



# THE 24<sup>th</sup> CHINA SHANGHAI INTERNATIONAL 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

## 2019上海国际游艇展



[www.boatshowchina.com](http://www.boatshowchina.com) | [www.xiugle.com](http://www.xiugle.com)

2019年6月20日-23日 | 国家会展中心（上海）

Jun.20-23,2019 | National Exhibition And Convention Center ( Shanghai )

同期举办 | Concurrent Show:



主办单位 | Organizer:

CBITA





亚洲游艇全产业链旗舰展

# NAVIGATOR OF ASIAN LEISURE BOATING

享有“亚洲游艇全产业链旗舰展”美誉的 2019 中国（上海）第二十四届国际船艇及其技术设备展览会（暨 2019 上海国际游艇展），是国内历史最悠久的综合性游艇展，展出品类包括游艇及服务、游艇设备及配件等。

展会自 1996 年的成立至今历经了 23 年的沉淀和锤炼，被视为中国游艇行业风向标，为游艇制造商、游艇设备商、游艇俱乐部等覆盖游艇全产业链机构及水上休闲等相关领域的企业、机构提供了最有价值的贸易平台之一。

As the most comprehensive and longest established boat & yacht exhibition in Asia, the China (Shanghai) International Boat Show (CIBS) is ready to kick start its 24th edition which covers Boats & Related Services and Boat Equipment & Accessories.

Inaugurated in 1996 and known as the industry navigator in China, CIBS 2018 is a commercial and creative blend of exhibitors and activities which provides one of the most valuable trade platform to yacht & boat builders, equipment manufacturers, yacht & boat clubs as well as all related businesses, companies and institutions from the whole boating and leisure water industry chain.





# 2018 REVIEW 2018 回顾



CIBS2018 在上海新国际博览中心 W3-W5 馆隆重召开，55000 m<sup>2</sup>呈现了游艇全产业链全景，汇集来自新西兰、意大利、澳大利亚、韩国、中国台湾、中国香港等 15 个国家及地区的 609 家展商，同比增长 42.3%，诸如博纳多、杰特赛特、亚诺、飞驰、欧尼尔、水星海事、雅马哈、铃木、嘉陵本田、海的、佳明、马卡和百胜等重量级实船及船用设备展商加盟，共有 300 多艘实船进行现场展示，涵盖帆船、动力艇、钓鱼艇等，而在设备板块，舷外机、导航、五金、材料等都有展品呈现，覆盖游艇全产业链。展会吸引了来自全球 70+ 个国家和地区的买家及观众 35,061 人次，同比增长 15.2%。

CIBS2018 was held in Shanghai New International Expo Center, 55000 m<sup>2</sup> displayed the panorama of boat industry chain. Established industry players like Beneteau, Jetset, Jeanneau, Speedo, OMNIA, Mercury Marine, Yamaha, Suzuki, Jialing Honda, Hidea, Garmin, Maka, Parsun and many other boat, yacht, equipment exhibitors gathered together at CIBS2018 from both domestic and 15 overseas countries and regions including New Zealand, Italy, Australia, South Korea, Taiwan, HK. They displayed over 300 boats/yachts such as sailing boats, power boats and fishing boats. Boat equipment like outboard motors, navigators, hardware and other materials was also presented. The exhibited products covered the entire industry chain. The show attracted 35,061 visits from over 70 countries and regions with an increase of 15.2% compared to 2017.

## EXHIBITION BRANDS 参展品牌



# EXHIBITOR QUOTES 展商视角



**John Pfeif**  
水星海事全球总裁  
Mercury Marine, President

我还记得我个人第一次来上海参观游艇展的时候是十年前。这次是时隔十年我再次来到上海。在亲眼目睹这届 CIBS 前,我是很难想象 CIBS 这十年间的变化之大,以及如今 CIBS 规模之大且如此之专业。我觉得这完全能说明大众对游艇行业的兴趣在增长,也反映了中国游艇行业在不停发展。

The first time I personally came to Shanghai for the boat show, It was 10 years ago and this is my first time back after 10 years. And it's unbelievable how much the show has developed and how big and professional it has become. I think it's really a statement on the interest in boating and how it's growing in China.



