 诸暨市一山文旅策划有限公司, 江西大山里文旅有限公司, 楚辞(扬州)文旅投资有限公司等

观众分布

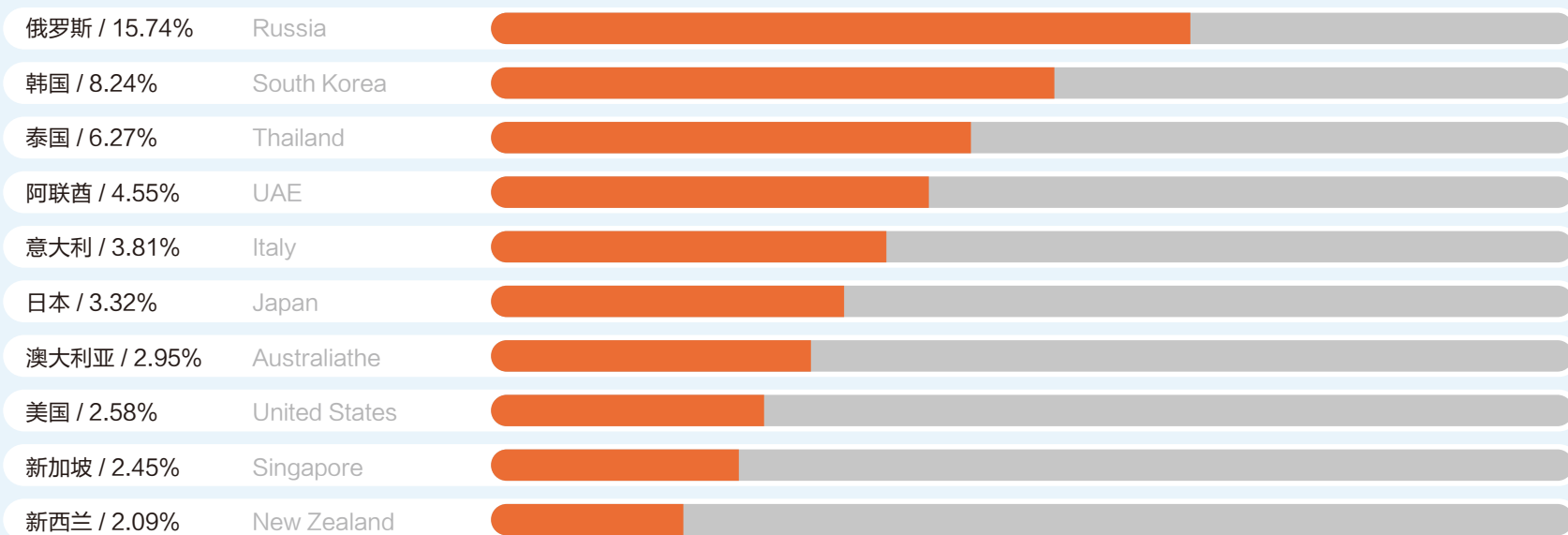
VISITOR DISTRIBUTION



国内观众TOP10来源分布 / TOP10 Mainland China Visitor Distribution



海外观众TOP10来源分布 / TOP10 Oversea Visitor Distribution



观众评价

VISITOR COMMENTS

我是品牌代理商，本次游艇展对我们来说就是业界交流与合作的重要平台，我们借此机会与现场同行进行深入交流，探讨合作机会。展会现场人流窜动，也看到了很多国外展商和观众，希望游艇展越来越好！

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!

—— 上海 石女士
Ms. Shi from Shanghai

我已经连续来上海游艇展四次了。和以往相比，本届展会的变化尤为显著：人流量显著增多，外籍展商和观众的身影也愈发频繁地出现在展会现场，也有幸听了两场行业论坛，结交了一些行业同仁，收获颇丰。

