



# THE 29th CHINA SHANGHAI INTERNATIONAL BOAT SHOW SHANGHAI INTERNATIONAL WORKBOAT SHOW POST SHOW REPORT

Organizers:

China Association of the National Shipbuilding Industry

Shanghai Association of Shipbuilding Industry

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd.

Shanghai Science and Technology Exchange Center

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





# PART. 01 EXHIBITION OVERVIEW

# EXHIBITION OVERVIEW

On March 31, 2026, the 29th China Shanghai International Boat Show & Shanghai International Workboat (CIBS 2026) and Lifestyle Shanghai Show 2026 (Lifestyle Show 2026), under the umbrella of Tourism Plus Shanghai, concluded successfully at Shanghai World Expo Exhibition & Convention Center.

Co-located with Lifestyle Shanghai Show 2026, the Theme Pavilion of Tourism Plus Shanghai and the MCW Expo Shanghai, the event covered an exhibition area of 60,000 square meters. It gathered over 1,000 high-quality brands and exhibitors, staged more than 150 wonderful interactive experience activities, and attracted a total of 49,007 visitors. Among them, professional buyers from 131 overseas countries and regions reached 3,292, representing a year-on-year increase of 16.74% compared with 2025.



**60,000 m<sup>2</sup>**

Exhibition Area

**1,000+**

Premium Exhibitors

**150+**

Exciting Events

**49,007**

Professional Visitors

**131**

Countries and  
Regions

**16.74%**

Overseas Buyer  
Growth Rate

(\*This data is shared by Lifestyle Shanghai Show 2026, the Theme Pavilion of Tourism Plus Shanghai and the Art Installation Exhibition.)

## ASSOCIATION MESSAGE

### Li Yanqing, Vice President and Secretary-General, China Association of the National Shipbuilding Industry



It's our great honor to gather again by the Huangpu River on this grand occasion. Empowered by strong national policies, China's ship and yacht industry is embracing a new era of transformation and high-speed development. With the continuous upgrading of domestic consumption and people's growing longing to get close to the ocean, yachts are rapidly entering daily life. It is shifting from a niche luxury to lifestyle accessible to the public. As a representative of high-end manufacturing, the yacht industry has become a new driving force for better life quality and service consumption. This exhibition not only displays technological achievements but also reflects the industry's courage for innovation and breakthrough. Let us take this event as a new starting point, broaden our vision, strengthen consensus, and jointly forge a new chapter of high-quality development for China's ship and yacht industry.

### Wang Qi, Vice President, China Association of the National Shipbuilding Industry



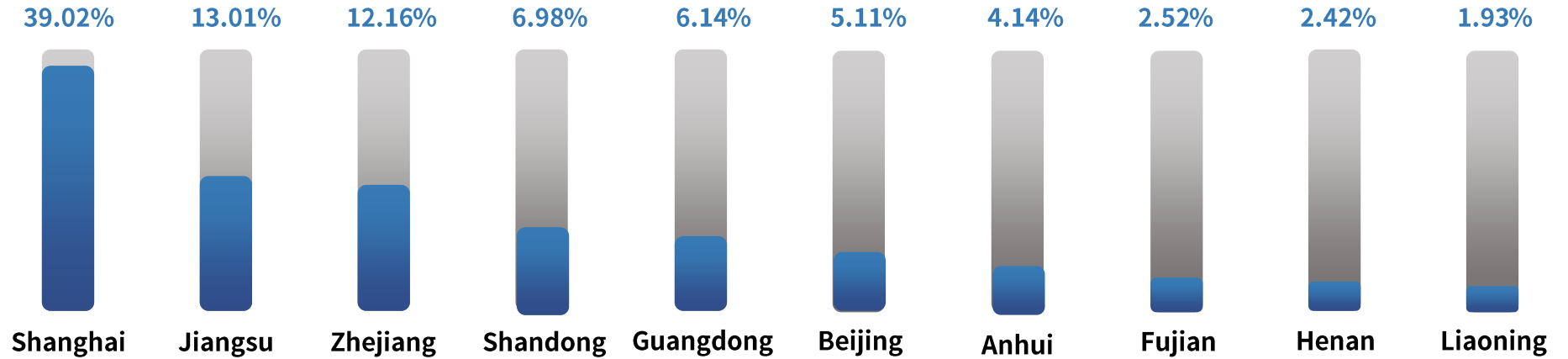
With 29 successful editions behind it, the China Shanghai International Boat Show has forged deeper cooperation with various international organizations this year. Amid global economic volatility and domestic consumption upgrading, the show has evolved profoundly. It acts as not only a showcase for products and technologies, but also a barometer and catalyst for the industrial ecosystem. A sound industrial ecosystem is fundamental to the industry's sustainable development. On behalf of the 2026 China Shanghai International Boat Show, I call on all practitioners to protect this ecosystem. We need to ensure reasonable profits across all industrial links and build a virtuous cycle, enabling the yacht industry to enhance people's well-being and boost consumption. This exhibition serves as an outstanding platform for ecosystem presentation, international cooperation and innovation. We expect it to steer the industry ahead and fuel the high-quality development of China's yacht industry with confidence and vitality.

