

亚洲游艇全产业链旗舰展
NAVIGATOR OF ASIAN LEISURE BOATING



THE 21ST CHINA (SHANGHAI)
INTERNATIONAL BOAT SHOW
2016中国(上海)第二十一届
国际船艇及其技术设备展览会
2016上海国际游艇展

POST SHOW REPORT

APRIL 7TH -10TH ,2016
SHANGHAI WORLD EXPO
EXHIBITION & CONVENTION CENTER



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SUMMARY

31409 Domestic Visitors

3670 Overseas Visitors

25.57% VVIP

53 Countries

55,000 Exhibition Area

26 Domestic Region

400+ Exhibitors

7 National & Regional Pavilions

68 Conference & Events

INTRODUCE

TIME / VENUE:

APRIL 7TH -10TH ,2016

SHANGHAI WORLD EXPO EXHIBITION
& CONVENTION CENTER

ORGANIZERS:

China Boat Industry & Trade Association

Shanghai Association of Shipbuilding Industry

Shanghai UBM Sinoexpo International Exhibition Co., Ltd

Shanghai Centre for Scientific & Technological Exchange
with Foreign Countries

Associated With:

Expo Life Style 2016

Expo Leisure 2016

Shanghai International Workboat Show 2016

Navigator of Asian Leisure Boating



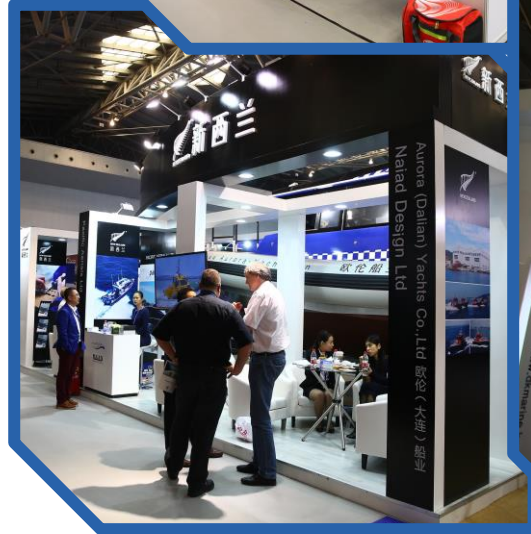
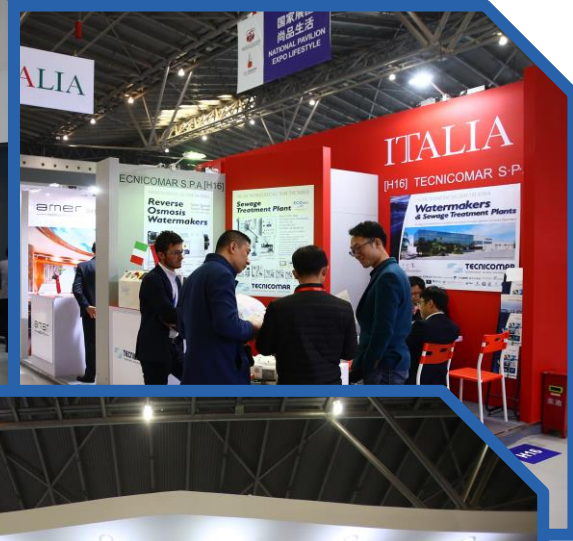
As the most comprehensive and longest established boat & ancillary equipment show in China, CIBS provides a platform for all the boating industry's products. In addition to yachts & boats on display, maritime equipment , services and clubs can also be found.

Continuing to further explore opportunities to popularize a maritime lifestyle and yachting and boating culture for 21 years, CIBS is consolidating his position as the “Navigator of Asian Leisure Boating”.

Not only a boat show, CIBS also take on the role of a “Trading Platform”, “Representatives of the Industry market”, “Witness of 21 years China maritime lifestyle and leisure consumption” and “Leader of Shanghai Boat and leisure festival ” of the yacht industry in China.

