

China (Shanghai) International
Boat Show 2008

中国(上海)国际游艇展
第十三届中国国际船艇及其技术设备展览会

Shanghai Exhibition Centre 上海展览中心
April 10-13, 2008 2008年4月10-13日

展后报告

Post Show Report

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上海船舶工业行业协会

Shanghai Association of Shipbuilding Industry

中国船舶工业行业协会船舶分会

China Boat & Trade Association

上海博华国际展览有限公司

Shanghai CMP Sinoexpo International Exhibition Co., Ltd.

上海对外科学技术交流中心

Shanghai Center for Scientific &

Technological Exchange with Foreign Countries

Official Media 指定媒体

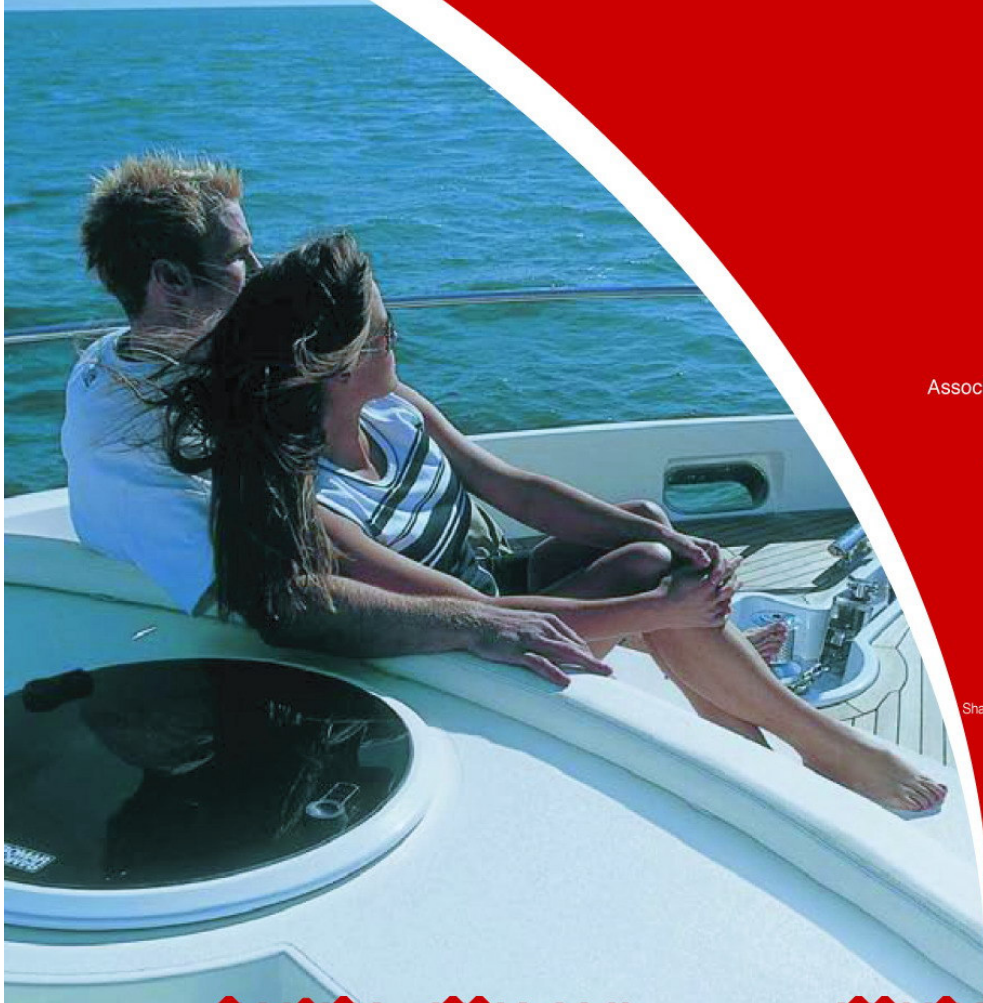
BOATING **BOATING**

中国船艇报
CHINA BOAT NEWS

新浪网
sina.com.cn

www.boatshowchina.com

www.chinaboatshow.com



Contents

Top Scores for CIBS2008.....	2
FACTS & FIGURES	3
Activities during the show	5
Highlights at CIBS.....	6
Acknowledgements	7
Media & Media coverage	8
Visitor analysis.....	9
Business.....	9
Job title.....	10
Effective Spend*.....	11
Countries & Regions.....	12
Contacts & further information.....	15
Exhibitor Registration Form.....	16

*The first time to analysis the annual spend on leisure and on-water sports from the visitors in China International Boat Show

TOP SCORES FOR CIBS 2008

Shanghai, 13 April 2008: The China International Boat Show CIBS closed its 13th edition on high notes. The show reached new heights, hosting 365 exhibitors with 400 brands on display. CIBS was attended by 14,050 visitors, amongst them 1579 international visitors hailing from 72 countries and 284 journalists.