### Joseph Edmund Lynch, CEO, ICOMIA

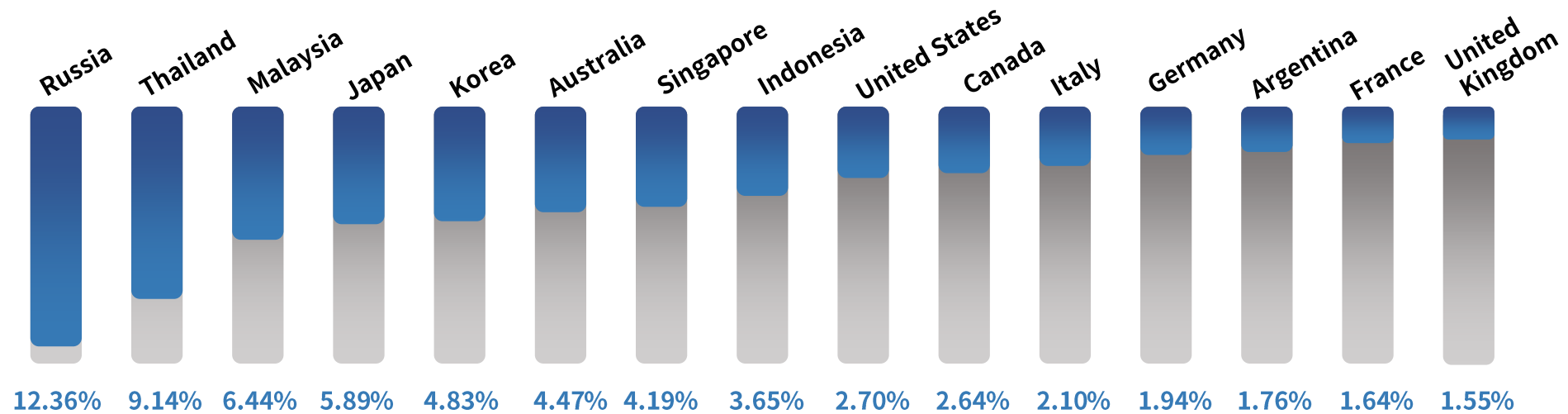


This is the 29th China Shanghai International Boat Show and my second visit here. As China's longest-standing marine exhibition, it is incredibly vibrant. Walking through the halls this morning, I was impressed by the continuous flow of people, advanced technologies and strong market vitality. I am pleased to see numerous boats tailor-made for the Chinese market. These local-oriented products fuel boating consumption, popularize water sports, and enhance people's quality of life, driving economic growth. We are honored to partner with this exhibition and look forward to showcasing China's outstanding marine industry to the world.