7 National & Regional Pavilions

- Italy
- Taiwan
- New Zealand
- South Korea
- Australia
- The United States
- Canada



Snapshot of On-site sales

Bavaria 330-1 boat

Xi'an Hualei New Zealand amphibious boat--1 boat

Vastar Yacht FOURWINNS-15 boats

Beneteau-2 boats

Sun Selections inflatable boat--4 boats

Jeanneau prestige420

Allheart Marine-2 boats

Sessa Fly 42

Mipower Jetboard-Several boats

CHAPARRAL 225SSI-1 boat

Goldluck Yachts JY260-5 boats

Double Happiness kucco620-1 boat

NIDELV N590 N725 N780

China Yacht-2 boats

Hao Yun FG25 FG33

Far East 28R-1 boat

Yamaha -Several boats

Far East 23-5 boats

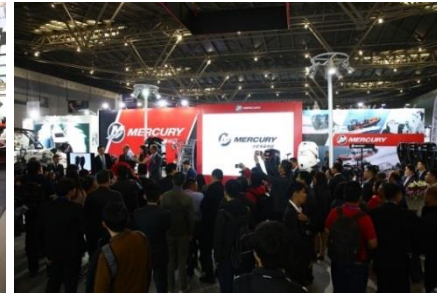
Honda -Several boats

Far East OPTIMIST, Far East 11,

Sunbird -Several boats

Freefly-15 –totally 20 boats

S.W. yacht Powerboats -Several boats





**EXHIBITOR/
VISITOR
ANALYSIS**

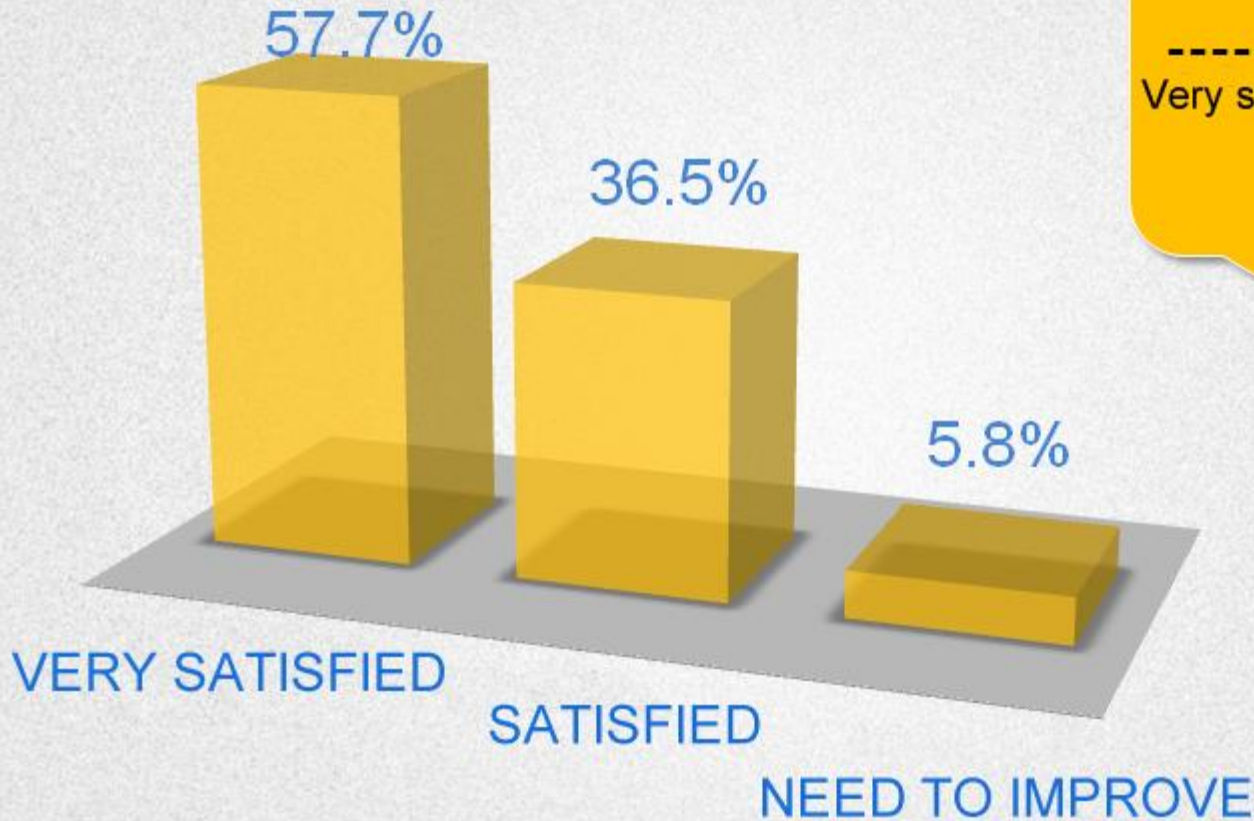