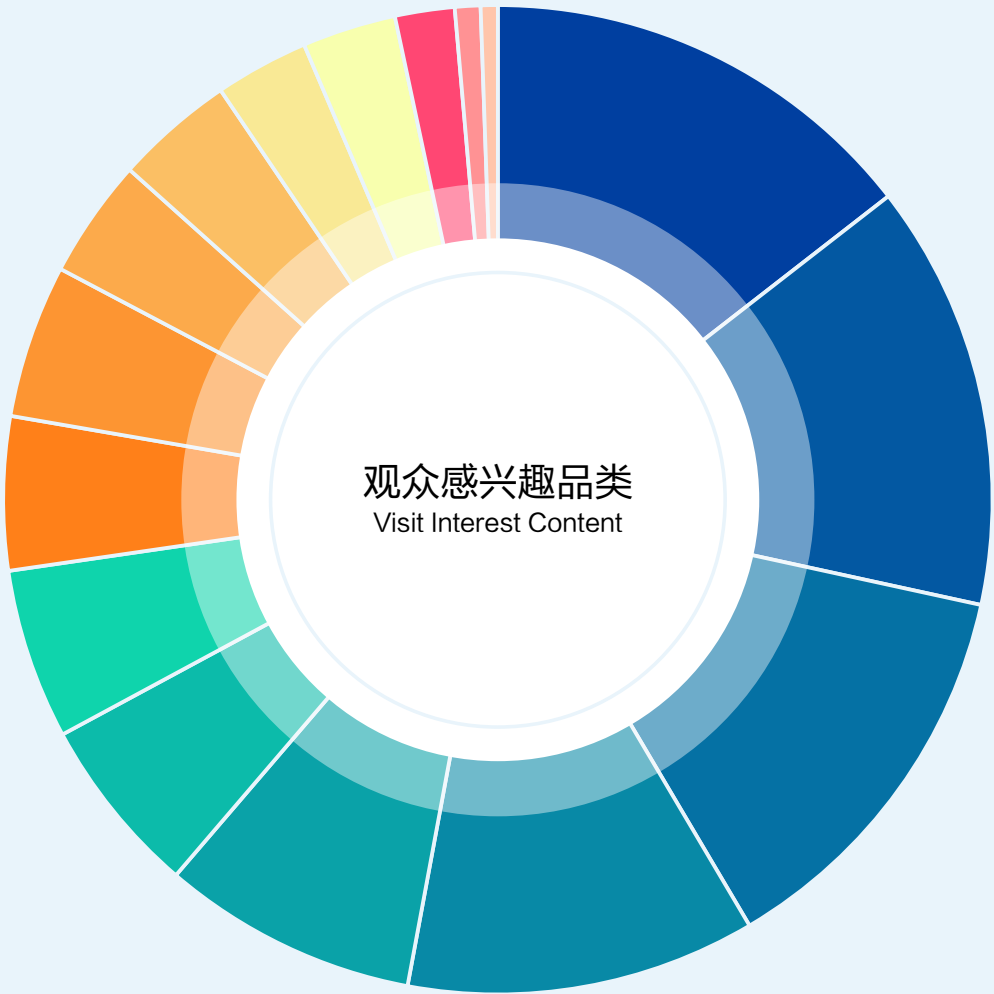
I have been to the China (Shanghai) Boat Show for four times in a row. Compared with the past, the changes of this year's show are particularly significant: the flow of people has increased significantly, foreign exhibitors and visitors appear more and more frequently on the show floor, and I also had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

—— 浙江 祁先生
Mr. Qi from Zhejiang

上海游艇展一直紧跟市场发展。此前我一直在寻找绿色新能源相关企业，而在本届展会上，我有幸目睹了多家致力于可持续发展的企业与新能源开发领域的佼佼者。他们的技术与理念均处于行业前沿，极为先进。通过与他们的深入交流，我获得了极大的启发，并深信在未来的合作中，我们能够共同解决更多经营方面的环保问题。

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.

—— 北京 刘先生
Mr. Liu from Beijing



船艇制造用材料 Materials for Shipbuilding	14.48%
船艇零配件 Boat Accessories	13.93%
船用电子设备 Marine Electronics	13.09%
游艇动力 Boat Power	11.42%
船艇服务 Boat Service	8.36%
游艇制造 Yacht Building	5.85%
船艇行业相关设计 Boat industry related designs	5.57%
安全设备 Safety Equipment	5.01%
水上运动相关服务 Water Sports related services	5.01%
发动机/船用配件 Engine/Marine Accessories	3.90%
帆船 Sailingboat	3.90%
船艇家具电器 Boat Furniture Appliances	3.06%
动力艇/高速船艇 Powerboats/High-speedboats	3.06%
现场活动/比赛/培训 Activities/Competitions/Training	1.95%
观光旅游 Sightseeing Tourism	0.84%
其他 Others	0.56%

