



THE 28th CHINA SHANGHAI INTERNATIONAL BOAT SHOW SHANGHAI INTERNATIONAL WORKBOAT 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.30-Apr.2, 2025
Shanghai World Expo
Exhibition & Convention Center





1. Exhibition Overview



CIBS2025 Overview

The 28th China (Shanghai) International Boat Show and Shanghai International Workboat Show (CIBS2025) came to a successful end on April 2, 2025 at the Shanghai World Expo Exhibition & Convention Center. CIBS2025 was held concurrently with The Lifestyle Show Shanghai 2025 and Tourism Plus Shanghai 2025. The exhibition area covered 60,000 square meters, with over 800 high-quality brands and exhibitors making a grand appearance. There were dozens of new product launches and industry exchange forums, and more than 150 exciting interactive experience events. CIBS2025 attracted 48,378 visitors, an increase of 35.88% compared to last year. Among them, 2,820 professional buyers from 117 countries and regions overseas came, a 35% increase compared to 2024.

60,000 m²

Exhibition Area

800+

Premium Exhibitors

150+

Fascinating Events

48,378

Professional Visitors

117

Countries & Regions

35%

Overseas Buyers Growth

(*Figures are inclusive of The Lifestyle Show Shanghai 2025 and Tourism Plus Shanghai 2025)