Gathering of Famous Exhibitors

World famous yacht brands like Beneteau, Jeanneau, OMNIA, Bavaria, Vastar Yacht, Xi'an Huale, Sunbird, Far East, Double Happiness etc. displayed their new yachts on site.



Exhibitor Survey & Analysis

(Research from the Third-Party)



**SATISFACTION
RATE**

Very satisfied & Satisfied Rate
94.2%

Exhibitor Survey & Analysis

(Research from the Third-Party)

Want to exhibit



Yes, I want to exhibit next year

Recommendation



Fully Recommend & Recommend



观众填表处
FORM FILLING COUNTER

请填写观众登记表后到登记处换取胸卡
PLEASE COMPLETE THE REGISTRATION FORM
BEFORE YOU GET YOUR BADGE FROM THE REGISTRATION COUNTER

REGISTRATION 观众登记处 VISITORS REGISTRATION

国内观众登记 电子邀请函观众登记 预登记观众 预登记观众 海外观众

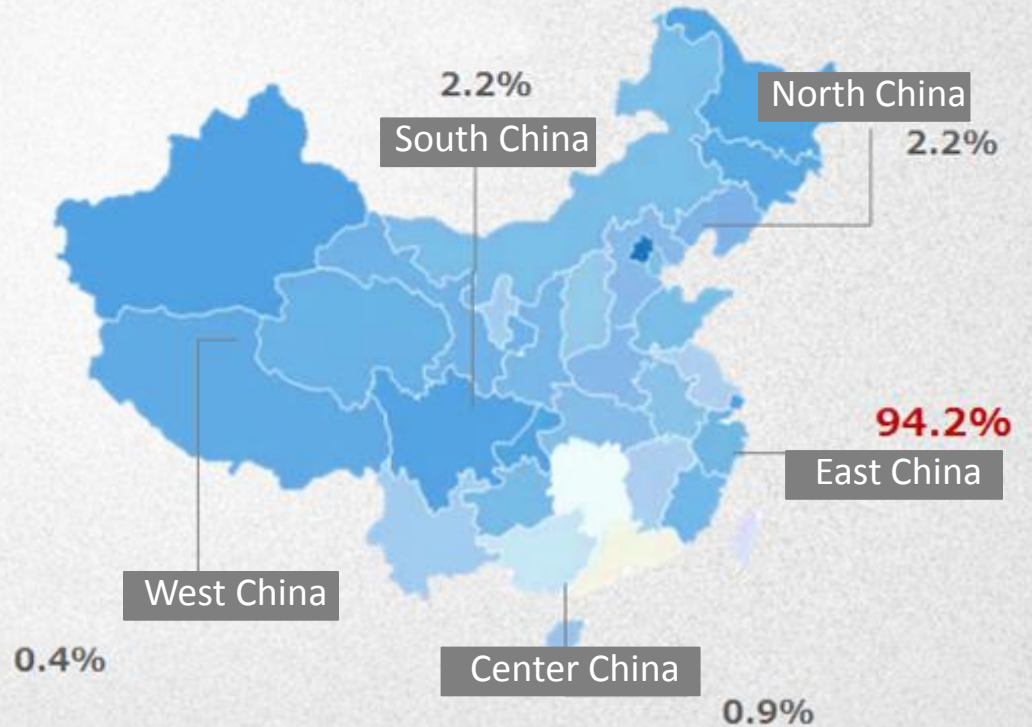
Visitors Numbers

Audited visitors came from 53 countries with the breakdown being 31,409 Chinese and 3,670 from overseas.

