



boatica

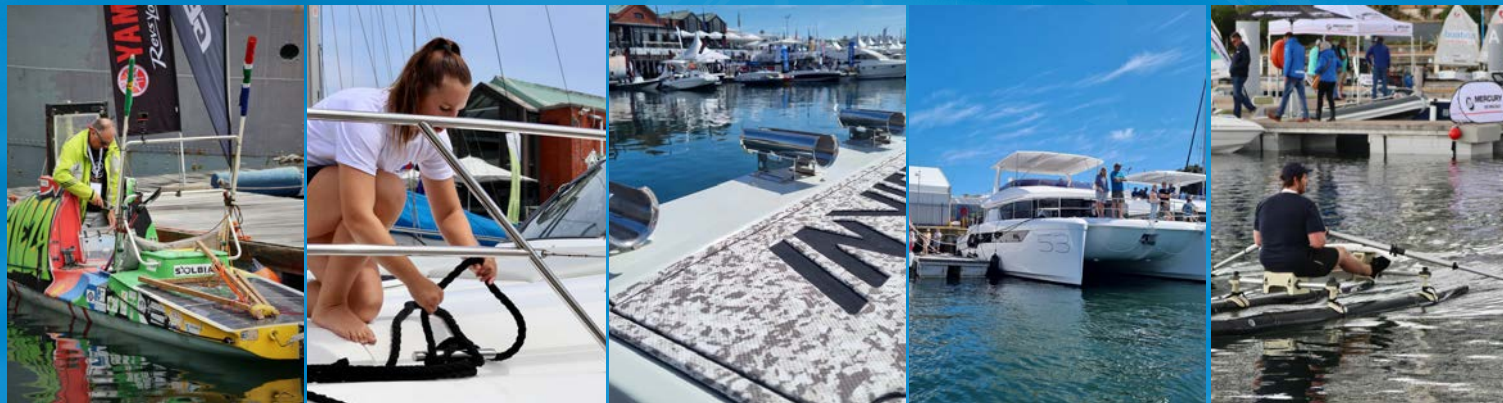
CAPE TOWN

25-27 October 2024
V&A Waterfront, Cape Town

www.boatshow.co.za

HOST CITY





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.

2023 Post Show Statistics

visitors
3474



55

vessels & watercraft

on display in the marina from speed boats, leisure boats, yachts, catamarans, jet skis and sups



71
exhibitors



4000 SQM
show
space

9
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 2024 Show



LAUNCH PAD

Our new and exciting Launch Pad, dedicated floor space for product launches happening at the show. Limited to 4 stands with maximum exposure, prime positioning at the main entrance of the show



LIFESTYLE TENT

Focusing on the Lifestyle aspect, anything any everything from water sport activities and destinations, fishing, scuba diving, water proof gear, gadgets and accessories



MEDIA DAY & INDUSTRY NETWORKING EVENING

After the success of the media afternoon at the 2023 show, this tradition will follow into 2024 and flow into the evening industry networking event with the opportunity for all industry peers to reconnect.



Dates:

25 - 27 October 2024

Venue

V&A Waterfront, Cape Town

Contact:

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Show Director

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Organiser:

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www.boatica.com

HOST CITY



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



INVEST CAPE TOWN

Messe Frankfurt South Africa calendar of events