2. Visitor Analysis

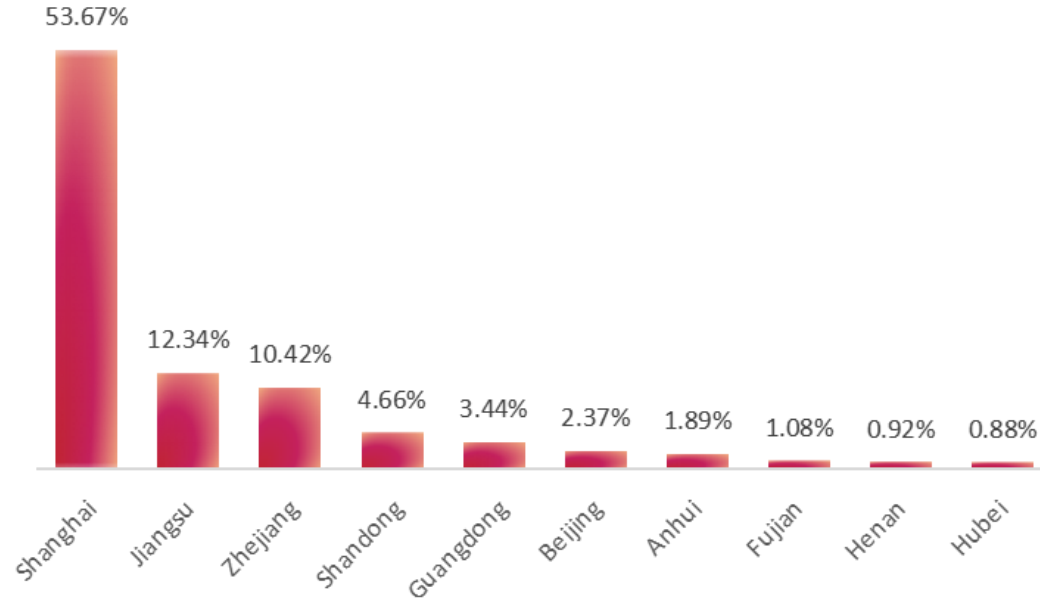


Visitor Analysis

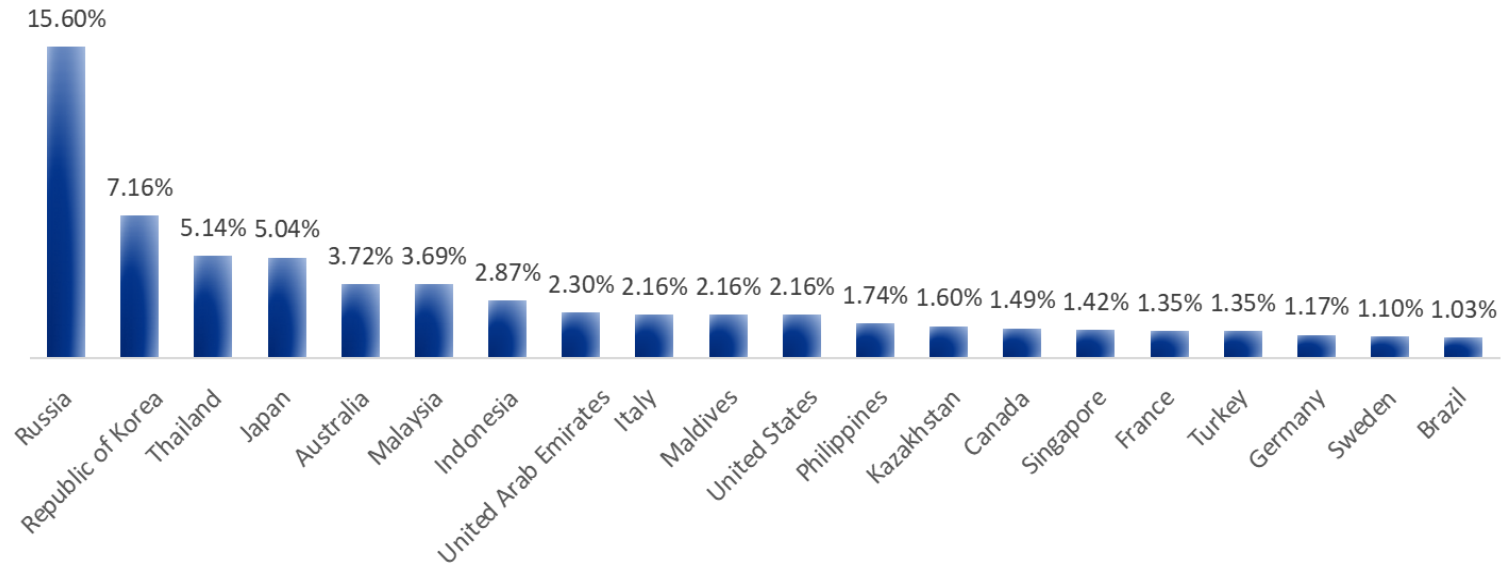
CIBS2025 attracted domestic professionals from Shanghai, Jiangsu, Zhejiang, Shandong, Guangdong, Beijing, Anhui, Fujian, Henan, and Hubei, etc.

Additionally, CIBS2025 welcomed 2,820 international buyers from 117 countries and regions, including Russia, Republic of Korea, Thailand, Japan, Australia, Malaysia, Indonesia, United Arab Emirates, Italy, Maldives, and the United States, etc. That's a 35% increase from 2024.