**Thibaut**  
博纳多亚太区执行总监  
Executive Director of Asia Pacific

CIBS 是中国最资深的游艇展,我们从 CIBS 开始的第一天起就与其建立起合作关系,至今已有 23 年。我们之所以愿意成为 CIBS 的忠实伙伴,是因为 CIBS 在中国的游艇行业内扮演着极其重要的角色,我们对今年的展览馆也十分满意。之后,我们会期待与 CIBS 继续共同成长。

CIBS is obviously the longest standing boat show in China,we participated this show since the very first day.It is playing a very important role to grow the boating industry chain in China. We wish CIBS a long future,and for sure we will stay and we are committed to grow with CIBS.



**Jonathan Givelin**  
杰特赛特海洋总经理  
Jetset Marine, Managing Director

这是我们连续第四年参加上海国际游艇展了,上海国际游艇展是国际上最重要的游艇展之一,所以我们很开心我们能来。CIBS 的存在本身就是对游艇行业的推动,同时它的出现也在使普通观众们对游艇行业有了更多认识,也使观众了解更多游艇能给他们带来的有益之处。总之目前为止,我们对 CIBS 的印象良好。

This is our 4th year attending Shanghai International boat show. It's one of the key shows of the year so we are happy to be here and happy to support. I think the show itself is very important to promote yachting and for people to be educated to understand better what yachting can do for them and the benefits of it.

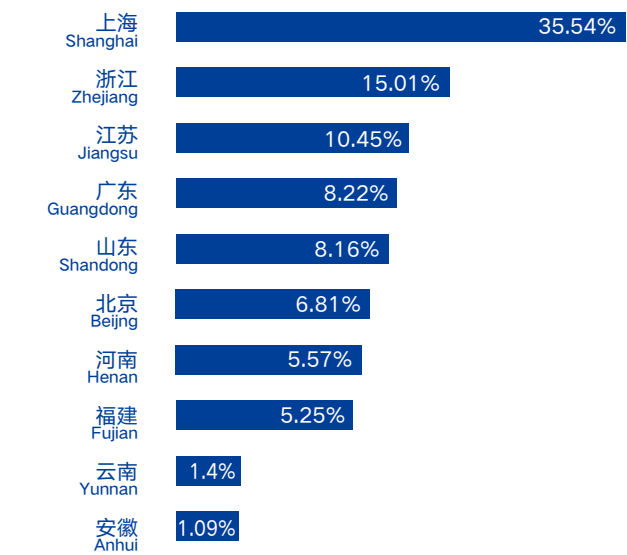


**谭琦**  
GARMIN 亚太航海事业部区域销售经理  
GARMIN, Regional Sales Manager  
of Asia Pacific Marine Group

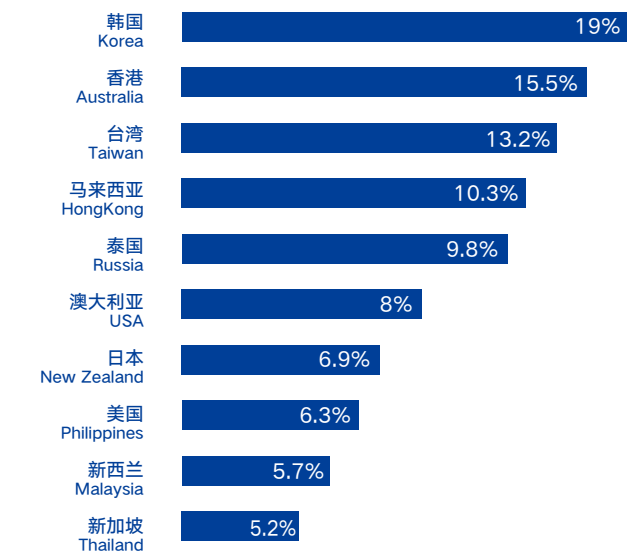
上海国际游艇展对于 GARMIN 来说就像十几年的老朋友,我们非常注重国内市场,而上海游艇展就是一个将 GARMIN 最新科技和产品带给国内广大游艇用户的最佳平台,它很好地衔接了设备配件从业人员和用户之间的纽带,对我们品牌的树立和产品的推广都起到了推波助澜的作用。

CIBS is like an old friend to Garmin. As we value China market very much, CIBS is the best platform for Garmin to showcase our latest technology and products to domestic yacht lovers, and also a bridge that connects industry professionals with users which greatly helps us to build our brand and promote our products effectively.