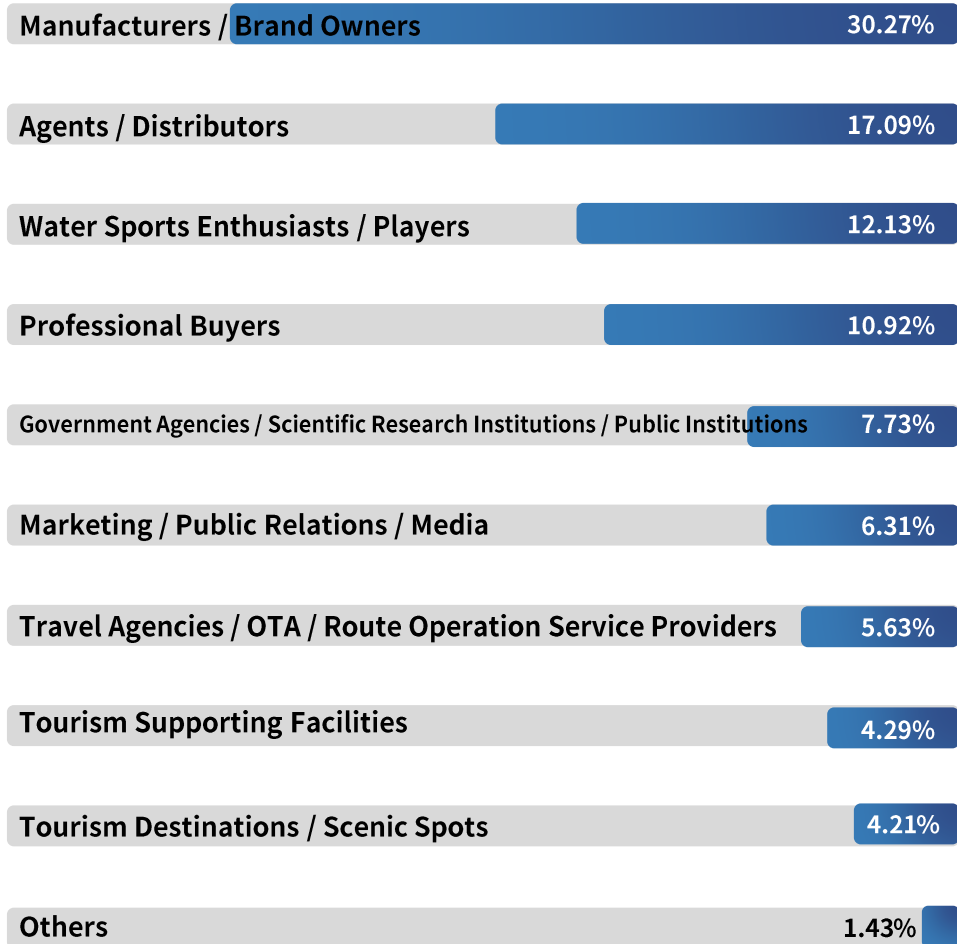
## TOP 10 Mainland China Visitor Distribution



## TOP 15 Overseas Visitor Distribution



## Analysis on the Nature of Business



## Analysis on the Purpose of Visiting



# EXHIBITOR OVERVIEW



At CIBS 2026, high-quality enterprises covering the entire industrial chain, including SeaRay, Dalian Huanzhu, BEST, ALLHEART, OCEAN MASTER BOATS, SEATOWORLD, SUZUKI, Honda, Mercury, Yamaha, Parsun, Hidea, ePropulsion, Huabei, Mako Shark, Haibo, Shuangdeng, Seaflo, Polaris, Sea Blue Star, MSD, Huasheng, Meiyuhong, Ocean Sailing, ORCAU, Holylight, Wujang, Huihao Yacht, ZOASAN Cultural Tourism, Bestway and Heitro, showcased a complete industrial ecosystem spanning R&D, design, manufacturing and brand services, fully demonstrating the latest achievements in industrial collaborative development.

## Brand-new Sailing Boat Exhibition Area

CIBS 2026 features a newly-built sailing exhibition area. **Li Quanhai, President of World Sailing, and Zhong Yong, Founder of China Cup Regatta**, attended the exhibition. The exhibits range from entry-level vessels to high-end customized yachts, covering traditional power and new energy environmentally friendly models. It also encompasses land sailing, sailing training and nautical vacation projects, creating diversified sailing experience feast.

