



POST SHOW REPORT 2009

14th China (Shanghai) International Boat Show

16th – 19th April 2009

Shanghai Exhibition Center

www.boatshowchina.com



News Release—Curtains Fall with Amazing Sales Record in CIBS2009

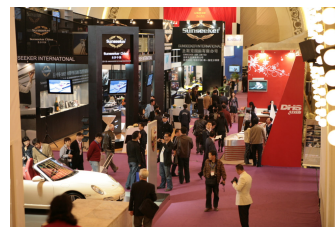


(April 2009, Shanghai, China) China International (Shanghai) Boat Show (CIBS) concluded its 14th edition with amazingly high sales regardless of the global economy downturn. CIBS 2009 was honored to host up to 380 brands exhibiting, meeting 14,276 visitors and buyers from more than 47 countries and regions of the world. At the fairgrounds more than 200 real boats were displayed amongst more than half of the boats were 25 feet and up. A total of over 30,000 sqm exhibition space and on water display were occupied marking a milestone in the history of CIBS.



News Release

Major exhibitors included Ferretti Group, Azimut, Princess, Beneteau, Jeanneau, Brunswick, Sunseeker and Regal all give positive comments with satisfying sales and orders on CIBS 2009. Various types of small-size yacht brands from home and abroad also realize favorable sales results and great popularization in public visitors, broadcasting culture and fun of on-water leisure sports. "Visitors were from 47 countries and regions worldwide. Overseas visitors decreased slightly while domestic visitors grew notable in both quantity and quality. China performs comparatively stable in the global economy crisis, showing strong purchasing power, as well as a promising tendency of the industry development and recovery. CIBS hold the first-ever official on-water display area, which attracted a solid number of potential luxury yacht buyers and providing precious test drives on the downtown Huangpu River."





News Release

Considering current economy environment, the positive and encouraging results of CIBS 2009 give more confidence to overseas brands to spend more efforts on the Chinese luxury boat and boating equipment market. After 7 years of continuous participation at the exhibition, **the Italian Pavilion** has booked more space for its display next year. The French Federation of Nautical Industry, which have participated CIBS for five years in a row also give full recognition on the radiation of Shanghai boat show to the Asian area. The Japanese Boat Association, the first-coming friend this year, has also confirmed to book exhibition space of Japanese pavilion next year.





News Release

Additional to trade business and yacht display, a series of interactive events also attracted high attention by the CIBS 2009 visitors. Many family visitors with young children joined sailor-knot making game and watch OP boat rigging demonstration. The 2nd Shanghai Boat Show Charity Regatta successfully crewing gathered 35 sailboats competing on Dianshan Lake, which makes the regatta the largest non-official sailboat competition event in China. All foundations of this regatta will be donated to help domestic recovery program for children with autism.



The “China Yachting Industry 2009/2010” by China (Shanghai) International Boat Show & Marine Dragon Consulting (MDC) is also presented right before the CIBS 2009. Inquiry opens to all marine experts.



Audience

The four-day event attracted a total of **14,276** visitors, including **13,171** domestic visitors from **32** provinces and **1,105** overseas visitors from **47** countries and regions.

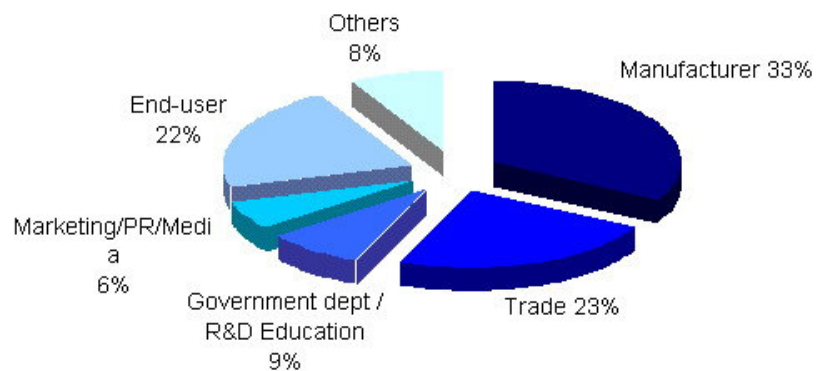
NO.	Province	Total
1	ShangHai	9952
2	JiangSu	973
3	ZheJiang	613
4	GuangDong	410
5	ShanDong	379
6	FuJian	165
7	BeiJing	179
8	LiaoNing	115
9	HuBei	60
10	TianJin	52

NO.	Countries/Regions	Total
1	Hong Kong	179
2	Korea	171
3	Taiwan	167
4	USA	138
5	Australia	110
6	Italy	82
7	Japan	29
8	Singapore	22
9	France	15
10	Germany	14
10	United Kingdom	14

