



boatica

CAPE TOWN

27-29 October 2023

V&A Waterfront, Cape Town



www.boatshow.co.za



The Knowledge Hub for Boating In Southern Africa

boatica Cape Town is the go to boating platform for the blue ocean economy hosted in the Mother City presented by Messe Frankfurt South Africa. The show combines an on water expo featuring the best in South African boat, yacht and catamaran manufacturing, with the extension of an on land display of all boating.

2022 Post Show Statistics

visitors
5600 +



70+

boats, yachts & watercraft on display in the marina



86 exhibitors



4000

SQM show space

14 countries



Why Participate?

boatica Cape Town is Southern Africa's boating hub offering a wide range of opportunities for exhibitors to place their products in front of the best local, African and global boating enthusiasts. This boating marketplace will provide a platform for businesses and visitors to make valuable connections, inspire each other and form strong partnerships. As producers of boats, yachts, catamarans, maritime equipment, water sports and boating leisure offerings, joining this event will provide access to a platform that allows exhibitors to:

- Generate New Leads, Contacts & Business
- Launch New Products to Local & International Audience
- Place & Position Your Brand In The Market
- Network with Partners, Peers & New Contacts F2F
- Show Your Designs & Products in one of Africa's Most Visited Destinations
- Raise Awareness & Get Connected with Local & International Press

Exhibitor Categories

- Boats & Yachts
- Docks, Lifts & Related Equipment
- Engines, Drives & Propulsion Equipment
- Fishing & Outdoor Gear
- Marine Accessories & Electronics
- Marine Services
- Leisure Lifestyle Retail
- Travel Destinations
- Water Sports & Equipment
- Organisations, Clubs & Charity
- Other

Visitor Profile

- VIP's Ultra/High Net Worth Individuals
- Yacht & Boat Owners
- Trade Buyers
- Local & International Media
- Distributors/Dealers
- Captains & Crews
- Navy Professionals
- Leisure Marine & Lifestyle Enthusiasts

Key Features of the 2023 Show



EXPANDED MEDIA DAY AND INDUSTRY NETWORKING

After the success of the media afternoon at the 2022 show, this tradition will follow into 2023 with the introduction of new media verticals. This will flow into the evening industry networking event with the opportunity for all industry peers to reconnect.



EXHIBITOR MEETING PODS / LOUNGE

In 2023, we will create exhibitor meeting pods and an exhibitor lounge which can be used by any exhibitor on site to conduct meetings, industry discussions or to host key clients.



TEST SAIL OPPORTUNITIES

With 2 test sail slot per day, exhibitors will be able to give potential buyers first hand product experience to assist in the decision making processes.



Dates

26-29 October 2023

Venue

V&A Waterfront, Cape Town

Contact

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Messe Frankfurt South Africa calendar of events

