



CHINA SHANGHAI INTERNATIONAL
上海国际游艇展 **BOAT SHOW** **2019**
中国(上海)第二十四届国际船艇及其技术设备展览会

Post show Report

20-23 June, 2019, NECC(Shanghai)

Organizers: **CBITA**



sinexpo
informa markets



EXHIBITION OVERVIEW

Co-organized by Shanghai Sinoexpo Informa Markets, China Association of the National Shipbuilding Industry ,Shanghai Association of the National Shipbuilding Industry and Shanghai Science and Technology Exchange Center, the four-day 2019 24th China (Shanghai) International Boat Show (CIBS) closed successfully in National Exhibition and Convention Center (Shanghai) on 23 June, 2019.

The exhibition brought together more than 600 well-known exhibitors from 18 countries and regions, including Australia, Japan, South Korea and Taiwan. The exhibits included real boat equipment and accessories, boat clubs and related services, water sports and relevant whole industry chains, attracting more than 35,000 visitors from 85 countries and regions.

55,000

M² exhibiting area

600+

Premium exhibitors

85

Countries and regions

35,000+

Professional visitors

150+

Fantastic events



Directory



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Visitors



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Media promotions



PART-01

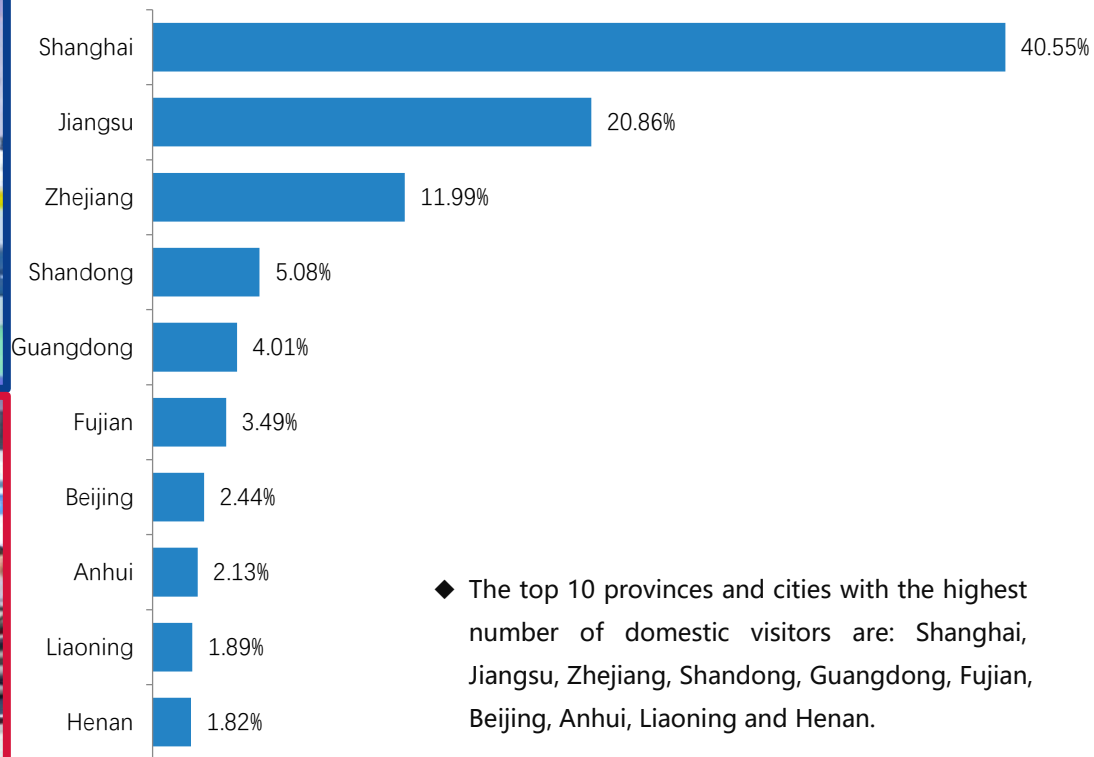
Visitors

As a vane of the boat industry in China, CIBS2019 attracted professional buyers, distributors and dealers from boat associations, manufactures, ship building and research institutes, yacht clubs, financial investments, hotels/resorts, real estate, etc. – totally above 35,000 professional visitors from more than 85 countries and regions on site.