Top 10 Mainland China Visitor Distribution

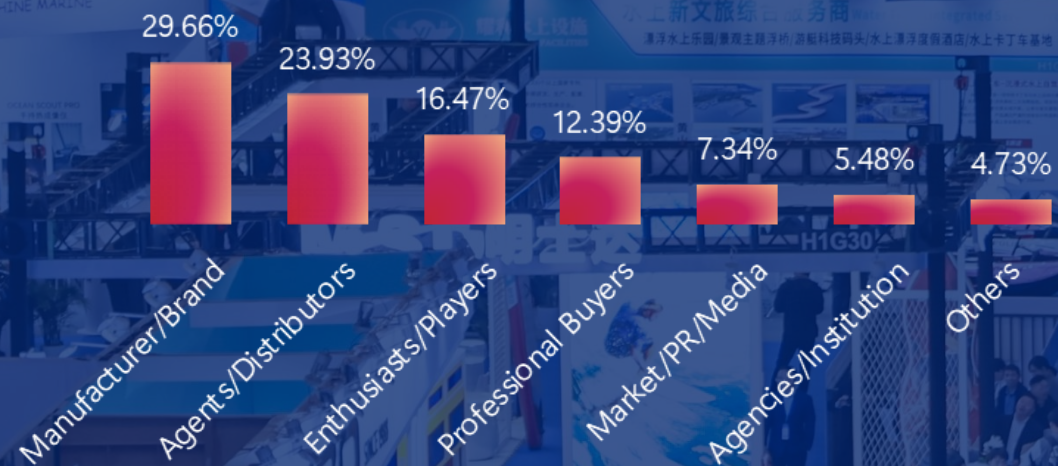


Top 20 Non-Mainland China & Oversea Visitor Distribution



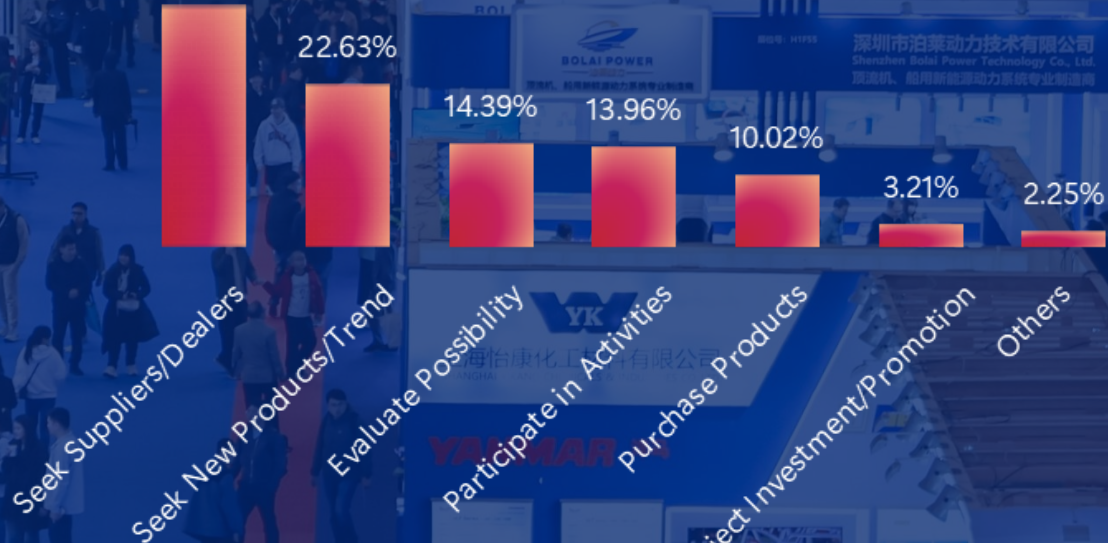
Visitor Analysis

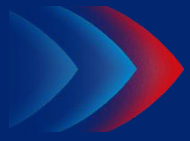
➤ Nature of business



➤ Purpose of visit

- 船艇及船艇服务
Boat and Relevant Services
- 船艇设备及配件
Boat Equipment and Accessories
- 水上运动
Water sports
- 尚品生活主题展区
BEST OF BEST DEFINING SHOW
- 海外置业主题展区
Overseas Property Theme Zone





Visitor Comments

Overseas Buyer
OLENEV MIKHAIL

CIBS2025 boasts a comprehensive and diverse array of exhibits. Beyond a wide selection, We can find a variety of yacht accessories and water sports equipment.

Overseas Buyer
RICHARD DIIANNI

The products of exhibitors recommended by the organizer are relatively consistent with the categories of international buyers purchasing demands. At the matchmaking meeting, each international buyer can encounter at least three suppliers with similar categories.

Overseas Buyer
HAMZAM BOUSALEM

The organizer provided very professional and enthusiastic services. They accompanied and led overseas buyers to the booths to communicate with exhibitors, offering excellent guidance and services. This made us very confident in the qualifications and strength of the suppliers.

Government Buyer
Ms. Zhang

The highly professional exhibition offered firsthand access to international brands' latest yacht models and insightful industry forums. It was a truly rewarding experience for market trends and knowledge.

Head of Scenic Spot
Mr. Zhou

The exhibition surpassed expectations, offering ideal midsize yachts and electric boats for our scenic spot, with standout Chinese eco-friendly models providing great value and customization.

Buyer
Mr. Yu

CIBS remains an indispensable sourcing platform. This year's exhibitors demonstrated remarkable innovation, leading to multiple valuable business connections. I was fortunate enough to have in-depth exchanges with many outstanding enterprises and successfully reached multiple cooperation intentions.