Exhibitors representatives confirmed that CIBS' visitors brought excellent business. Almost all of the 177 boats on display were sold right onsite. But exhibitors expressed also huge satisfaction with the new orders and inquiries collected during the 4 show days at the busy Shanghai Exhibition Center. Renowned brands, such as Beneteau, Ferretti, Riva, Azimut, Brunswick, Atlantis, were again in the center of the visitors' attention.

The majority of the prospective boat owners came from the coastal Yangtze Delta and Pearl River Delta areas. Still exhibitors noted increased interest from wealthy individuals hailing from other regions in Asia – a trend that confirms CIBS leading position in Asia.

Abundant onsite activities, social events, competitions, conferences and seminars at the venue but also in different areas of the city contributed to CIBS' mission to develop a boating culture in China.

CIBS 2009 will take place from 16-19 April 2009 at Shanghai Exhibition Centre.

– end –

FACTS & FIGURES

ORGANIZERS

China International Boat Show is jointly organized by Shanghai Association of Shipbuilding Industry China Boat Industry & Trade Association, CMP Sinoexpo International Exhibition Co., Ltd. and Shanghai Center for Scientific & Technological Exchange with Foreign Countries.

PARTICIPATION

365 exhibitors, 400 brands from 17 countries and regions participated in the show including Europe, USA, Southeast Asia and Australia. The countries of France, Italy and Australia were represented with national pavilions.

EXHIBITION AREA:

The show takes place annually at the Shanghai Exhibition Centre in the heart of the city. In 2008 the exhibition covered a total floor space of more than 30,000 sqm including outdoor area and on-water area, about 4,000 sqm more than CIBS2007. The outdoor area for yachts featured 177 boats.

ATTENDANCE:

The four-day event attracted a total of 14,050 visitors including 1,579 overseas visitors from over 72 countries and regions. Apart from major Asian countries (Indonesia, Japan, Korea, Malaysia, Singapore, Thailand, Vietnam, Hongkong SAR and Taiwan Province) CIBS also welcomed visitors from Austria, Belgium, France, Finland, Denmark, Germany, Italy, Monaco, the Netherlands, Norway, Australia, New Zealand, UK, Russia, Canada and USA. About 284 medias reported and joined in the show. The professional global auditor BPA Worldwide reported on attendee number of CIBS2008, which is the first time auditing for this event.

VIPs AT THE OPENING CEREMONY:

Many local and international VIPs attended the opening ceremony of CIBS 2008. Amongst the major decision makers in the Chinese boat industry were:

- **Zhang Guangqing** Vice director of Commission of Science Technology and Industry for National Defense, PRC, Chairman of China Association of Shipbuilding Industry **Hu Chuanzhi** General Manager of China State Shipbuilding Corporation, Ex-vice director of Shanghai Municipal People's Congress, Honorary president of Shanghai Association of Shipbuilding industry **Zhou Zhenbo** Vice President of Chinese Association of Shipbuilding Industry, President of Shanghai Association of Shipbuilding Industry **Wang Huimin** Head of Shipbuilding Technology Research Institute **Li Zhengjian** Deputy Manager of China Shipbuilding Industry Co., LTD **Zhou Jianneng** General Manager Assistant of China State Shipbuilding Corporation **Chen Yintao** Division Chief of Commission of Science Technology and Industry for National Defense, PRC **Zheng Xiaoping** General Manager of BAZO **Jiang Weiping** Head of China Classification Society, Shanghai **Jiang Yireng** Standing committee of the National Committee of the CPPCC, Chairman of Shanghai Federation of Industrial Economics **Lian Bingjun** Chief of Equipment Department of China PLA **Mr. Marcos Caramuru de Paiva** Consulate General of