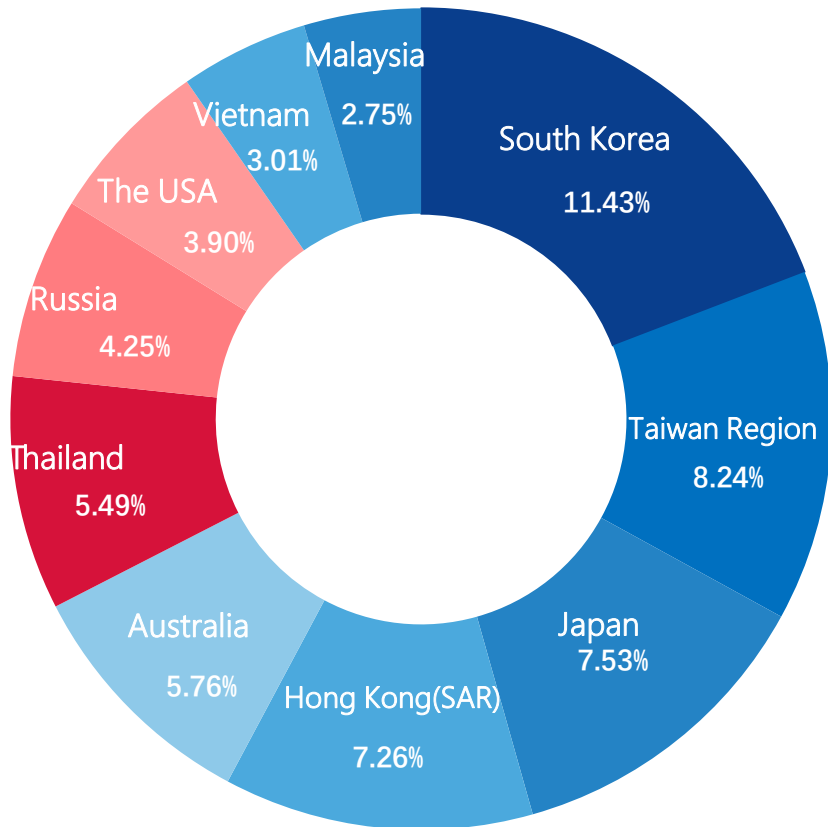
Domestic visitors



◆ The top 10 provinces and cities with the highest number of domestic visitors are: Shanghai, Jiangsu, Zhejiang, Shandong, Guangdong, Fujian, Beijing, Anhui, Liaoning and Henan.