Exhibitor Survey & Analysis

(Research from the Third-Party)

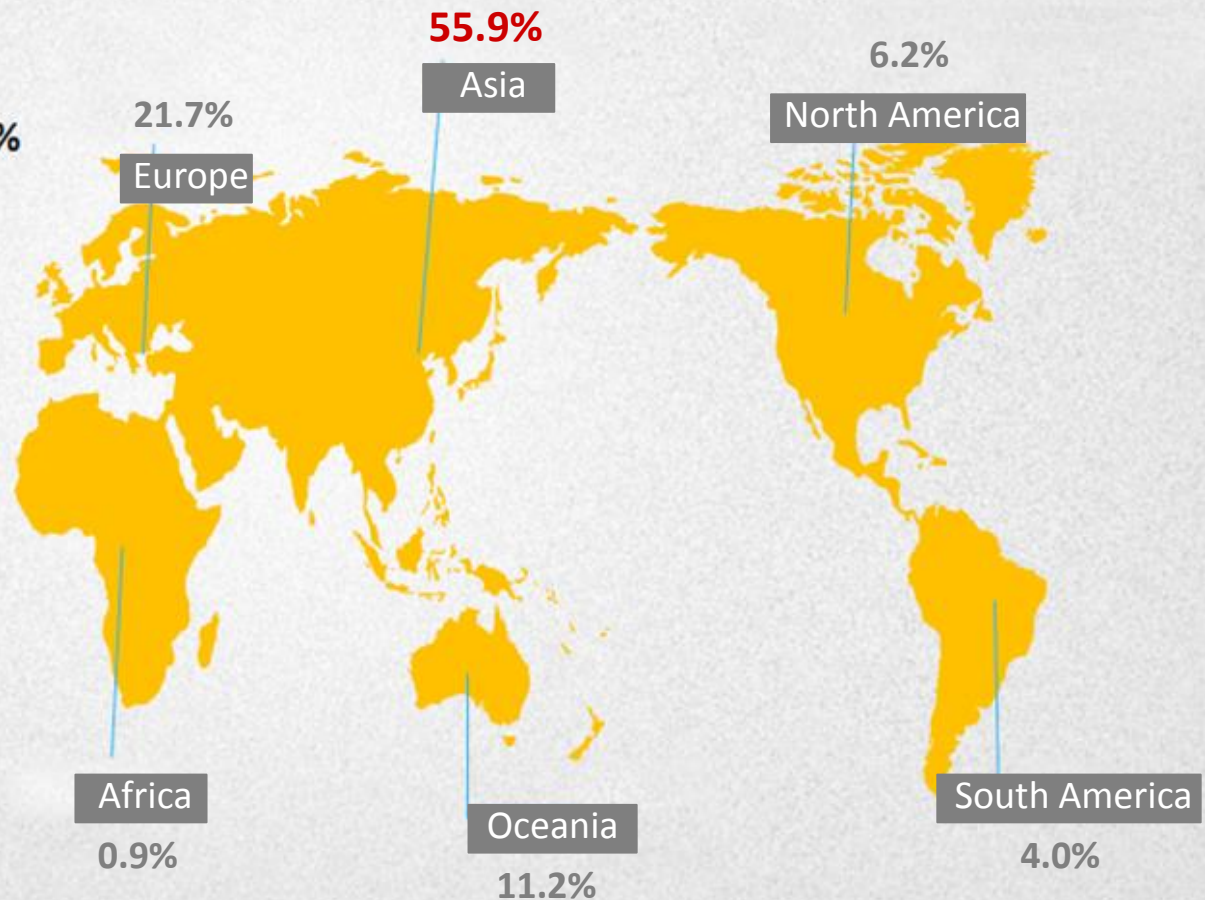
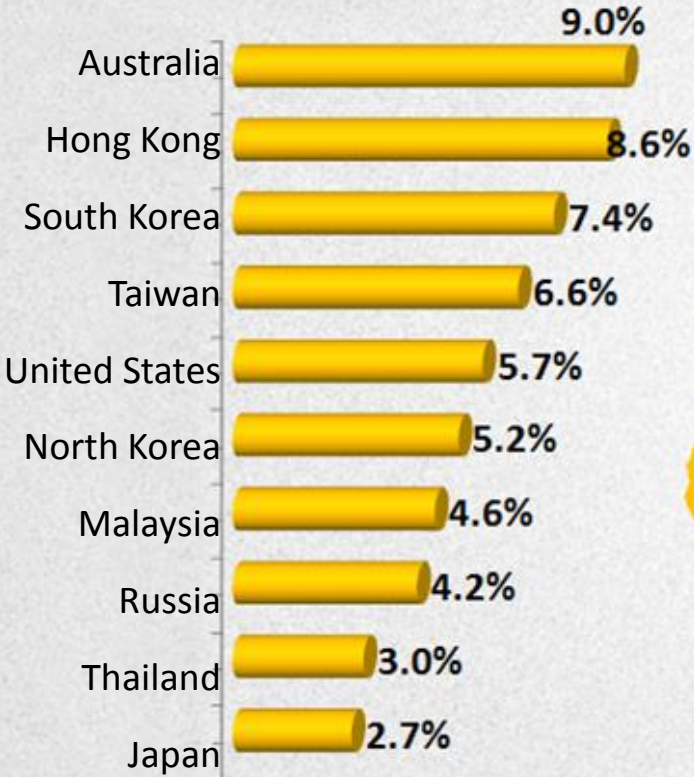
Top 10 Domestic Visitor Sources