国内观众 TOP10 地域分布信息  
TOP 10 DOMESTIC VISITORS



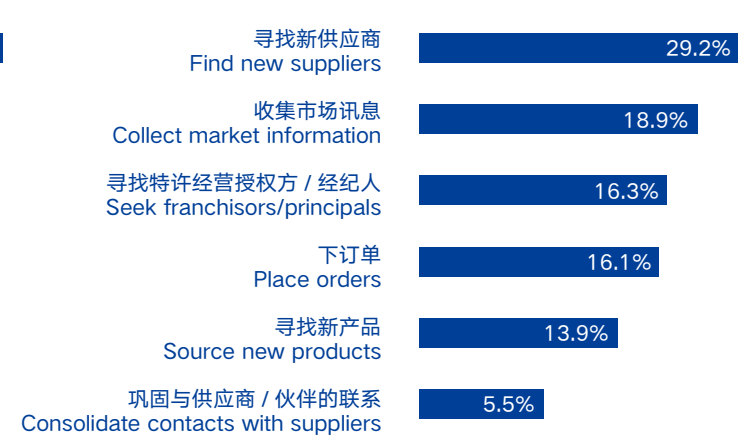
国际观众 TOP10 地域分布信息  
TOP 10 INTERNATIONAL VISITORS



观众业务性质  
INDUSTRY ANALYSIS



观众参观目的  
PURPOSE OF VISIT



VISITORS  
ANALYSIS  
观众分析

VISITORS  
ANALYSIS



# NEW 新品首发 ARRIVAL

作为亚洲游艇全产业链旗舰展，上海国际游艇展成为众多知名品牌进入中国，新产品首发、新技术亮相的首选之地。部分首发活动如下：

As a leading Asian yacht industry chain exhibition, China (Shanghai) International Boat Show has become the first choice of platform for numerous famous brands to enter the Chinese market, launch new products and new technologies.

## 部分首发活动

- ❶ Prestige 520 新品发布会
- ❷ 水星海事全球首发最新柴油机系列产品
- ❸ 铃木发布新型 DF325A 舷外机
- ❹ Sessa Fly 47 新船交接仪式
- ❶ Prestige 520 - New Product Launch
- ❷ Mercury Marine launched their new FourStroke engines globe-widely
- ❸ Suzuki launched DF325A Outboard Motor
- ❹ Sessa Fly 47 New Boat Handover Ceremony

3

4

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1





# HIGHLIGHTS OF 2018 亮点活动

## 专业论坛 Industry Forum & Seminars

### • 2018 中国国际游艇产业发展论坛

论坛纵观国际和国内游艇产业发展历程，规划游艇产业发展之路，部分议题如下：

1. 中国游艇产业发展概述
2. 休闲旅游产业下的游艇刚需机会
3. 游艇内装设计模块化及新材料发展趋势
4. 游艇业态有关新能源应用的思索

### • 2018 China International Forum on Boat Industry Development

This forum makes a general survey of the developing progress of international and domestic boat industry, maps out the industry development pathway, part of topics as following:

1. Development of Yacht industry in China
2. Rigid Demand Opportunities for Boats in Recreational Tourism industry.
3. The Trend of Material and Modularization in Yacht.
4. Yacht Business State Related to New Energy Thinking.



### • 促进游艇产业及装备发展座谈会

论坛旨在贯彻落实国务院印发的《“十三五”旅游业发展规划》，研究制定《关于促进游艇旅游发展的指导意见》，培育发展游艇旅游大众消费市场，促进开展游艇租赁业务，推动我国游艇产业及装备发展。

### • Boating Industry Development Promotion Seminar

This seminar aims to further implement the <13th 5 year Tourism Development Planning>, study the <Guidelines on Promoting the Leisure Yacht Tourism Development>, encourage the development of leisure yacht tourism market, develop the yacht leasing business and contribute to make China leisure boating industry move forward.

