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[www.chinaboatshow.org](http://www.chinaboatshow.org)



## Boat China & Water Sports Expo 2014

China · Guangzhou

Date: 28 April – 4 May, 2014

Venue: Asian International Yacht City



# Boat China & Water Sports Expo 2013



## Great Support from the Government

During the Boat China 2013 Opening Ceremony, 3 deputy provincial leaders, 5 generals and over 20 bureau-level cadres made their appearance.

## About Boat China 2013

Boat China 2013, a three-day event, came to a successful end in China Import & Export Fair Pazhou Complex on May 12. Covering an area of 21,000 square meters, it gathered more than 100 brands and numerous professional visitors. In addition, World Yacht Industry Summit Forum, yacht model show, return banquet and other activities were also held at the same time. Please visit [www.chinaboatshow.org/en/](http://www.chinaboatshow.org/en/) for more information about 2013 event



On-site photo



On-site photo



World Yacht Industry Forum



Return Banquet

## Who can participate?

1. Boat Manufacturers, design Boat accessories, services;
2. Public boats, sports / competitive boats High-end lifestyle;
3. Water sports equipment and supplies, surfing and diving

## Who will visit?

1. Multinationals, Large-scale enterprises;
2. Manufacturers, dealers, import/export merchants;
3. Real estate developers, tourism development corporations;
4. Bank's VIP members, high income groups;
5. Chambers of commerce, associations, media

## Exhibition Booth



**Standard Booth (3m×3m)**  
**USD2200/Booth**



**Luxury Standard Booth (3m×3m)**  
**USD2600/Booth**



**Raw Space USD 200/M<sup>2</sup>**  
**(Rent minimize 36 m<sup>2</sup>)**

## Part of 2013 Exhibitors





# Boat China & Water Sports Expo

中国（广州）国际游艇产业博览会

April 28 – May 4, 2014

China · Guangzhou · Asian International Yacht City

# 2014

## Eight Thematic Pavilions of Boat China 2014

Boat & Cruise



Ship Pavilion

Luxuries Pavilion



Diving & Dive  
Resort Pavilion



Fishing Pavilion

Motor home &  
Camping Products  
Pavilion



Aerial Recreation  
Pavilion



Water Sports &  
Recreation  
Equipment  
Pavilion



Outdoor Equipment  
Pavilion

## Concurrent Events of Boat China 2014

1. World Yacht Industry Summit Forum 2014
2. Yacht Club Operations Management Forum 2014
3. China Yacht Investment and Financing Meeting
4. Boat China & Water Sports Expo Award Ceremony
5. China Yacht Model Contest
6. Motorboat Contest
7. Pearl River Boat Cruise
8. Boat China Wine Festival
9. Yacht Wedding
10. Yacht Test Driving and Riding
11. High-end Lifestyle Activities

## Sponsored by

Guangdong Yacht Industry Association

New Express

China Chamber of International Commerce Guangdong Chamber of Commerce

China Council for the Promotion of International Trade Guangdong Committee

## Organized by

Guangzhou Grandeur Exhibition Services Co., Ltd.



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## Market Analysis

### 1. Guangdong Home to Over 170,000 Multimillionaires

According to Beijing Evening News, GroupM Knowledge- Hurun Wealth Report 2013, released by Hurun Research Institute and GroupM Knowledge on August 14, revealed that the number of China's multimillionaires grew by 3% in 2012 to 1.05 million, while the number of billionaires reached 64,500, up 2% from the previous year. At present, one out of every 1,300 people in China is a multimillionaire, and one out of every 20,000 people belongs to the billionaire class. Specifically speaking, Beijing ranks the first place with the largest amount of rich men, followed by Guangdong and Shanghai.

### 2. Promising Development Trend

With a coastline of more than 18,000km, China owns 6,500 islands and 9,000 lakes.

### 3. Mass Market Demand

Hong Kong, Macau, Guangzhou, Shenzhen and other cities in Great Pearl River Delta are seeing the most rigorous development in yacht industry.

### 4. Powerful Promotional Campaign

The Organizing Committee invests 10 million Yuan to publicize our show via TV, newspapers, network, magazines, outdoor ads and other channels.

### 5. Great support of the Government

Boat China 2014 gets great support of the local government and Guangdong Yacht Industry Association.