3. Exhibitors



Exhibitor Overview

CIBS2025 covers the whole industry chain of ships and boats. CIBS2025 brought together YAMAHA, HUANZHU, ZHAOYANG BOAT, MERCURY, HONDA MARINE, ExploMar, HIDEA, PARSUN, HAIBO, EPROPULSION, FUBER, CFM MARINE, CSSC, WOLONG, KPL, CETL, HOLYLIGHT, EIKTO, NAVICO, HUASHENG, SCHEER, MSD, ORCA, YA TAI, GOSPEL BOAT and other exhibitors from all over the world, including boats and accessories, boat services and water sports, focus on the latest technology, key products and competitive brands.



*The above are only some of the participating enterprises, and the ranking is not in any particular order.




Exhibitor Comments

Sea Ray

Wah Hing (China) Marine Co., Ltd. specializes in acting as an agent for the well-known American yacht brand - Sea Ray. This time, we are honored to participate in CIBS2025. We bring our classic model, the Sea Ray 320 yacht, to the Chinese market for the first time. Given that this new product precisely targets the high-end market positioning in East China and CIBS2025 has always gathered high-quality customer resources, we hereby introduce this American brand with profound heritage to China.


——Wah Hing (China) Marine Co., Ltd.
Chairman
Yaohua Chen



YAMAHA

As a barometer of China's shipbuilding industry development, CIBS2025 attracts many European, American and Japanese enterprises to showcase and release their latest products here every year. At the same time, we sincerely thank the organizers of this exhibition for their meticulous preparations. Both the hardware facilities and supporting services are first-class, creating a favorable communication environment for all participants.


——Yamaha Motor (China) Co., Ltd.
Head of Sales Department
Yong Huang



HIDEA

Our company has been involved in CIBS for over ten years. The professionalism and international influence of this exhibition enjoy a high reputation in the industry, attracting professional visitors from different regions around the world such as Europe, America, Southeast Asia and the Middle East. Major exhibitors showcased their latest products and technologies one after another, providing an excellent platform for promoting industry cooperation and innovative development.


—— Hangzhou Hidea Power
Sales Director
Zonglu Wu



ExploMar

Our company's participation in CIBS this time is precisely due to its significant advantage as an international industry event, which enables us to reach global users. The exhibition site was unprecedentedly grand. Since the opening day, whether it was the coverage area of the exhibition area, the diverse scene settings, or the collaborative effect with the Lure Fishing Show, all demonstrated strong appeal. The exhibition hall was always crowded with people.

——ExploMar
Director of Brand PR
Bin Li





4. Fascinating Events



CIBS2025 Matchmaking Meeting

THE 28th CHINA SHANGHAI INTERNATIONAL BOAT SHOW & Shanghai International Workboat Show 2025

Benefiting from the comprehensive expansion of overseas markets, the continuous optimization of the foreign trade structure and the continuous release of Marine policy dividends, the CIBS2025 Matchmaking Meeting attracted more than 200 exhibitors to participate. In addition, a total of 43 enterprise purchasing representatives attended this overseas delegation, coming from nearly 21 countries, including France, Canada, Russia, the United States, India, Uruguay, Pakistan, Morocco, Zimbabwe, Bulgaria, Benin, Nigeria, etc. The export markets cover 5 continents around the world.

The special Matchmaking Meeting was bustling with activity, with effective online and offline cooperation. The focus of communication was on emerging channels such as e-commerce, and the success rate of matching intentions reached as high as 40%. The Matchmaking Meeting encouraged exhibitors to go abroad, actively respond to the development and changes in the international market, and empower the development of foreign trade.