## 2018 亚洲游艇行业颁奖盛典 Asia Marine Boating Awards 2018

作为亚太地区游艇行业的风向标——2018 亚洲游艇行业颁奖盛典在位于北外滩的上海苏宁宝丽嘉酒店盛大举办，晚宴现场精英荟萃，100 逾位企业家、游艇爱好者、船东和艺术家，还有各界意见领袖莅临，把酒言欢切磋技艺。盛典颁发了包括游艇制造商、游艇会、航海城市及对游艇行业有重要贡献的 12 大权威奖项，AMBA 2018 既是对行业标杆企业的表彰，更是一次行业回顾和总结。

Asia Marine Boating Awards (AMBA) 2018 was held in Bellagio Hotel Shanghai which located in the North Bund. As the marine industry indicator, AMBA gathered more than 100 entrepreneurs, amateurs in marine industry and the boat owners, boat designers as well as the leaders in other enterprises, presented over 12 awards to whom made important distributions in Boat Manufacture, Yacht Club, Sailing City and other fields of Boat Industry. AMBA 2018 was not only an award ceremony, but also a review and summary to marine industry.



## 2018 慈善帆船赛 2018 Charity Regatta

为了孩子，扬帆起航”慈善帆船赛始于淀山湖，自 2008 年 4 月起，每年一届，依托上海国际游艇展，致力于为服务儿童的公益组织和项目筹募资金，慈善帆船赛包含体验日和比赛日，对于观众来说可以现场体验帆船以及其他亲子类互动活动，对于专业帆手来说是一场以爱为名的帆船比赛，通过比赛的形式筹集善款。

2018 Charity Regatta originally started at Dianshan Lake, since April 2009, an annual event held alongside the China (Shanghai) International Boat Show. It aims to raise money for children charity organizations and programs. Including Experience Day and Competition Day, 2018 Charity Regatta can be parent-child recreation event for families as well as charity race for competitors.





# CONCURRENT SHOW 同期举办

## THE LIFESTYLE SHOW 生活方式上海秀 2018 Shanghai · China

CIBS 独特衍生以水上休闲为特色，倡导生活方式的 B2B2C 的 2018 生活方式上海秀，涵盖水上运动、路亚钓鱼、房车露营、主题旅游、亲子休闲、尚品生活等七大板块，革新传统展会的理念，多维度的空间 + 跨界的展品组合，给大众带来生活方式新体验。

Over its 23-year history, CIBS has morphed from an industry boat show to one that now encompasses water leisure lifestyles and derived a B2B2C show - The Lifestyle Show which covers 7 sectors: water sports, lure fishing, RV camping, themed travel parent-child recreation and elite life. The myriad business transactions, massive crowds, enthusiastic participants and exuberant exhibitors are testament to the event's success which brought a whole new experience to our visitors.