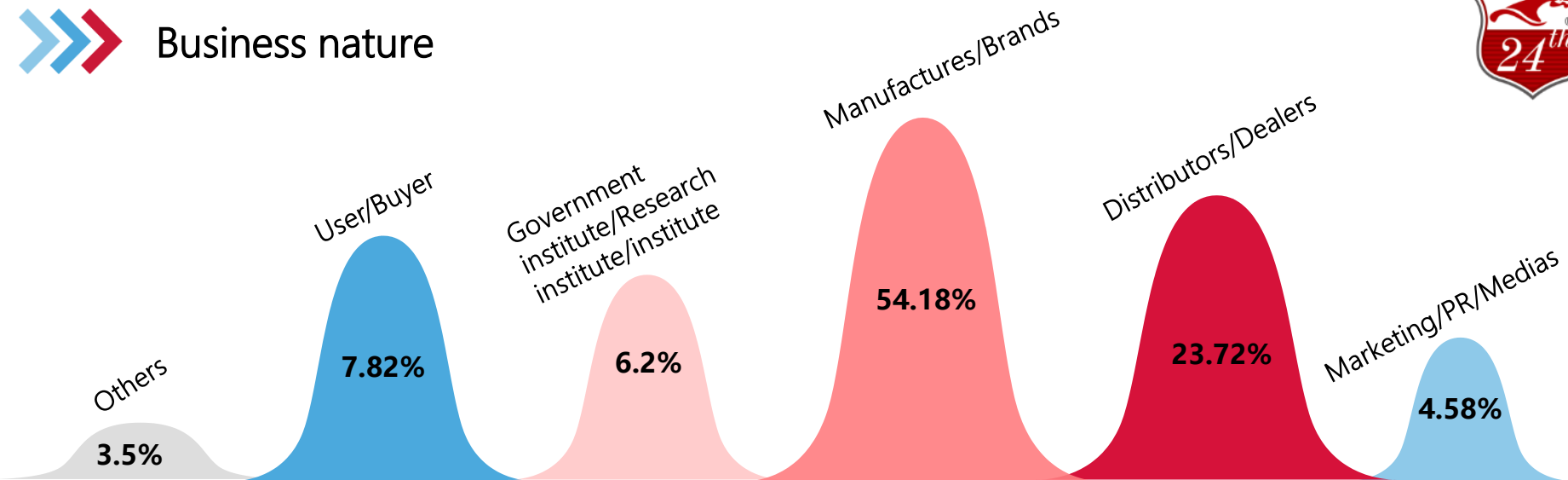
Visitors from Hong Kong(SAR), Macao, Taiwan Region and other countries & regions



- ◆ The top 10 countries and regions with the highest number of visitors are: South Korea, Taiwan Region, Japan, Hong Kong(SAR), Australia, Thailand, Russia, The USA, Vietnam and Malaysia.