**Gemini Sailing ZH-Gemini III**

**FD Yachts FD Future**

**MedMalta Yacht Charters Limited Sailing School in Malta**

**Long Cool Sports Foiling Dinghy Skeeta & Nikki**

**Red Dragon J7 Sailboat**

**Fareast NYX Catamarans**

**Zou Marine & Vastocean Boat New Sailboats**



The China Shanghai International Boat Show has specially set up a dedicated sailing exhibition area. This fully demonstrates the enormous development potential of sailing within the water leisure sports industry and reflects the public's growing passion for sailing. The establishment of this exhibition area is well-timed and in line with industry trends, providing an excellent display platform for manufacturers, boat owners and professional training institutions. All participants can jointly envision the comprehensive and high-quality development of the sailing industry on this platform.

Zhong Yong, Founder of China Cup Regatta

## ON-SITE HIGHLIGHTS



- SeaRay Sundancer 265 **on-site signed orders**
- Dalian Huanzhu GT-35C obtained **3** intended orders
- Exhibited vessels of Dalian Ward were sold on the spot, with another **8-9 intended orders** secured
- FD Yachts Has Secured **3 Full-Payment** Orders
- Jiangxi Yuhao has **sold out all** four vessels on site
- Red Dragon Yachts has secured approximately **20** intended orders at home and abroad in total
- Two Xinyuedong fishing bass boats have been sold on site, with around **10** intended orders from domestic and overseas markets
- Disel has sold **65** units of watercraft heavy-duty machines  
**25** units of the Water Rolls-Royce  
**3** units of the Water G 6×6
- Winnie Kayaks secured **4** on-site orders
- Zhuhai Exhibition Group total intended orders reach **28 million yuan**

## EXHIBITOR MESSAGES

**HONDA**  
**MARINE**

As an enterprise with long-term dedication to the outboard motor industry, Honda would like to express our sincere gratitude to the China Shanghai International Boat Show for providing such a valuable exhibition platform. We highly recognize and appreciate the value of this event. Boasting outstanding highlights in low-carbon development, intelligent technology, and the integrated development of official and leisure vessels, the exhibition is perfectly aligned with prevailing industry trends. Meanwhile, we have deeply perceived the enormous potential of China's marine industry market. It is of profound significance for us to showcase and promote our products on such an influential platform. We also expect this exhibition to further expand the brand influence of Honda.

Takahiro Ueda, General Manager, Honda Power Products (China) Co., Ltd.

*Sea Ray*

For Sea Ray's development in China, we prioritize East China as our core regional market. The China Shanghai International Boat Show, held annually in East China, is a prestigious and influential event within Asia's yachting industry, which is why we participate in the exhibition every year. Furthermore, our yachts deliver exceptional value. Committed to manufacturing premium vessels, we strive to create high-quality products that enable boat owners to embrace and enjoy the marine lifestyle. Last year, we exhibited the Sea Ray 320; this year, we brought an additional model, the Sea Ray Sundancer 265. On the second day of the exhibition, we were fortunate to meet its new owner. We are delighted to have successfully sold the Sundancer 265.

Yaohua Chen, Chairman, Sea Ray

 **MERCURY**

By participating in the China Shanghai International Boat Show this year, Mercury aims to continuously lead the performance improvement and development of high-power products in the outboard motor industry. Adhering to the philosophy of innovation and product iteration, Mercury keeps pace with the evolving demands of customers. The brand maintains strong confidence in the Chinese market, which boasts sustained growth and has become a pivotal part of Mercury's future development. This exhibition fully demonstrates the booming lure fishing market. The lure boat fishing sector harbors immense potential, with surging demand for high-quality and highly reliable products from both individual enthusiasts and commercial groups.

Xiao Ren, Sales, Marketing & Service Director, Mercury

**PARSON 百胜**  
Power Your Dream 助梦远航

Our greatest gain from this exhibition lies in the successful launch ceremony of the D200. The event drew an enthusiastic response from the audience, and numerous attendees showed strong interest in the model. Meanwhile, we received abundant feedback from clients. Therefore, we regard the collection of diverse demands and valuable feedback from different users as our biggest achievement. Based on these insights, we will keep innovating and continuously launch new products.