水上运动 Water Sports



路亚钓鱼 Lure Fishing



房车露营 RV Camping



主题旅游 Theme Travel



亲子休闲 Family Recreation



尚品生活 Elite Life



# SPONSORS & MEDIA

## 赞助商与媒体

**特别鸣谢**  
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**GENERAL MEDIA PARTNERS**



# 2019 OUTLOOK 2019 展望

# 2019 RELOCATION 2019 迁址

2019 上海国际游艇展移师国家会展中心（上海）

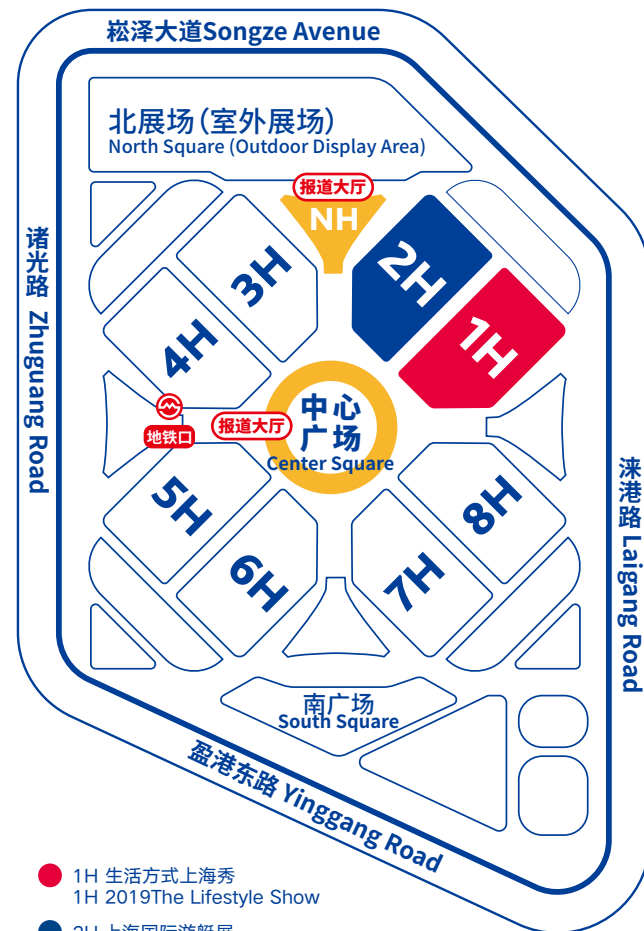
**地址：**上海市青浦区崧泽大道 333 号

**同期举办：**生活方式上海秀、博华旗下的制药展  
（CPHI/HIC/NPC）

The China (Shanghai) International Boat Show 2019  
will be moving to the National Conference and Exhibition Center (Shanghai)

**Address:** 333 Songze Avenue, Qingpu District, Shanghai

**Concurrent Shows:** The Lifestyle Show (Shanghai), CPhI  
China, HIC China, NPC China



- 1H 生活方式上海秀  
1H 2019The Lifestyle Show
- 2H 上海国际游艇展  
2H CIBS2019
- 2 号线地铁出入口  
entrance of line2

## 新址优势 ADVANTAGES OF NEW VENUE

- **超大展览面积**  
综合体可展览面积 50 万平方米，包括 40 万平方米室内展厅和 10 万平方米室外展场。
- **超便捷交通**  
2 小时内可到达长三角各重要城市，虹桥高铁站和虹桥机场可通过地铁 2 号线 10 分钟内直达展馆。
- **超高展示空间**  
1H 和 2H 馆均为单层无柱展厅，可容纳 50 英尺游艇。
- **超丰富会议场地**  
90-400 平方米的小型会议室 42 个，400-600 平方米的中型会议室 8 个。

- **More Display Area**  
NECC's complex has total 500,000 square meters exhibition area including 400,000 square meters indoor and 100,000 square meters outdoor.
- **More Convenient Transportation**  
Reach to important cities in Yangtze River Delta within 2 hours;  
Reach to Show Venue within 10 mins by Metro Line 2 from Hongqiao Railway Station and Hongqiao International Airport
- **Higher Display Space**  
Pillar-free exhibition hall is perfect for boat display which can accommodate up-to 50' high boats.
- **More Meeting Rooms**  
New venue contains 42 small meeting rooms (Area varies from 90 – 400 square metres) and 8 large meeting rooms (Area varies from 400-600 square metres)



# 2019 EXHIBITS

2019 展品



## Hall 2H 游艇及设备配件

### BOAT & BOAT EQUIPMENT

#### 游艇及服务 | BOAT AND RELEVANT SERVICES

超级游艇 / 高速船艇 / 动力艇 / 公务艇 / 帆船 / 其他类型船艇

Super Yacht/High Speed Boat/ Power Boat/ Work Boat/ Sailing Boat/ Others

#### 游艇设备及配件 | BOAT EQUIPMENT AND ACCESSORIES

配套设备及传动装备 / 零配件 / 发动机 / 驱动器 / 推进系统 /

码头设备 / 游艇相关服务 / 拖车及配件

Supporting Equipment & Transmission Equipment/Spare Parts & Engine/ Drive/Propulsion System/  
Dock Equipment/ Yacht Related Services/Trailers and Accessories