Business nature





Visiting purposes



20.56% Consolidate contacts with suppliers/partners

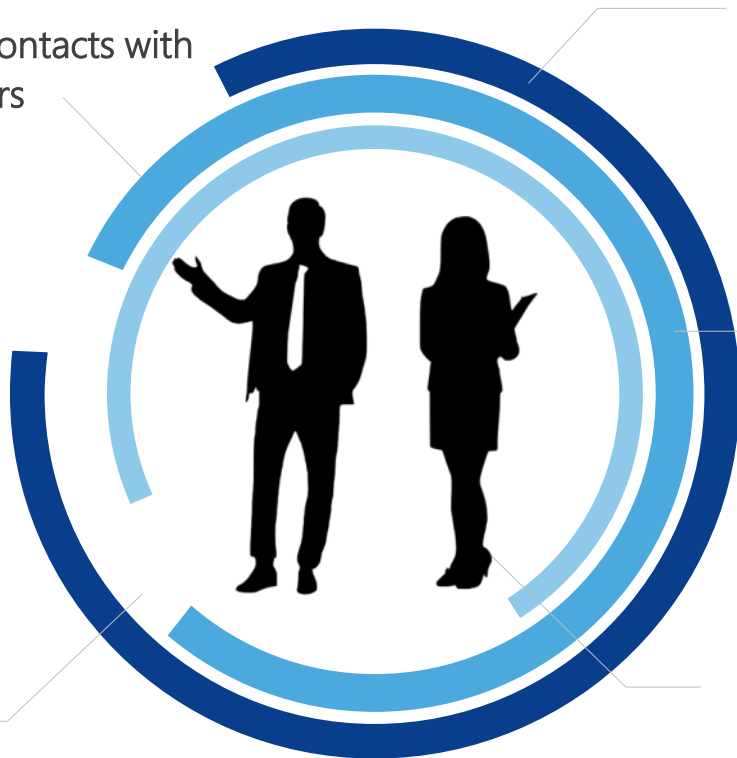
17.41%
Collect market information

17.96%
Place orders

13.89%
Seek new suppliers

17.59%
Source new products

12.59%
Seek franchisors / principals



PART-02

Exhibitors

The exhibition attracted more than 600 premium exhibitors from 18 countries, such as Beneteau, Jeanneau, Suzuki, Honda, Mercury Marine, Palmbay, Blue Whale, Vast Ocean, Ocean Mater, Shang Yuan, Yu Chai, 3M, UFLEX, Hidea, Garmin, Next Wave, Jiwu Technology, Parsun, Tritex-Tripower, Xin Yue Lian Hui Electronic, Holylight, Ocean Equipment, Mastervolt and so on. Exhibited real boats, boat equipment and accessories, dock equipment and whole chain products of boat industry.





Part of the exhibitors list (Ranked in no particular order)



18

Countries and regions



600+

Premium exhibitors





What exhibitors say

◆ Lou Xingchao, General Manager of Suzhou Palmbay Trade Co., Ltd.

CIBS2019 moved to NECC(Shanghai), close to the HongQiao hub, so it's more convenient to exhibitors from other cities in terms of transportation. Besides, both the quality and quantity of visitors had been improved this year and it brought lots of ideal potential buyers for exhibitors.

◆ Guillaume Andrebe, Sales Manager of Beneteau Asia Pacific

As a western brand, Beneteau is one of the first boat manufactures entering into China market, since then we have been constantly exporting boat and sailing culture to China. The exhibition and halls this year are splendid, they gave us full of confidence about China market and we are sure will return to CIBS next year!



◆ Li Dongliang, Marketing of BRP Shanghai

The exhibition center that CIBS moved into this year is a hall hosting plenty of high level exhibitions, which proved that CIBS has achieved a higher level, the atmosphere was even more lovely on the first day, and attracted lots of visitors from both in and out of boat industry. CIBS is more like a miniature of this industrial sector, and I have seen the steady development of the whole industry on this exhibition platform.



What exhibitors say

◆ Bill McEathron, General Manager of Mercury Asia

CIBS successfully advertised and promoted the boat industry. We are one of the first companies to attend the exhibition, the scale this year is tremendous, there are many unexpected events on site, and the reactions of visitors are excited. I'm glad to see that fishing, water sports and diversified lifestyles engaged into Chinese visitors' life.

◆ Zhao Weijun, General Manager of 3M China

It's delighted that we found an increasing number of Chinese visitors willing to try boats as a lifestyle, I believe boat will be the next hot spot in lifestyle. 3M always serves the public with innovative concepts, this year our appearance at the CIBS offers 3M an opportunity to meet more people from the industry, and also gives the brand itself more exposures.

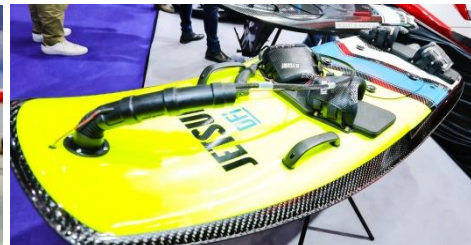
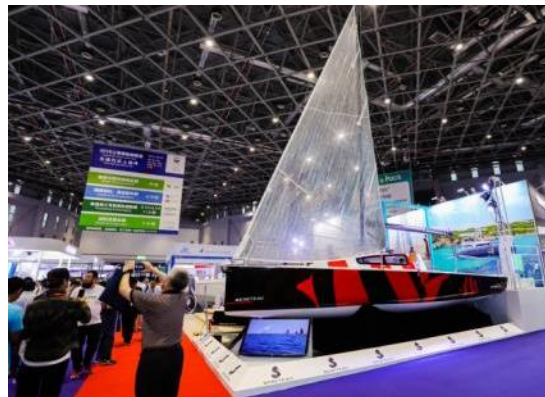


◆ Wu Jianping, Sales Manager of Haining Vanmo New Material Technology CO.,Ltd

Boat industry has always been developing steadily. With the improvement of domestic technology and updating of materials, the original high-end boats are gradually becoming civilian, so I am fully confident with the domestic market. This year, the organizer did specific marketing in leading visitors and doing marketing promotions, bringing us many specific visitors including manufactures and distributors.