200+

Participating Exhibitors

43

International Buyers

21

Countries & Regions

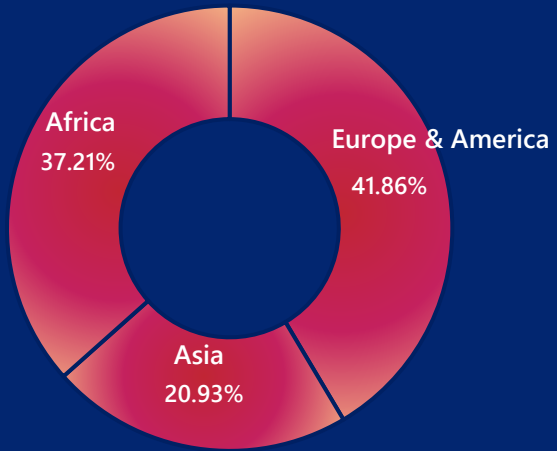
40%

Matching Success Rate

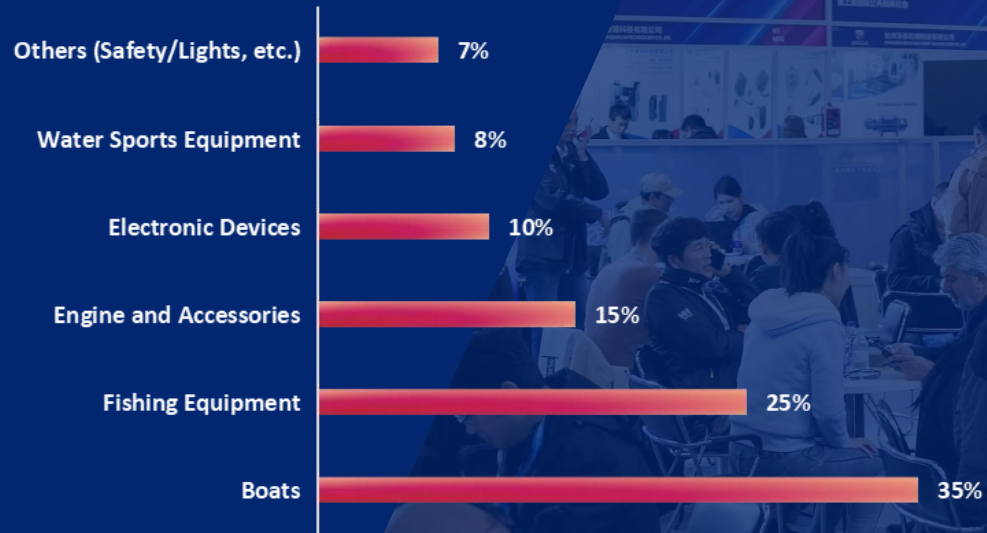
94%

Buyer Satisfaction

CIBS2025 Matchmaking Meeting



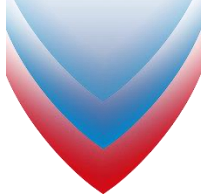
Distribution of Buyer Countries



Analysis of Buyer Requirements



Analysis of Buyer Satisfaction



New Product Launch



Revs Your Heart - YAMAHA New Product Launch



HONDA MARINE Outboard Motor New Product Launch



PARSUN Trolling Motor New Product Launch



ExploMar Electric Outboard Motor Product Launch & Global Application Release



Ultimate Design - FUBER Shaftless Propellers New Product Launch

2025 China International Forum On Boat Industry Development

Time: March 31st

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)

At the 2025 China International Forum On Boat Industry Development, Industry leaders from ICOMIA, China Classification Society, CSSC, EPROPULSION, ExploMar, ORCA, Sanya Cruise and Yacht Association and other enterprises and industry leaders addressed critical topics: "Collective Cooperation of Global Marine Leisure Industry", "Yacht Standard Research and Innovation", "Digital Transformation and Reform of Shipbuilding Supply", "Commercial Applications of New Energy Boats" and "The Application of Electric Outboards in Market", "Exploration of Intelligent Yacht Piloting Technology", and "Brief Analysis of Marinas". Under the chairing of Joe Lynch, the CEO of ICOMIA, a roundtable discussion was held with the topic of "The Role of Technology in elevating Customer Experiences and Service Excellence". The meeting atmosphere was lively and the guests delivered many insightful remarks.



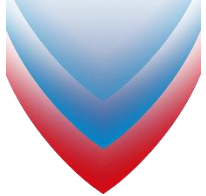
Seminar on Green Technology and Sustainable Development of Boats



Time: April 1st

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

The Seminar on Green Technology and Sustainable Development of Boats invited professors, chief engineers, R&D and laboratory leaders from enterprises and institutions such as the Shanghai Science and Technology Exchange Center, Shanghai Jiao Tong University, Shanghai Ship Equipment Research Institute, ExploMar, and CCSC. They delivered speeches on topics such as "Zero-Carbon Energy and Ships at Sea", "Carbon Reduction Technologies for Ships", and "Zero-Carbon Ship Power Technologies", contributing new wisdom to the sustainable development of the shipbuilding industry in China and around the world.