Exhibitor Survey & Analysis

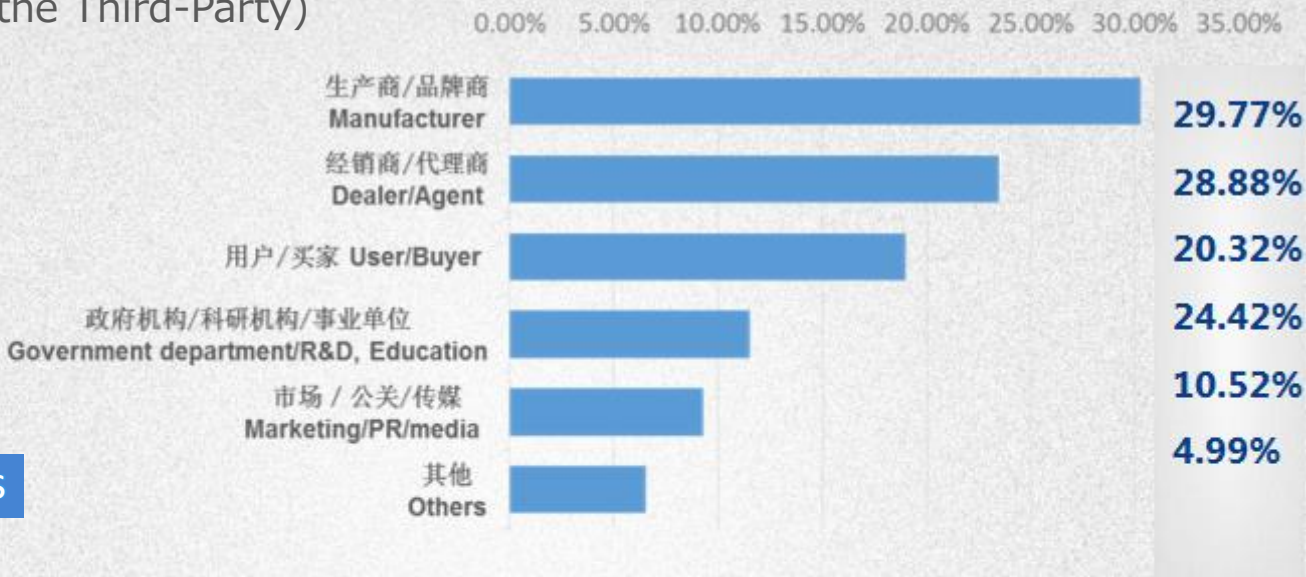
(Research from the Third-Party)