Guohua Yang, China Sales Director, Parsun Power

 **HAIDEA**

We have consistently participated in the China Shanghai International Boat Show every year. Our biggest insight from this year's exhibition is that electrification and intelligence have become new trends within the industry. At this event, Haidea showcased its brand-new electric outboard motor. Lastly, we wish the China Shanghai International Boat Show continued success.

Qianwen Huang, Product Promotion Officer, Haidea Power



# PART. 02 EVENT REVIEW

# 2026 CIBS MATCHMAKING MEETING

During the exhibition, **40** professional international buyers from **17** countries across **4** continents (Asia, Africa, Europe and America) attended the event. Thanks to pre-event precise demand matching and on-site efficient negotiations, **65%** of the buyers are senior corporate decision-makers, and **80%** came with one or more clear procurement requirements. They mainly focused on core sectors including yacht & boat equipment and accessories, water sports products, complete vessels, and club services. Chinese and overseas enterprises conducted in-depth on-site exchanges. Dozens of intentions were reached for sample procurement, factory visits and bulk orders, fully demonstrating the exhibition's value as an international trade platform and its strong capability in resource integration

Uzbekistan Buyer: Plans to purchase 1,000 engines

Vietnamese buyer: Plans to purchase 5-10 electric boats / amphibious boats

Indian buyer: Plans to purchase 20 emergency rescue robots

Polish buyer: Targeting multiple purchases including amphibious vehicles, landing craft, electric boats and leisure boats

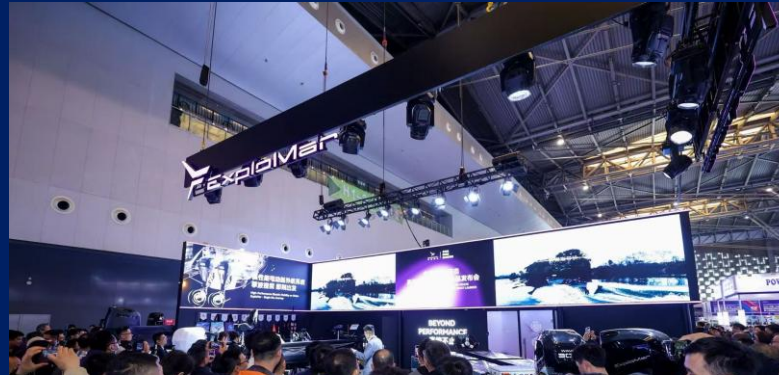
Over 20 foreign merchants have reached follow-up cooperation intentions with exhibitors



# NEW PRODUCT LAUNCH



Mercury All-New V10 425HP Verado  
Outboard Motor Launch Event



Explorer Full-Size Semi-Solid High-Performance  
Electric Bass Boat Launch Event



Honda Outboard Motor BF100/BF200  
New Product Launch



Powering a New Heavy-Duty Era  
Parsun D200 Diesel Outboard Motor Global Launch



Aolian Yachts Intelligent Robotic Boat Launch Event

## More New Product Launches On-site:

- Boen Machinery I-MAKE  
Beyond Cost, Driven by Technology
- New Product Introduction of Ocean Master
- Dalian Huanzhu Blockbuster New Release!  
GT-35C Makes a Stunning Debut

\*The above are new product launches from selected exhibitors, in no particular order.

# 2026 CHINA INTERNATIONAL BOAT INDUSTRY DEVELOPMENT FORUM

This forum gathers industry experts to review the global recreational boat and yacht market. It focuses on cutting-edge topics including emerging trends, regional development models, technical standards and certification, electric and intelligent applications, smart yachts, autonomous navigation, intelligent manufacturing, propulsion technology, and meteorological support.

From multiple dimensions such as norms and standards, supply chains, technological and market environments, participants conduct in-depth discussions on the exploration and practice of intelligent technology and new energy power in the boat industry. The event aims to exchange prospects for industrial development, build an international exchange platform, broaden industry horizons, and boost the further innovative development of China's boat and yacht industry.