Brazil Consul General **Ms. Shi Ling** Deputy Trade Commissioner **Wangsi TANG** Trade
Commissioner Consulate General de France **Mr.Maurizio Forte** Trade Commission **Mrs Anna
Maria Pattelli** Trade Commissioner Italian Trade Commission **Mr.Fred H Nomme** Consul
General Royal Norway Consulate General in Shanghai **Mr. Christopher Wright** Deputy Consul
General Australian Trade Commission **Mr.Jan van weijen** Consul (Economic and Commercial
Affairs)Consulate General of the Netherlands

Activities during the show

Conferences & Field Trips

Shanghai Association of Shipbuilding Industry

China Boat Industry & Trade Association

CMP Sinoexpo International Exhibition Co., Ltd.

Shanghai Center for Scientific & Technological Exchange with Foreign Countries

1. China international yacht economy and sight water system development

Organizer: China Boat Industry & Trade Association, Shanghai Association of Shipbuilding Industry

Date: April 10th, 2008

Venue: Shanghai Exhibition Center

2. International Conference on High Performance Marine Vessels 2008(HPMV CHINA 2008)

Date: April 11 (Fri) ~ 12 (Sat), 2008 Venue: No.2 East Wing, Shanghai Exhibition Center

Organised by:

The Royal Institution of Naval Architects (RINA)

Shanghai Association of Shipbuilding Industry (SASI)

Ship Design Academy Committee, CSNAME

China Boat Industry & Trade Association (CBITA)

Supported by:

Topics:

Top-ranking experts from domestic and international research institutes will discuss on over 20 topics concerning naval construction. The conference provides a platform for networking and international communication on naval construction.

3. New Product & Technologies Introduction

Organizer: China Boat Industry & Trade Association, Shanghai Association of Shipbuilding Industry

Date: April 10th—12th, 2008

Venue: Shanghai Exhibition Center

Highlights at CIBS

CIBS was a stage for many high-profile events: press conferences, receptions, cocktails and launches were staged at CIBS 2008.

Wednesday April 2, 2008

13th China International Boat Show press conference

Thursday April 10, 2008

Opening ceremony

Many local and international VIPs joined the organizers to celebrate the opening of CIBS 2008.

Cocktail of Fin

Press release of Provincia Di Napoli

Press release of the brand of Azimut-Benetti Group, Atlantis

Press release of Aicon

VIP tour for Natural Club and trial voyage

Dinner for exhibitor

Friday April 11, 2008

Press release of Ferretti Group

Sponsor dinner

Saturday April 12, 2008

Opening ceremony of Natural Club

Acknowledgements

The organizers wish to thank all sponsors of CIBS for joining hands to develop the maritime leisure industry in China.

Main Sponsors



Associate Sponsors



Supporting on-water trial on Dianshan Lake



Supporting Nautical Associations

France



法国船舶工业联盟

Australia



Australian Government
Australian Trade Commission

Italy



Camera di Commercio
La Spezia



Media & Media coverage

In an effort to maximize the level of public awareness on pleasure boating, the organizers have launched an unprecedented PR and media campaign supporting the boat show's regular advertising activities. Targeted messages and focused direct invitations have led to a massive increase of visitor numbers and visitor quality at CIBS 2008

Media Partner

Official Media Partners



Coverage

Over 500 news clippings and reports on CIBS have been collected before, during and after the event. In China the show was extensively covered by the following publications:



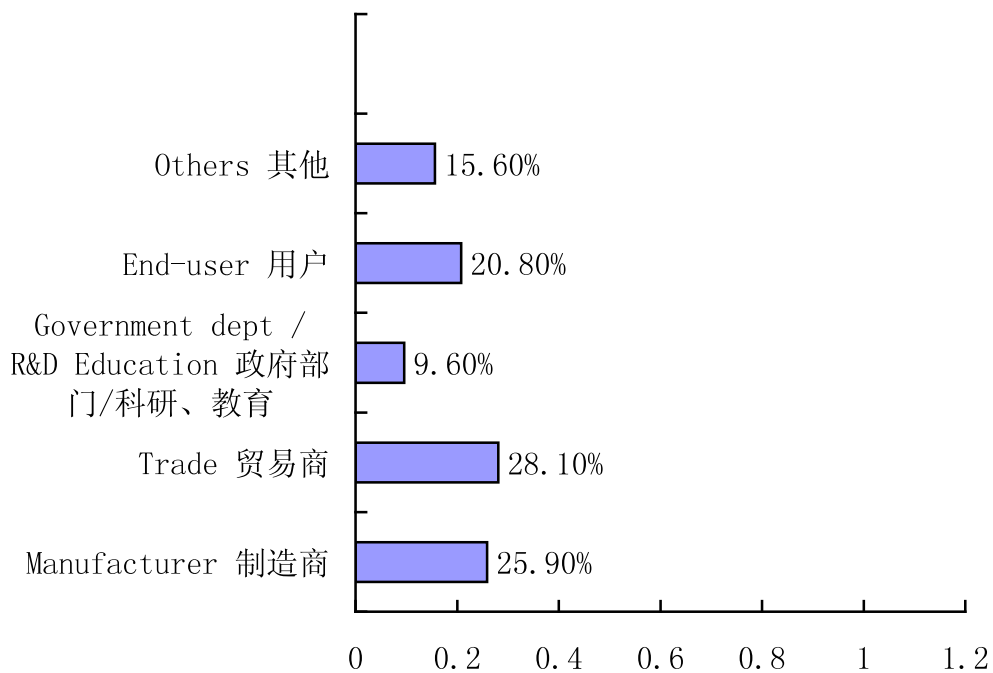
Visitor Analysis

Based on the updated amount of visitor register and tickets

Business

Manufacturer 制造商	25.9%
Trade 贸易商	28.1%
Government dept/R&D Education 政府部门/科研、教育	9.6%
End-user 用户	20.8%
Others 其他	15.6%

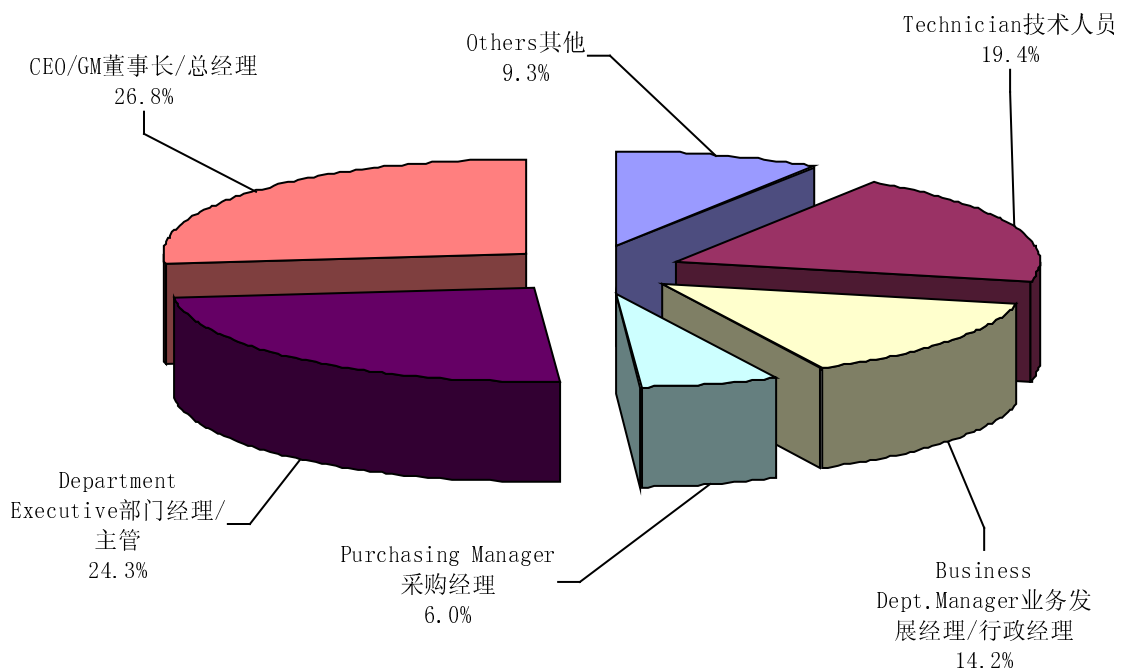
Business Analysis



Job title

CEO/GM 董事长/总经理	26.8%
Department Executive 部门经理/主管	24.3%
Purchasing Manager 采购经理	6.0%
Business Development Manager 业务发展经理/行政经理	14.2%
Technician 技术人员	19.4%
Others 其他	9.3%