亮点活动

HIGHLIGHT

150+

同期活动
ON-SITE EVENTS

新品发布 / New Arrival

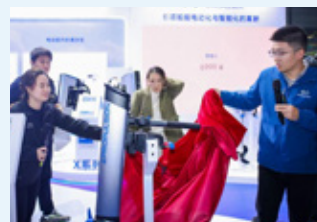
- 水星Avator™电动舷外机“超凡”发布会
ePropulsion eLite Electric Outboard New Product Launch
- 铃木舷外机BF350A新品发布会
Parsun 300HP New Product Launch
- 海伯iPenguin顶流机新品发布
Honda BF350 V8 Outboard New Product Launch
- 逸动科技eLite电动船外机新品发布会
“Ultra” : Mercury Avator™ Electric Outboard Launch
- 百胜300HP新品发布会
Suzuki Outboard BF350A New Product Launch
- 本田BF350 V8舷外机新品发布会
Haibo iPenguin Header New Product Launch

行业论坛 / Forum

- 2024 中国国际游艇产业发展论坛
China International Forum on Boat Industry Development 2024
- 游艇绿色技术与可持续发展研讨会
Seminar on Green technology and Sustainable Development of Boats

其他活动 / Others

- 游艇展国际商贸配对会
Cibs Matchmaking Meeting
- 亚洲游艇颁奖盛典晚宴
Asia Marine & Boating Awards
- 水上运动嘉年华
Water Sports Carnival



合作媒体及渠道

MEDIA AND PARTNERS

自媒体矩阵 / Self-media Matrix



线上大众媒体 / Online Mass Media



行业合作媒体 / Industry Media Partners



中国国际消费品博览会 海口国际游艇展

CHINA INTERNATIONAL CONSUMER PRODUCTS EXPO HAIKOU INTERNATIONAL BOAT SHOW

基于上海国际游艇展的展商资源和全球海量的行业观众资源，将积累近三十年的行业优势引入“消博会游艇展”，吸引了180+家参展品牌，250+艘参展游艇。参展品牌包括：大昌行、巴伐利亚中国、欧尼尔、闪瑞、畅游等实船企业，雅马哈、铃木、劳伦斯、尼可达等船艇配件企业，舒佩生活、悠浪 & 诺笛卡、等水上休闲运动企业。

Based on the exhibitor resources of the China (Shanghai) International Boat Show and the global mass of industry audience resources, the industry advantages accumulated for nearly 30 years will be introduced to the Consumer Products Expo Haikou Boat Show. The show attracted 180+ exhibiting brands and 250+ exhibiting yachts. Exhibiting brands include: DCH, BAVARIA CHINA, SUNREEF, OMNIA and other real boat enterprises; Yamaha, Suzuki, Lawrance, Nekeke and other boat parts companies; and Shupel, Yujel & Nauticn and other water recreation and sports enterprises.



170,000

平方米水上面积
Square Meters of Water Area



15,000

平方米陆上面积
Square Meters of Land Area



250+

艘参展游艇
Exhibiting Boats



180+

家参展品牌
Exhibiting Brands



40+

场现场活动
On-site Activities

现场活动 / On-site Activities



海口国际游艇展启航仪式&游艇人之夜
Haikou International Boat Show Opening Ceremony
& Night of the Yachtsman



中国国际船艇和技术发展研讨会
China International Boat and Technology
Development Seminar



海口游艇音乐夜生活
Haikou Yacht Music Nightlife



2024海口帆船家庭邀请赛
Family Invitational Sailing Regatta 2024



乘风破浪·水上运动体验日
Water Sports Experience



“渔在消博，乐在海口”百人海钓大赛
Sea Fishing Competition

大城 大势 大未来

MEGA EXHIBITION
GREAT FUTURE

上海旅游产业博览会 2025 TOURISM PLUS

酒店用品 | 餐饮食品 | 咖啡茶饮 | 连锁加盟 | 建筑装饰
商业设计 | 清洁卫生 | 游艇产业 | 运动休闲 | 旅游康养

2025年3月30日-4月3日
浦东浦西 | 三馆联动

■指导单位：上海市文化和旅游局 ■联合主办：中国旅游协会 ■主办单位：上海博华国际展览有限公司 | 上海会展有限公司

联展形象大使
YOYO

70万m²
一城三馆
产业互联

展会管理 / Show Management

上海博华国际展览有限公司
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官方客服号
Customer Service



官方微信公众号
Wechat Official Account