# CIBS 2026 CHINA SAILING INDUSTRY NETWORKING SALON

With the mission of promoting the global development of sailing sports and the launch of new products and technologies, the event focuses on the future development and popularization of sailing in China. It is committed to providing participating sailing enterprises with a communication platform connecting sailing industry associations, yacht clubs, training institutions, regatta organizers and sailing enthusiasts.



▲ Address by Li Quanhai, President of World Sailing



▲ Signing Ceremony



▲ Snapshot of On-site Exchanges

At the 2026 Shanghai International Boat Show, Shenzhen Global Sailing Event Management Co., Ltd., the long-term organizer of the China Cup International Regatta, officially signed a strategic cooperation agreement with Flying Dutchman Yachts Technology (Jiangsu) Co., Ltd. The FD Future series sailboats under Flying Dutchman Yachts will be designated as the official one-design boat for the youth category of the China Cup International Regatta. The two parties will jointly improve the full-chain system for youth sailing, covering popularization, talent selection and international exchanges, and inject new momentum into the new generation of China's sailing industry.



## Boat Aesthetics

### Future Marine Lifestyle Forum

It explores aesthetic design for boats and yachts, demonstrates the role and value of design in marine craft and offshore engineering products, and promotes the in-depth integration of technology and art within China's boat and yacht industry.



## Sea Blue Yacht Salon &

### Lao Zhuang Talks Yachting

Focusing on opportunities in the new energy boat industry, industry leaders share the real market situation and entrepreneurial insights. It serves as an offline intellectual feast and idea exchange platform that presents authentic voices from the sector.



## 2026 ASIAN MARINE & BOAT

### AWARDS

The awards ceremony gathered hundreds of distinguished guests. It has built a world-class platform for exchange and cooperation and also serves as a recognition of the outstanding achievements made by Chinese boat and yacht enterprises over the past year.

# WATER SPORTS

## New Dynamic Waterfront Model

ZhaoYang, Disaier, Kaibosi, Huale, Bestway, SIJIA, YCDECK, MSD and EVERMAX fully displayed inflatable boats, inflatable products, water leisure sports products, high-performance eco-friendly materials and more. Guided by electrification and intelligence, centered on technology, environmental protection and trendiness, they focus on three core sectors: power propulsion, materials and performance.

## Water Sports Carnival

Enterprises including Gemini, Flying Dutchman Yachts, MSD, EVERMAX brought their flagship products and cutting-edge technologies, presenting visitors with an aquatic feast integrating experience, interaction and competitions.

**150m<sup>2</sup>** Oversized Water Pool

**15+** Star Performances  
& Experience

**100+** Visitor Participation





# PART. 03 MARKET PROMOTION

## Online Mass Media



## Industry Media Partners



# MULTI-CHANNEL PROMOTION & DISTRIBUTION

CIBS 2026 has built a comprehensive omnichannel publicity and distribution matrix. Relying on precise reach channels such as WeChat Official Accounts, email and SMS, it also conducts intensive promotion on mainstream platforms including Douyin, Xiaohongshu, Tencent and Baidu to achieve full coverage across all channels.

With robust integrated marketing capabilities, it deeply connects the entire yacht industry chain, driving a double surge in brand exposure and professional visitor attendance.