Top 10 International Visitor Sources



Exhibitor Survey & Analysis

(Research from the Third-Party)



Industry Analysis

Purpose of Visit



Find new suppliers



Locate franchising partners



Source new product



Place Order



Collect market information

4分 5分 3分 1分 2分

4分 5分 3分 1分 2分

4分 5分 3分 1分 2分

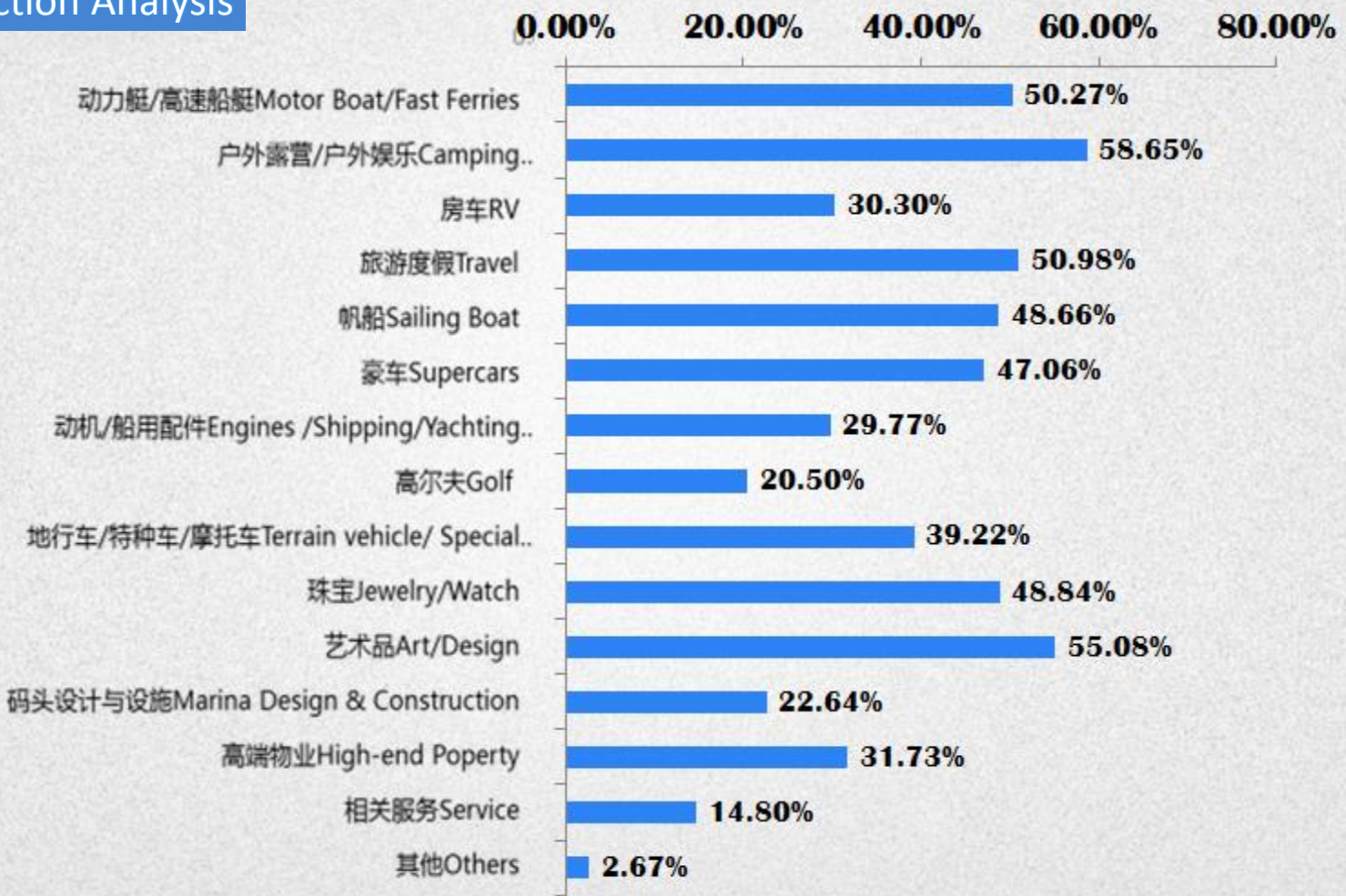
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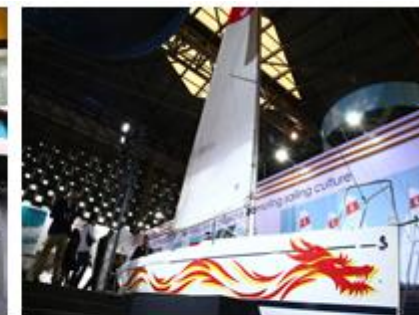
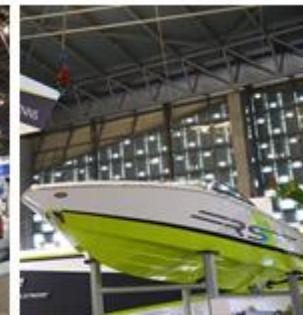
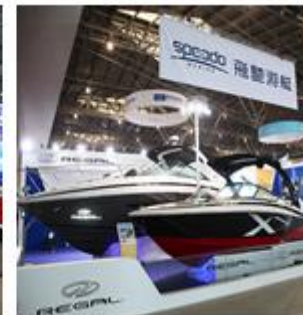
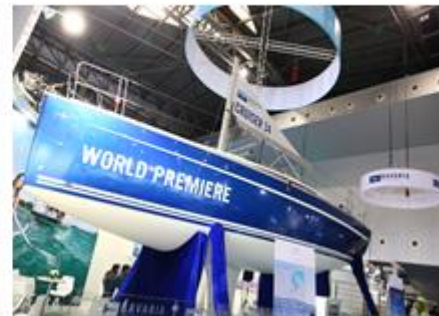
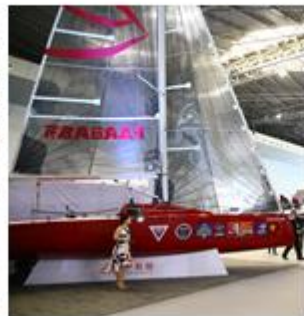
Function Analysis