A glance on some exhibits on site



Exhibits on CIBS2019 included real boats, boat equipment and accessories, relevant services of boats, water sports products and so on that covered the whole industry chain. It offered a one-station purchasing platform of waterfront leisure.



(Scan and see more fantastic exhibits!)



A glance of good news on site



Jeanneau, Blue Whale, Vastocean, I-Marine and several famous boat brands received orders at the exhibition, which proved the lively atmosphere of the show. Besides, Tourist, KuanDa, LongCui, AiLvTu, SiQu, YuanMei(the dealer of Maxus) and JingHang RV all had quite good sales performances.



PART-03

Highlights

During the four days, there were totally more than 150 events on CIBS2019 in NECC(Shanghai), including professional forums(China International Forum on Boat Industry Development), water, lure and other different kinds of themed experience events, In Water Exhibition Area in Qingpu District, the 12th Sailing for Kids' Charity Regatta and so on which offered visitors an immersive interactive experience.





Industrial Forums



The exhibition this year also had a discussion forum named *China International Forum on Boat Industry Development*, more than 10 experts from the industry gathered on the forum to share new ideas, directions and opportunities for the structure transformation and upgrading of boat industry. The forum contents included the *Developing of Boat Industry, Boat and Cruise Culture, Advanced Technologies of Boats* (smart boat, intelligent manufacturing, green manufacturing, recycling energy applications, specifications of new regulations) and boat equipment technologies, etc., aimed at promoting the development of the new industrial pattern, so as to provide quality equipment and services for the better life.





Fantastic experience events



◆ The 12th 'Sailing for Kids' Charity Regatta

Sailing for Kids' Charity Regatta origins from DianShan Lake since the April of 2008 and was held every year, it was organized under CIBS, and committed to raise funds for public interest organizations and projects which serves children. 2019 is the 12th year of the charity regatta, after more than 10 years of persistency, the regatta cooperated with many public interest organizations, helped millions of children with autism, children of migrant workers, children in less developed areas and so on, having raised nearly RMB 500,000.

◆ Water exhibition area in Qingpu District-- Hainan Xinghan Yacht Developed Co., Ltd (Shanghai) Operation Center

CIBS2019 further strengthened the core theme of "Water Culture", the exhibition cooperated with the government of QingPu District and opened a special water exhibiting area in QingPu — Hainan Xinghan Yacht Developed Co., Ltd (Shanghai) Operation Center. It extended the carnival from indoor to outdoor in water distinct experience area through the link of two places and the combination of water and front. Visitors are able to experience more activities such as kayaking, power boats, paddle boards, seaplane and so on.





Fantastic events of the same period



Originated from CIBS, the Lifestyle Show gradually becomes the main force of the exhibition, after launching the Lure Fishing, On Water Sports, Themed Travel, RV Camping, Parent-child Recreation, Fitness & Health Care and so on topical sub-shows, the exhibition overturned the traditional mode, combined with multi-dimensions and cross-border exhibits , focusing on visitors' immersive interactive experience on site. There're hundreds of fantastic events together with KOL's sharing on site.