**173,189** SEM Search Engine Clicks

**18,000,000+** Self-media & Community Promotion Impressions

**78,385,000+** Douyin Topic Play Views



**57,814,536** Full-network Feed Promotion Impressions












**11,316,932** Tencent Online Placement Impressions

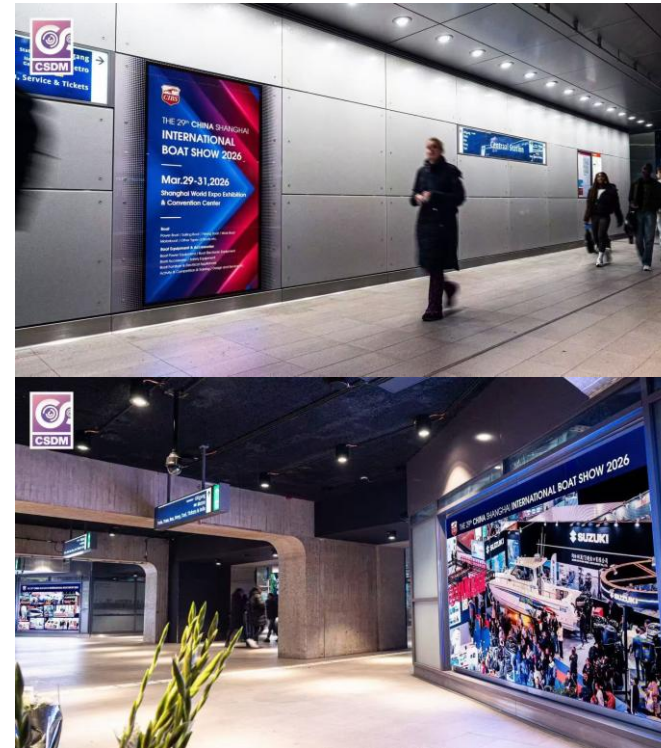
**3,698,000+** Xiaohongshu Topic Views

# OVERSEAS PROMOTION & PUBLICITY

With a global vision, CIBS strides forward in international outreach. It partners with authoritative international media, expands presence across overseas online channels, and launches subway advertisements in core global cities.

Through integrated online and offline operations, the exhibition precisely targets international professional buyers and comprehensively amplifies the global influence of the China International Boat Show (CIBS).

		
		
		
		*Logos of Selected Overseas Media (in no particular order)



**500,000+**

Total Google Impressions

**40,000+**

Total PR Newswire Visits

**1,500,000+**

Total Facebook Impressions

## WORLD TOURISM & INDUSTRIES GET TOGETHER

Tourism Plus Shanghai is a comprehensive tourism industry expo cluster leading the world in scale and concept. The expo cluster covers the entire industrial chain of tourism encompassing food, accommodation, transportation, travel, shopping and entertainment. Integrating exhibitions, international competitions, high-profile forums and conferences, as well as online and offline events, it has become a key business and trade platform that boosts the all-round innovative development of the industry.

With the theme "World tourism & industries get together", Tourism Plus Shanghai aims to enhance tourism destinations and drive investment and cooperation in related industries. Guided by the Shanghai Municipal Administration of Culture and Tourism, co-organized by China Tourism Association, and hosted and undertaken by Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd., the expo serves as a vital platform for "Tourism Plus All Industries".

It establishes extensive connections with agriculture, industry, commerce and trade, science and technology, culture, sports, health and wellness and other sectors. It also deeply engages in every link of industrial chains, including raw materials, accessories, manufacturing, technology, services and trade. It has evolved into a super industry expo covering major sectors such as tourism, hospitality, catering, food, retail, commercial real estate, architectural decoration, landscape engineering, property management, cleaning and maintenance, art installation, franchise and chain operation, boat and yacht manufacturing, sports & outdoor, and big health, as well as their vertical industrial chains — providing strong capacity for the integrated and coordinated development of cross-industry collaboration.

700,000+m<sup>2</sup>

Exhibition Area

16

Major Industry Categories

58

Exhibition Zones

6,000+

Premium Exhibitors

459,883

Professional Visitors

32609

Overseas Buyers



TOURISM PLUS SHANGHAI 2026  
2026上海旅游产业博览会

酒店餐饮 | 高端食材 | 咖啡茶饮 | 连锁加盟 | 酒店用品 | 建筑装饰  
智慧酒店 | 清洁环卫 | 游船产业 | 户外运动 | 文旅配套 | 美陈产业

浦东浦西 一城三馆 70万平米 产业互联

3.30-4.2 国家会展中心(上海)·浦东 | 3.31-4.3 上海新国际博览中心·浦东 | 3.29-31 上海世博展览馆·浦东

聚产业 | 天下游  
WORLD TOURISM & INDUSTRIES GET TOGETHER

指导单位: 上海市文化广播影视局  
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



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CIBS



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