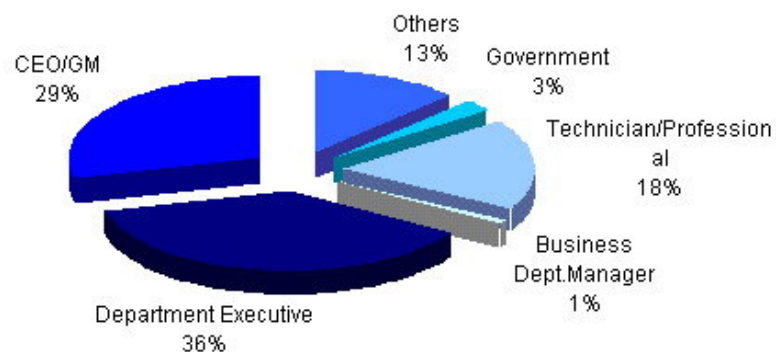


Visitor Analysis

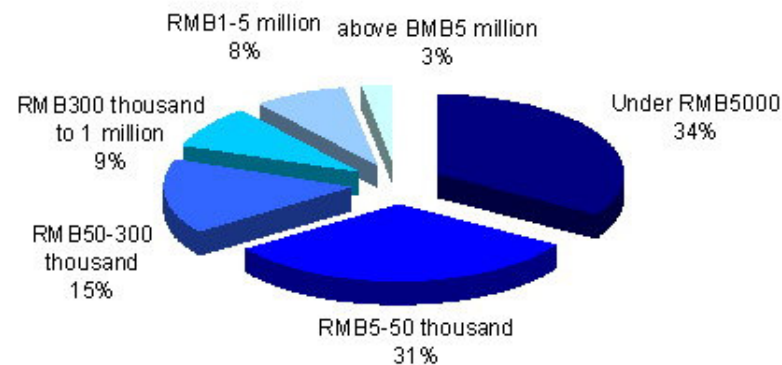
Visitor by Business Scopes



Visitor by Job Title



Visitor by Effective spend*



* the annual spend on leisure and on-water sports



Exhibitor Participation

380 exhibitors and brands from **20** countries and regions participated in the show. The countries of **France**, **Italy** and **Australia** were represented with national pavilions. In CIBS2009 the exhibition covered a total floor space of more than **30,000** sqm of floor space. We cooperated with Shanghai Yachting Club to set on-water exhibit area on the Huangpu River. The outdoor and on-water area for yachts featured about **200** real boats.

Nautical Associations



法国船舶工业联盟



Australian Government
Australian Trade Commission



Activities During the Show

Official Activities

Press Conference for CIBS 2009

April 09,2009

Shanghai Yacht Club



Opening Ceremony

April 16, 2009, 9:30 A.M.

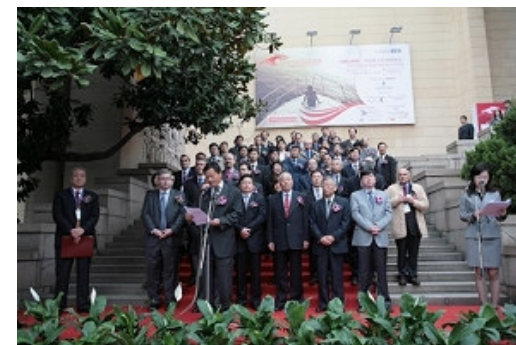
Fountain Square, SEC



CIBS2009 Gala Dinner / Asia Boating Awards 2009

April 17,2009

Le Royal Meridien Shanghai



2009 [Hottest Boat of the Year] voting Online voting at style.Sina.com.cn

March and April

Onsite voting at Press Center, West Wing, SEC



Activities During the Show

Conferences

China International Yacht Economy and Sight Water System Development Forum

International Conference on High Performance Marine Vessels 2009 (HPMV CHINA 2009)

April 17, 2009 Meeting Room, East Hall 2, SEC

Highlights On-site

SEARAY 50th Anniversary Ceremony

Press Conference with the China Cup International Regatta

Commercial Service American Consulate General & USA Exhibitors Cocktail

BENETEAU MonteCarlo 27 Launch Ceremony

JEBSEN GROUP Cocktail

JEANNEAU Buying Contract Signing Ceremony between Speedo Marine and Nine Dragon Club

JEANNEAU Regatta Press Release





Activities During the Show

On-water Activities



2009 Shanghai Boat Show Charity Regatta
April 18, 2009
Shanghai Water Sports Center

Yacht Test Drive on Huangpu River
April 16-19, 2009
Shanghai Yacht Club

Sailboat Try-Out
April 18-19, 2009
Shanghai Saimeng Water Sports Club

Family World

OP Boat Rigging Demonstration
OP Boat Painting Game for children
Sailor-Knot-Making Competition
“Sailboat Baby” Photo Show and Contest
April 18-19, 2009
Sailboat Club Section, West Wing, Shanghai Exhibition Center





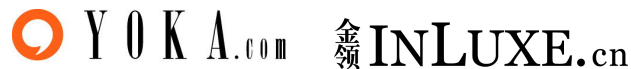
Media

Official Media Partners



Coverage

CIBS 2009 attracted a large variety of media to join and report, from industrial to public.





Over **600** news clippings and reports on CIBS have been collected before, during and after the event. In China the show was extensively covered by newspapers, magazines, websites, TVs and radios, **partially** listed as below:

Newspaper

Yangcheng Evening News	Xinmin Evening News	Wen Hui Daily	Wen Hui Po
International Business Daily	Ta Kung Pao	Shanghai Daily	International Financial News
Shanghai Evening Post	Youth Daily	China Business News	Jie Fang Daily

Magazine

Golf Wednesday	Hurun Report	Jumping	Travelling Scope
Noblesse	Airport	Marinetime China	Relux

TV & Radio

News Channel	Channel Young	East Radio	Radio Shanghai
ICS	Jingan Cable TV Channel	Radio China	Shanghai Traffic Radio

Internet

sohu.com	travelweekly.com	xinhuanet.com	prnasia.com
vogue.com.cn	cenn.cn	cctv.com	lux.17ok.com
chineseboating.com.cn	163.com	news365.com.cn	takungpao.com



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Supporting On-water Exhibit Area





China (Shanghai) International
中国(上海)国际游艇展 **BOAT SHOW 2010**
第十五届中国国际船艇及其技术设备展览会

8th -11th April, 2010

Shanghai Exhibition Center

www.boatshowchina.com



Shanghai Association of Shipbuilding Industry



China Boat Industry & Trade Association



UBM Sinoexpo International Exhibition Co., Ltd.



Shanghai Center for Scientific & Technological Exchange with Foreign Countries

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