2019 上海国际路亚钓鱼及装备展览会 Shanghai International Lure Fishing Show 2019

活动名称	活动展位号	活动地点
中国路亚技巧挑战赛	8H-A5	中国首届路亚技巧大赛，是上海国际路亚展首创的路亚运动岸上技巧竞赛，将会是 2019 上海国际路亚展重点的活动之一，比赛通过 4 个环节考验路亚选手的基本功和作钓水平，并向全国路亚爱好者进行全天直播。
路亚大咖 T 台秀	8H-A4	各路路亚品牌齐聚上海携手知名钓手进行作钓分享、新品发布、品牌时尚秀，每 30 分钟一次福利分享，乐趣多多。
水星冠军会客厅	8H-1E48	水星海事中国独家冠名的冠军会客厅，邀请百位路亚明星进行直播访谈，讲述他们的路亚故事！
路亚有好货	8H-A3	路亚有好货是上海国际路亚展与淘宝陆城一起合作打造的路亚产品展示平台，汇聚各色各样路亚爆款精品，由知名钓手进行全网直播和互动，好货尽收眼底。
路亚·拍！拍！拍！	8H-A4	“路亚·拍！拍！拍！”是由中国著名路亚钓手蔡中豪先生独立创办的一项路亚公益拍卖活动，整合近 100 个路亚知名品牌通过拍卖的方式回馈路亚爱好者，并希望通过此次活动把一些路亚产品的实战经验和环保理念推向更多的路亚爱好者。
路亚嘉年华	8H-1F09	路亚抛投教学、路亚拟饵 DIY、拟饵以旧换新活动、路亚夏令营、拟饵绘画、路亚亲子秀等。

狩猎旅游主题展区 Hunting Show	
地点：8.1 号馆 8H53	
游猎分享会	
活动看点：国内外优质游猎线路分享，给予猎迷们专业猎猎去处推荐。	
游猎标本制作展	
活动看点：动物多样性生态体验。	

长三角水文化节
水上音乐会
活动看点：南北民谣金曲可唱可跳可舞可演，最佳音、度唱舞、

亲子嘉年华
活动看点：“为了孩子，从我做起”，是亲子嘉年华的宗旨，也是亲子嘉年华的宗旨，是亲子嘉年华的宗旨，是亲子嘉年华的宗旨。

扫码二维码
获取更多活动详情

食材展 2019 第六届中国国际现代农业品牌产品展
暨第一届品牌农产品博览会
The 6th Shanghai International Modern Agricultural Brand Products and One Country and One Product Construction Exhibition

日期	时间	地点
8月20日	9:00-10:00	2019 上海·上海国际现代农业品牌产品展暨第一届品牌农产品博览会（开幕式）
8月20日	13:00-14:00	“一带一路”品牌农产品展销暨对接洽谈会
8月21日	9:00-16:00	食材展 2019 第六届国际现代农业品牌产品展
地点：8H-A4 展位区		
8月21日	8:30-12:00	2019 中国·上海国际现代农业品牌产品产业博览会
8月22日	9:00-11:00	中国动物类商品展览会

2019 上海国际水上运动展览会 Shanghai International Water Sport Show 2019

水上运动嘉年华		
地点：8.1 号馆 8H-B1		
6月20日		
时间	活动主题	合作方
10:00-11:45	《轻便生活，小艇愉悦生活》	威海朝阳船舶开发有限公司
12:00-13:00	水平面随心畅游，享受——“夏”	深圳亿通视界科技有限公司
13:15-13:45	OJET 电动水中载人飞行器展示活动	北京章鱼智控科技有限公司
14:00-15:00	Vaquita 瓦浪桨板推进器体验 -- 带老婆带孩子玩 SUP 桨板的神器！	东莞亿动智能科技有限公司
15:15-16:45	哈威飞翼体验表演	深圳市哈威飞行科技有限公司
6月21日		
10:00-11:00	清凉水上活动，乐划桨板瑜伽团体	东群休闲运动用品（上海）有限公司
11:00-11:45	OJET 电动水中载人飞行器体验活动（VIP 专享）	北京章鱼智控科技有限公司
12:00-12:50	哈威飞翼体验表演	深圳市哈威飞行科技有限公司
13:00-14:30	2019 年水上浮毯竞速跑 - 有奖赛	山东晨阳体育产业有限公司
14:30-15:00	OJET 电动水中载人飞行器展示活动	北京章鱼智控科技有限公司
15:15-16:15	Vaquita 瓦浪桨板推进器体验 -- 带老婆带孩子玩 SUP 桨板的神器！	东莞亿动智能科技有限公司
16:30-17:30	水平面随心畅游，享受——“夏”	深圳亿通视界科技有限公司
6月22日		
10:00-13:00	《轻便生活，小艇愉悦生活》	威海朝阳船舶开发有限公司
13:15-13:45	OJET 电动水中载人飞行器体验活动（VIP 专享）	北京章鱼智控科技有限公司
14:00-15:00	Vaquita 瓦浪桨板推进器体验 -- 带老婆带孩子玩 SUP 桨板的神器！	东莞亿动智能科技有限公司
15:00-16:00	哈威飞翼体验表演	深圳市哈威飞行科技有限公司
6月23日		
10:00-13:00	青少年 SUP POLO 水上马球对抗赛	上海指向体育策划有限公司