## 生活方式上海秀 Hall 1H

### THE LIFESTYLE SHOW

房车露营 / 主题旅游 / 路亚钓鱼 / 水上运动 / 亲子休闲 / 尚品生活 / 康体健身  
RV Camping/Theme Travel/ Lure Fishing/ Water Sports/Family Recreation/Elite Life/Health-care



# B2B 新媒体平台 MARKETPLACE

www.xiugle.com

独立 B2B 网站 构筑“互联网 + 展览”新时代

Xiugle.com是上海国际游艇展 O2O 平台,与博华家、装、休 4 大展览版块共享 160 个国家百万高端受众群体大数据,发布游艇休闲资讯、搭建企业产品展厅、汇聚精英思想观点、引领休闲生活方式。

www.xiugle.com

The Leading Online B2B Marketplace of Hospitality Equipment & Supply Xiugle.com

It is the O2O platform of CIBS, share million visitors from 160 countries with UBM Sinoexpo Hotel and Leisure, releasing yacht and leisure information, building enterprise products exhibition hall, collecting elite ideas and guide leisure lifestyle.



微信号: CIBS\_Shanghai

Wechat: CIBS\_Shanghai



上海国际游艇展官方服务号,把脉游艇行业发展趋势,构建游艇实船和船艇设备及配件等全产业链的信息交流平台。

CIBS\_Shanghai is CIBS' WeChat (the largest social media network in China) official subscription account, which acts as weather vane in this industry and provide a featured global networking platform for boats, yachts and equipment & components suppliers.



# OUR 我们的优势 ADVANTAGES

A

上海国际游艇展 (CIBS) 至今成功举办 23 届, 亚洲历史最悠久, 参展品类覆盖游艇全产业链。

As the most comprehensive and longest established boat & yacht exhibition in Asia, which covers the whole boating industry chain, CIBS has been successfully held for 23 years.

C

主办方上海博华国际展览的母公司博闻集团 (UBM) 与英富曼集团 (informa) 合并, 携手打造国际领先的 B2B 信息服务集团, 将引入更为广泛的 B2B 市场能力和国际优势资源。

Organizer - UBM Sinoexpo is a division of UBM plc. The combination between UBM plc and Informa plc will bring a one-step diversified global service for high-value business matching, quality market news and online trading networks.

E

主办方拥有百万级实时更新的海量优质观众数据库, 为游艇展精准提供潜在买家资源, 为现场带来优质观众提供良好保障。

A massive quality database of millions of professional buyers provides a featured global networking platform for suppliers and buyers in the boat industry.

B

IFBSO 国际游艇联盟铂金会员之一, 被美国商务部授予展览证书, 并被授予亚太地区最佳游艇展。

Platinum Member of IFBSO (The International Federation of Boat Show Organizers); Granted 'Best Boat show in APAC' by United States Department of Commerce.

D

CIBS 的举办得到海外政府协会支持且拥有众多海外国家展团参与。

With supporting from overseas authorities, CIBS has been hosting national pavilions like New Zealand Pavilion, Australia Pavilion, Korea Pavilion, Taiwan Pavilion, and France Pavilion for a few years.

F

百余家行业以及大众媒体, 为展商进行线上线下全方位多元化的推广。

Hundreds of industry and mass media provide all-dimensional promotion.



## 展会管理 Show Management

上海博华国际展览有限公司

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电邮: Shirley.Sun@ubmsinoexpo.com

海外市场/销售: 沈淑瑞 +86 21 33392017

电邮: Shuree.Shen@ubmsinoexpo.com

Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

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Germany, Austria, Switzerland

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Fax: +34 651415284

Email: eduardo.teixeira@prored.es

# HIGHLIGHTS OF 2019 精彩亮点

- 新款船型亚洲首发
- 2019 亚洲游艇行业颁奖盛典
- 2019 中国国际游艇产业发展论坛
- 促进游艇产业及装备发展座谈会
- CIBS 行业早餐
- New Boats & Yachts Model Launches
- 2019 Asia Marine Boating Awards
- 2019 China International Forum on Yacht Industry Development
- 2019 Symposium on Promoting Yacht Industry Development
- CIBS Industry Breakfast