ASIA MARINE & BOATING AWARDS 2025

During CIBS 2025, ASIA MARINE&BOATING AWARDS 2025 was held, featuring a hundred distinguished guests from the shipbuilding, arts and business sectors. The ceremony has created a world-class platform for exchanges and cooperation, and it is also the greatest recognition of the outstanding achievements of Chinese shipbuilding enterprises in the past year.

ASIA MARINE & BOATING AWARDS 2025 Winners List

Annual Best Sailing Vessels Under 30 Feet—— Club Swan 28

Annual Best Sailing Yachts 30-45 Feet——HH 44

Annual Best Sailing Yacht Over 45 Feet——Nautor Swan 58

Annual Best Powerboat Under 40 Feet——Saxdor 400 GTC

Annual Best Motor Yacht 40-75 Feet——Aquila 70

Annual Best Motor Yachts Over 75 Feet——Sanlorenzo SX88

Annual Best Brand Award——Wilfer Sails

Annual Best Yacht Designer——Juan Kouyoumdjian

Annual Best Asian Yacht Club——Hebe Haven Yacht Club in Hong Kong

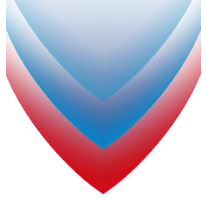
Annual Best Environmental Award——Coppercoat

Best Sports or Recreational Fishing Boat——Sea Ray 350

Best Innovative Enterprise——Man Overboard Marina Alarm System

China Shipbuilding Industry Influential Media Awards——Mercury Marine、Burgess、Navico Group





Water Sports

With the theme "Coordinated Development of Domestic and International Markets," we'll strengthen foreign trade while boosting domestic demand, showcased at Tourism Plus Shanghai 2025. The integration of scenic spots, digital products, and trending IPs will drive resource synergy. Multiple water-based brands such as Golden Noon, Bestway, JetWave, ZHAOYANG BOAT, Hongquan, Tern Power, Huale Inflatable Products, Meiyuhong, NAUTICN gathered on the spot, presenting a diverse ecosystem and reshaping a new lifestyle.

Water Sports Carnival

15+ Performance and Experiential Activities

150m²+ Extra-Large Swimming Pool

Leading brands such as Seven Lark, Bestway, NAUTICN, GLOBAL NETWORK, JetWave took turns to showcase their latest water sports equipment including paddleboards, kayaks, submersibles, electric water entertainment boats, and electric hydrofoil surfboards. Through multi-dimensional interaction, they perceived the innovative vitality of the water industry chain.





5. Media Campaigns





Media Partners

Online Mass Media

Tencent 腾讯



Industry Media Partners





Multi-Channel Campaigns

SEM Search Engine Clicks

162,694

Self-media and Community Promotion Exposure

16,000,000+

Tik Tok Topic Played Times

18,385,000+

Full Network Promotion Exposure

43,060,683

Weibo Topic Interaction Exposure

4,120,015

Xiaohongshu Topic Views

3,072,000+

上海国际游艇展 CIBS 广告

2025上海国际游艇展邀您共赴航海之约! 官方送票中, 速来领取~

上海国际游艇展 CIBS 广告

2025上海国际游艇展邀您共赴航海之约! 官方送票中, 速来领取~

上海国际游艇展

2-26 来自微博视频号

🎉🎉 2025#上海国际游艇展# 观众预登记火热! 官方索票入口, 📅 3月30日~4月2日 📍 上海世博展览馆等您哦! 🕒👁️, 今天最后8小时, 错过拍! 反正不要钱 您也领1张吧 🗨️戳我限时免费领取!

HONDA MARINE

上海同城

友善评论, 文明发言

78 51

查看详情

2025上海国际游艇展邀您共赴航海之约! 官方送票中, 速来领取~

THE 28th CHINA SHANGHAI INTERNATIONAL BOAT SHOW 2025 中国(上海)第二十八届国际船舶及互技术设备展览会

2025年3月30日-4月2日 上海世博展览馆 免费索票

2025上海国际游艇展: 逐浪潮头“绿”力同行, 推动合作互利共赢!