PART-04

Media Promotions

CIBS2019 cooperated with several main media platforms like Tencent, TouTiao, Weibo, NetEase, etc., and it worked with famous industrial magazines such as Oceanway, Yachting, Apex Manual, China Ship News and Ship Engineering, it also used WeChat and all kinds of application channels to spread out the latest news of the exhibition, and provided full ranges of brands exposures to the visitors.





Full channels, online and offline linked promotion



Traditional media

80+ cooperated printed media, active covered by 115 mainstream media, rolling news on authoritative homepages, 500 articles in total.



Online media and APP online transmitting

Covered the national PV value, the peak broke 10 million, the total news reading amount hitting nearly 2.7 million.

Medias Matrix

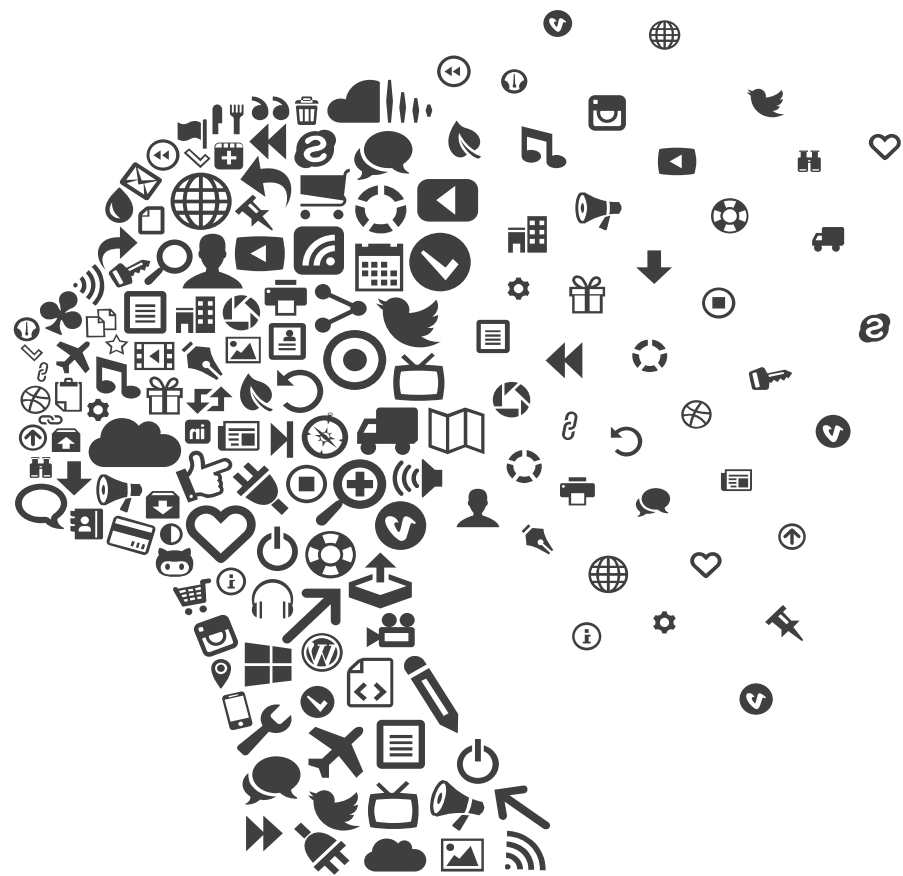


Official Channel

Official website visiting: 95,600PV
Official WeChat followers: 58,536
Total reading amount on WeChat (March 2019-June 2019): 77,216 times