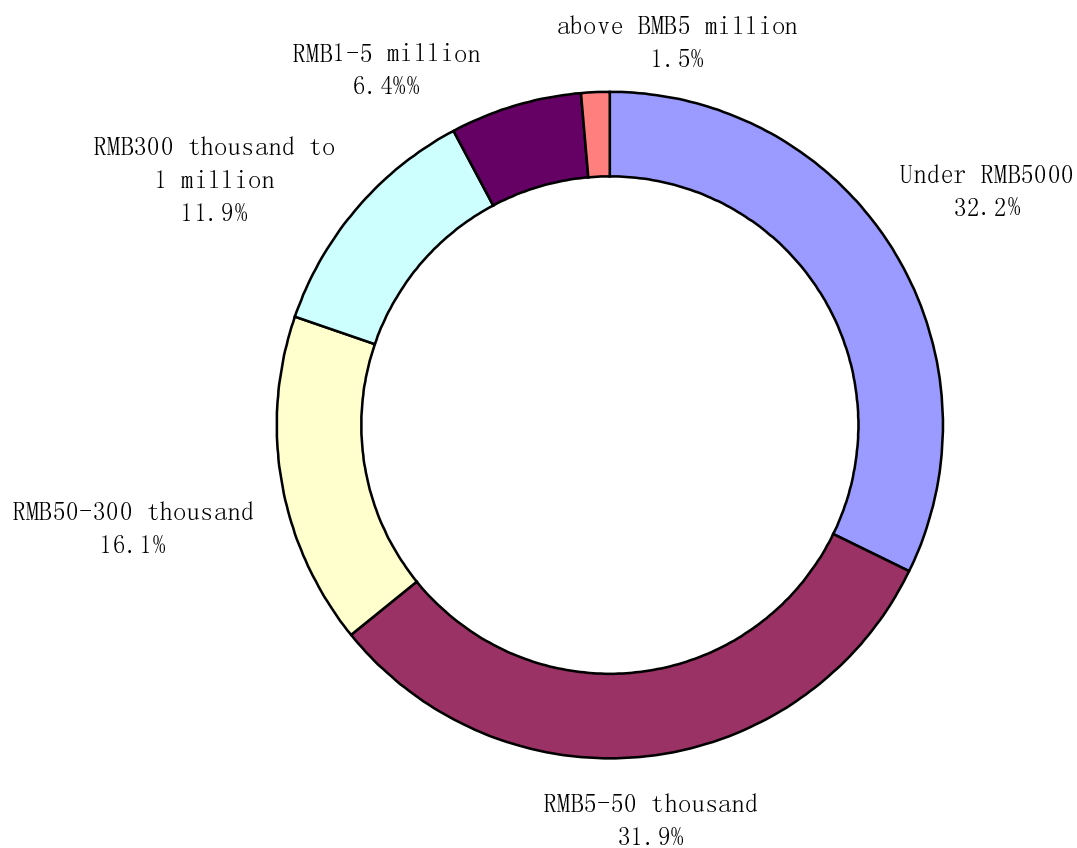
Job Title Analysis



Effective spend

Under RMB5000	32.2%
RMB5-50 thousand	31.9%
RMB50-300 thousand	16.1%
RMB300 thousand to 1 million	11.9%
RMB1-5 million	6.4%
Above RMB5 million	1.5%

Spend Analysis



Countries & Regions

2008 中国（上海）国际游艇展— BOATSHOW 2008

DAILY REPORT OF OVERSEAS VISITOR ANALYSIS 海外观众统计日报表

(April 10—13., 2007)

Visitors Breakdown by COUNTRIES & REGIONS 按海外国家、地区分类:

NO.	Visitors Breakdown By COUNTRIES & REGIONS 家、地区分类:	Day1/晴	Day2/阴	Day3/晴	Day4/晴	Total
1	Afghanistan 阿富汗	1	0	0	0	1
2	Albania 阿尔巴尼亚	0	1	0	0	1
3	Algeria 阿尔及利亚	1	1	0	0	2
4	American Samoa 萨摩亚	0	0	1	0	1
5	Argentina 阿根廷	2	0	1	0	3
6	Armenia 亚美尼亚	0	1	0	0	1
7	Australia 澳大利亚	51	51	25	5	132
8	Austria 奥地利	1	0	0	0	1
9	Bangladesh 孟加拉国	1	0	0	0	1
10	Belgium 比利时	0	4	0	2	6
11	Brazil 巴西	2	2	4	2	10
12	Bulgaria 保加利亚	0	3	0	0	3
13	Canada 加拿大	11	8	10	7	36
14	Chile 智利	5	0	0	0	5
15	Colombia 哥伦比亚	0	0	3	0	3
16	Congo 刚果	2	2	2	0	6
17	Croatia 克罗地亚	0	0	4	3	7
18	Cuba 古巴	0	3	0	0	3
19	Denmark 丹麦	6	4	9	0	19
20	Egypt 埃及	3	3	2	0	8
21	Finland 芬兰	3	5	3	0	11
22	France 法国	20	20	18	12	70
23	Germany 德国	6	5	6	2	19
24	Greece 希腊	0	0	0	1	1
25	Hong Kong 香港	32	43	34	11	120
26	Hungary 匈牙利	0	2	0	0	2
27	India 印度	3	5	0	2	10
28	Indonesia 印尼	2	0	7	2	11
29	Iran 伊朗	0	0	2	0	2
30	Ireland 爱尔兰	2	1	0	2	5
31	Israel 以色列	1	0	0	0	1
32	Italy 意大利	34	47	30	7	118
33	Japan 日本	21	26	20	5	72
34	Kenya 肯尼亚	0	1	0	0	1
35	Korea 韩国	46	63	27	3	139
36	Kuwait 科威特	1	0	0	0	1

China International Boat Show 2008 Post Show Report

37	Kyrgyzstan 吉尔吉斯斯坦	0	2	0	0	2
38	Lebanon 黎巴嫩	1	0	1	0	2
39	Macau 澳门	0	0	1	0	1
40	Malaysia 马来西亚	3	8	4	0	15
41	Maldives 马尔代夫	3	2	2	0	7
42	Mexico 墨西哥	0	1	1	1	3
43	Morocco 摩洛哥	2	2	1	0	5
44	Netherlands 荷兰	10	11	14	1	36
45	New Caledonia 新喀里多尼亚	1	1	2	1	5
46	New Zealand 新西兰	15	18	4	2	39
47	Nigeria 尼日利亚	1	0	0	0	1
48	Norway 挪威	0	2	7	4	13
49	Panama 巴拿马	1	0	0	0	1
50	Paraguay 巴拉圭	2	0	0	1	3
51	Philippines 菲律宾	1	3	9	2	15
52	Poland 波兰	2	1	3	1	7
53	Qatar 卡塔尔	0	0	4	2	6
54	Romania 罗马尼亚	0	0	2	0	2
55	Russia 俄罗斯	14	22	9	2	47
56	Singapore 新加坡	17	14	13	1	45
57	Slovenia 斯洛文尼亚	0	3	0	0	3
58	South Africa 南非	0	2	0	0	2
59	Spain 西班牙	5	12	3	3	23
60	Sri Lanka 斯里兰卡	0	2	0	0	2
61	Sweden 瑞典	14	13	14	1	42
62	Switzerland 瑞士	1	1	0	1	3
63	Taiwan 台湾	37	50	34	14	135
64	Thailand 泰国	7	5	2	0	14
65	Turkey 土耳其	11	8	11	1	31
66	Uae 阿拉伯联合酋长国	8	14	7	0	29
67	Ukraine 乌克兰	3	0	3	4	10
68	United Kingdom 英国	15	16	4	8	43
69	United States Of America 美国	28	42	47	16	133
70	Venezuela 委内瑞拉	0	0	0	1	1
71	Vietnam 越南	1	1	1	0	3
72	Yugoslavia 南斯拉夫	0	2	0	0	2
73	Others 其它	12	3	1	0	16
Registered Overseas Visitors 海外观众登记总数:		472	562	412	133	1579

2008 中国（上海）国际游艇展— BOATSHOW 2008

DAILY REPORT OF DOMESTIC VISITOR ANALYSIS

观众统计日报表

(April 10—13., 2007)

Visitors Breakdown by PROVINCES 按国内省份分类:

NO.	PROVINCES 国内省份	Day1/晴	Day2/阴	Day3/晴	Day4/晴	Total
1	Anhui 安徽	7	2	5	3	17
2	Beijing 北京	83	62	56	14	215
3	Chongqing 重庆	14	13	4	1	32
4	Fujian 福建	41	78	26	11	156
5	Gansu 甘肃	1	1	2	0	4
6	Guangdong 广东	112	149	91	24	376
7	Guangxi 广西	1	5	3	4	13
8	Guizhou 贵州	2	2	0	1	5
9	Hainan 海南	21	28	13	5	67
10	Hebei 河北	11	8	4	1	24
11	Heilongjiang 黑龙江	9	10	9	0	28
12	Henan 河南	6	9	8	4	27
13	Hubei 湖北	13	23	6	5	47
14	Hubei 湖南	10	12	7	2	31
15	Jiangsu 江苏	296	310	243	145	994
16	Jiangxi 江西	23	4	2	1	30
17	Jilin 吉林	4	9	0	2	15
18	Liaoning 辽宁	40	48	22	17	127
19	Neimonggu 内蒙古	1	2	0	0	3
20	Shandong 山东	145	176	54	31	406
21	Shanghai 上海	1976	2074	3049	1965	9064
22	Shanxi 山西	1	0	0	0	1
23	Shanxi 陕西	1	1	1	1	4
24	Sichuan 四川	3	4	3	0	10
25	Tianjin 天津	11	11	8	3	33
26	Xinjiang 新疆	1	0	0	0	1
27	Xizhang 西藏	0	2	0	0	2
28	Yunnan 云南	3	1	2	0	6
29	Zhejiang 浙江	188	248	215	82	733
31	香港 Hong Kong	32	43	34	11	120
32	台湾 Taiwan	37	50	34	14	135
33	国外 Other Overseas	403	469	344	108	1324
Registered Visitors 观众登记总数		3496	3854	4245	2455	14050

Contacts & further information

China International Boat Show 2009 will take place at the Shanghai Exhibition Centre from 16-19 of April 2009. The reservation is underway!

For inquiries on exhibition space, pictures or any additional information please contact.

Shanghai CMP Sinoexpo International Exhibition Co., Ltd

Tel: +86-21 64371178 Fax: +86-21 64370982

Email: Helenagao@cmpsinoexpo.com

Updated information on CIBS 2008 is available also at www.boatshowchina.com

EXHIBITOR REGISTRATION FORM

Given that the demand for space at this year's event considerably exceeded supply in a few sections we are seeking to get an understanding of your space requirements now, in order to offer you the best choice of stand locations.

Name of the company (English):.....

Name of the company (Chinese):

Name of representative (Sir / Madam):Title:.....

Address:.....Code:.....

Country:.....Phone:.....Fax:.....

Cell phone: Email:.....

Product:.....

We offer the following options to suit your company's needs:

Raw Site only (Option 1)

Raw Indoors: minimum 27sqm

Raw Outdoors: minimum 50 sqm

Price for on water display : to be advised on request

Price includes exhibition space, free invitation cards for exhibitors to invite key customers and listing in the Show Updates and Show Catalogue.

Shell scheme package (Option 2)

Shell Package: minimum 9sqm

Price includes exhibition space, bilingual (Chinese and English) display of company's name on the fascia board, one electric socket, two spotlight, two folding chairs, one information table, one waste paper basket, and daily stand cleaning PLUS all the services listed in option 1.

Space required*: Please mark the items and fill the area according to your requirements. We will recommend suitable booth position based on your exhibit products, brand and demand:

- Raw Indoors:sq.m Raw Outdoors:sq.m
 Shell Scheme Package:sq.m

The species of the exhibit product:

1. Real boat/ Power boat/ Sailing boat/ Inflatable boat/ Sports boat/ Others.....
2. Boats and yachts brand
3. Component and equipment
4. Marina, Leisure and services
5. Water sports products and trainings
6. Tourism
7. Professional media
8. Lifestyles

*Subject to availability. Final allocation at the discretion of the show management.

Advertisement in Show Directory

Inside Front Cover Full Page (Color)
 Inside Back Cover Full Page (Color)
 Full Page (Color)
 Back Cover Full Page (Color)

Show Preview

US\$ 1,150
 US\$ 1,000
 US\$ 550
 US\$1,370

Catalogue

US\$ 2,300
 US\$ 2,050
 US\$ 1,250
 US\$ 2,750

Cost of translation, typesetting, artwork, proofreading & color separation are not included.