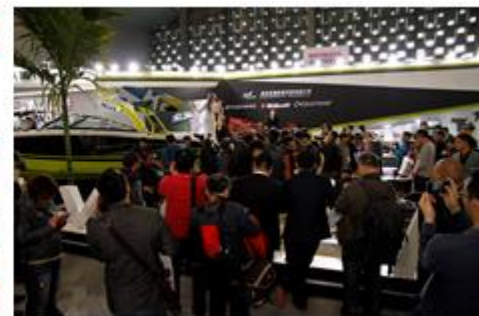




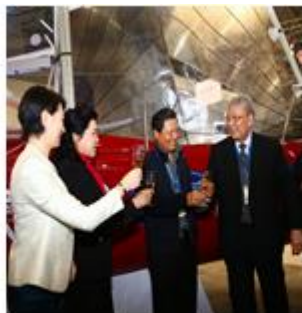
**CONFERENCES
& EVENTS**

NEW PRODUCTS LAUNCH





EXHIBITOR ACTIVITIES





Annual Charity Regatta Experience & Competition

The 8th , Annual Charity Regatta was held at venues on Dianshan Lake and Dishui Lake. On the weekend of March 26/27, more than 500 people participated in the sailing regatta, sailing experience, Optimist rigging and kayak testing ... A series of experiential activities to let people get closer the water and nature.