绿色低碳智能的 电船纪元 2025年03月30日 20:59 上海 听全文 星标

电船纪元 emarineX 聚焦于港口与船舶电动化行业 Focus on industry of port and ship electrification 电船纪元, 专注于港口船舶电动化行业交通与技术推广, 内容涉及市场动态、行业洞察、前沿技术与相关产品服务。

TOURISM PLUS 2025 中国(上海)第二十八届国际船舶及互技术设备展览会暨上海国际公务艇展览会

2025上海国际游艇展 2025年3月30日-4月2日 | 上海世博展览馆 扫码立即领取门票

2025年3月30日·2025中国(上海)第二十八届国际船舶及其技术设备展览会暨上海国际公务艇展览会(简称“CIBS 2025”)及姊妹展2025生活方式上海秀(简称“2025生活秀”)于上海世博展览馆盛大启幕!

2025中国(上海)第二十八届国际船舶及其技术设备展览会暨上海国际公务艇展览会(简称“CIBS2025”)作为“十四五”期间“上海旅游”高峰建设工程的三大名片性活动之一——上海旅游产业博览会重要组成部分。CIBS2025将于2025年3月

2025上海国际游艇展 3月30日-4月2日 世博展览馆 开展倒计时

HONDA MARINE

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2025上海旅博会 文化 旅游 · 出品年2025 · 简介

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魔都文旅新势力——202 魔都文旅新势力——202 魔都文旅新势力——202 5上海旅博会全景探秘 |... 5上海旅博会全景探秘 |... 5上海旅博会全景探秘 |...

推荐

2025上海国际游艇展: 逐浪潮头“绿”力同行, 推动合作互利共赢!

绿色低碳智能的 电船纪元 2025年03月30日 20:59 上海 听全文 星标

电船纪元 emarineX 聚焦于港口与船舶电动化行业 Focus on industry of port and ship electrification 电船纪元, 专注于港口船舶电动化行业交通与技术推广, 内容涉及市场动态、行业洞察、前沿技术与相关产品服务。

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上海游艇展明天开幕, 展会亮点提前锁定

艇有趣BoatFun 2025年03月29日 17:33 意大利 星标

TOURISM PLUS 2025 中国(上海)第二十八届国际船舶及互技术设备展览会

展前快讯 CIBS&LIFESTYLE

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

2025中国(上海)第二十八届国际船舶及其技术设备展览会暨上海国际公务艇展览会(简称“CIBS2025”)作为“十四五”期间“上海旅游”高峰建设工程的三大名片性活动之一——上海旅游产业博览会重要组成部分。CIBS2025将于2025年3月