Other Social Media channels





Full ranges of promotion from main social media platforms

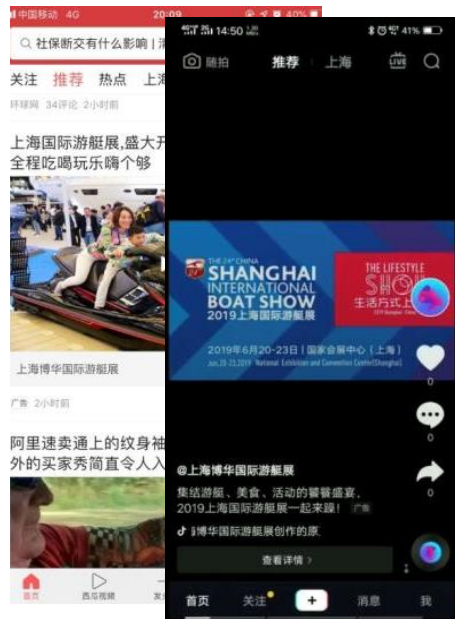


Tencent



Eight screens joint cast & information flow & Tencent community
Total exposure: 5,426,880

Toutiao



TouTiao flow & DouYin & Xigua Video matrix
Total exposure : 4,071,309

Weibo



Weibo Fans Pass and Fan Headlines
Total exposure : 2,044,470

Tencent interview



Media

Online main media

Tencent 腾讯

头条 今日头条
信息创造价值

新浪微博

Baidu 百度

知乎
www.zhihu.com

网易 新闻

360
WWW.360.CN

Cooperated industrial media

OCEANWAY
海之蓝

游艇业 CHINA
YACHTING

巅峰天下 APEX MANUAL

ABSOLUTE
绝对

目标 TARGET

国际船舶网
eworldship.com

龙之船人
www.longship.com

海事服务网
cnss.com.cn

YOUTING.COM

中国水运研究网
www.cqdr.com

中国海洋工程网
www.shiasefchina.com.cn

港口船舶服务
www.servestip.com

船舶工程
SHIP ENGINEERING

去展网
QUFAIR.COM

展网
EXHIBIT

中国船检
CHINA SHIP SURVEY

中国船舶报
CHINA SHIP NEWS

CnshipNet.com
中国船舶网 中国船舶行业服务平台

(inside)marine

BARCHE

YACHTWAY
THE ELEGANT LIFESTYLE MAGAZINE

IBI

EXPOPROMOTER

FINEX
FINANCIAL NEWS

KIBS
Korea International Boat Show

Yachting

全球游艇网

IFBSO
THE BOATING ASSOCIATION OF SINGAPORE

UCINA
UAE YACHTING INDUSTRY ASSOCIATION

BoatingIndustry

Collection

tradeindia.com

SUPERYACHTS
CHINA

Phuket News

MARINOWORLD

عالم اليخوت
THE WORLD OF YACHTS

CHARTERWORLD

天天房车
www.dayrv.com

路亚族网

绿野 户外我的生活
www.lyvs.com beta

路亚时代
LURE TIMES

RV26

TK

古露营网

路族体育

on

露营天下

TC
TENT CAMPING

露营天下
www.campave.com

中国露营网
SI LuYing.com

房车之家
WWW.RV26.COM

G
古露营网

古露营网
www.guluying.com



March 31 - April 2, 2020

See you in NECC (Shanghai)!

➤ Booth consulting

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