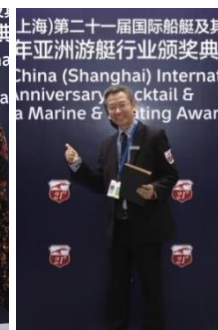
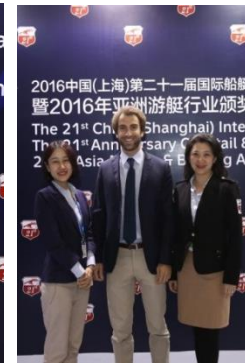
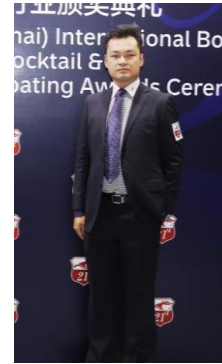
"Sailing for Kids" is a charity regatta worked with, in partnership with TEAM 4 DRAGONS MARINE, for the benefit of the PASS LOVE CHARITY FOUNDATION to support their Dandelion Village Library project in 2016, gathering tens of thousands of yuan funds for this year's charity.



Asian Marine & Boating Awards 2016

Attended by the leaders and socialites in the boating industry, the Asian Marine & Boating Awards had nearly 500 brands from more than 20 countries participating in the selection, including Boat Manufacturers, Yacht Clubs, Boating Finance and other companies which make a significant contribution to the yacht industry.

Best Dayboat (Sportsboat/Dinghy)	Far East 28R
Best Sailing Yacht Under 45'	Jeanneau 3600
Best Sailing Yacht over 45'	Beneteau Oceanis 60
Best Motor Yacht under 40'	Bavaria New Sport 360
Best Motor Yacht 40' 75'	Sunseeker Predator 57
Best Motor Yacht over 75'	Azimut 77S
Best Brand Penetration	Mercury Marine
Best Yacht Designer	Ed Dubois
Asian Regatta of the Year	China Cup
Asian Boating Capital of the Year	Hong Kong
Personality of the Year	Dongfeng Race Team in the Volvo Ocean Race
Yacht Club of the Year	Royal Hong Kong Yacht Club
Most Eco-friendly Marine Business	Torquedo
Best Sports Boat	Regal 2100 RX Bowrider
Best Sports Fishing Boat	Boston Whaler Outrage 350
Most Innovative Company	Furuno - Wi Fi Radar



Conferences and Meetings

- Shanghai Tourism Trade Association Council Meeting & The 4th China Leisure Industry Development Forum
- Forum on Promoting the Development of Yacht Industry and Equipment
- 2016 International Conference on High Performance Marine Vessels & China International Forum on Yacht Design and Construction Technology
- 2016 China International Forum on Yacht and Waterfront Leisure Industry Development -Financial Help To Promote China's Yacht And Waterfront Leisure Industry Development Forum







4

**MEDIA &
OUTLOOK**

Permanent Multi-Media Promotion Achieves Win-Win Situation for Exhibitors & Visitors



Deep Cooperation Media

Online Support Media

Chief Art Media

--	--

Exclusive Ticket Platform

--	--

Official Video Website

--

Chief Shanghai Lifestyle Media Exclusive Travel Partner

--	--

High-class Lifestyle Media

Support Partner

CIBS IS NOT ONLY AN EXHIBITION



B2B Website : Leisure & Boat Online
[http : //www.xiugle.com](http://www.xiugle.com)



App Magazine : E-BOATING
Download from appstore



21st China (Shanghai)
International Boat Show

160 Countries **1 million**
industry buyers from **4**
sections of UBMSinoexpo:
Furniture/Hotel/Decoration/L
eisure

A Large And Professional
Team

Special Thanks



Curves

e-tion
graphic design



云高高尔夫



盈跃动能
FULL POWER

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cluying.com

璞石
国际养生会所
Pure World SPA

PENGUIN
GUIDE
企鹅吃喝

玩得嗨
wandehei.com

Thank You



April 26th -29th ,2017
Shanghai New Int'l Expo Centre

www.boatshowchina.com

Associated With:
Expo Life Style 2017
Expo Leisure 2017
Shanghai International Workboat Show 2017