艇有趣BoatFun 赞 9 推荐 写留言

Overseas Campaigns

30,000+

PR Newswire Total Visits

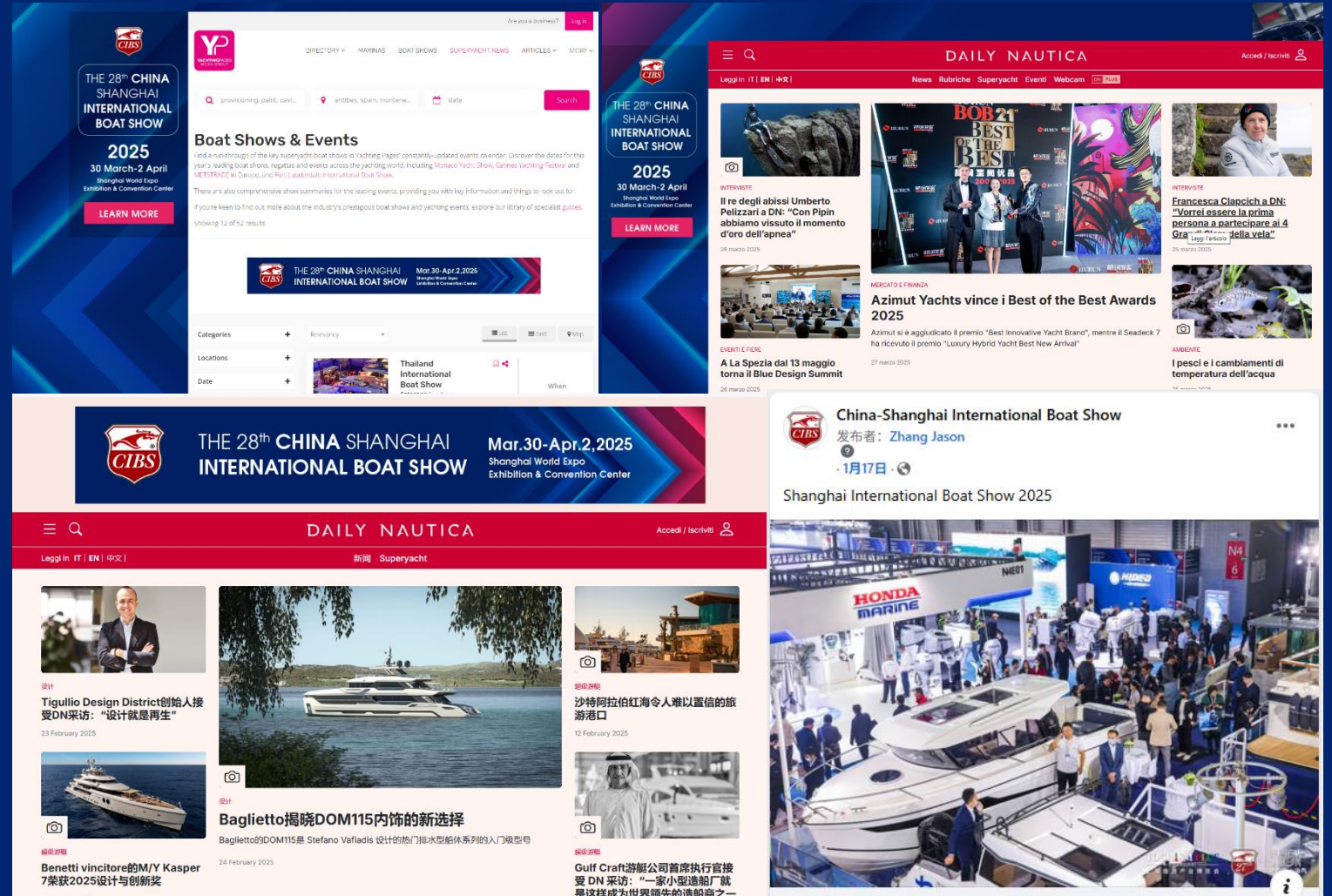
400,000+

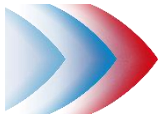
Google Total Exposure

1,200,000+

Facebook Total Exposure

Facebook @ CIBSofficial





Tourism Plus Shanghai

2025 TOURISM PLUS SHANGHAI

Four Venues, One Vision

Powering Industrial Connections Across 700,000m² in Shanghai



Mar.30 - Apr.2, 2025
PUDONG @ SWECC



Mar.30 - Apr.2, 2025
PUXI HONGQIAO @ NECC



Mar.31 - Apr.3, 2025
PUDONG @ SNIEC



Mar.31 - Apr.1, 2025
PUXI @ CECIS

"United Sectors, Boundless Journeys". As one of the "14th Five-Year Plan" tourism peak projects and one of the "three major business card events" of Shanghai tourism, Tourism Plus Shanghai is actively shaping a broader blueprint for the tourism industry by continuously aggregating resources and incubating the ecosystem, and by building industrial chain platforms of "tourism + all industries" and "all industries + tourism". Become a key node in the global tourism industry innovation network and help Shanghai become a gateway for tourism investment in Asia.

5Days Exhibition

6000+ Exhibitors

15 Industry Categories

700,000m² Exhibition Area

445,737 Visitors

20,918 Oversea Visitors



Boat&Lifestyle



Tourism Industry



Hotel&Catering



Hotel&Shop Plus



Modern Concept

THE 29th CHINA SHANGHAI INTERNATIONAL BOAT SHOW SHANGHAI INTERNATIONAL WORKBOAT SHOW

Boat | Boat Equipment and Accessories | Clubs and Service | Water Sports



Mar.29-31,2026
Shanghai World Expo Exhibition
& Convention Center



Organizer: China Boat Industry & Trade Association | Shanghai Association of Shipbuilding Industry
Sinoexpo Informa Markets | Shanghai Science and Technology Exchange Center

上海国际游艇展CIBS

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