

boatica

CAPE TOWN

25 - 27 October

V&A Waterfront, Cape Town

POST SHOW REPORT 2024

SHOW PROFILE

Boatica Cape Town celebrates the blue ocean economy as the premier maritime platform, presented by Messe Frankfurt South Africa and supported by the City of Cape Town. Held at the V&A Waterfront, Boatica features luxury yachts, power boats, world-class catamarans, water activities, and expert-led industry talks, offering much more for boating enthusiasts and maritime professionals alike.

Edition: 22nd

Date: 25 - 27 October 2024

Organiser: Messe Frankfurt South Africa

International Visitors from:

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|-------------|------------|-------------------|
| 1. USA | 4. France | 7. Netherlands |
| 2. Angola | 5. Germany | 8. United Kingdom |
| 3. Zimbabwe | 6. Ghana | |

EXHIBITION OVERVIEW

3 DAYS	4086 VISITORS	61 EXHIBITORS	44 VESSELS	72 LOCAL CITIES
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SHOW HIGHLIGHTS



LAUNCHES



OZEAN. 19

Introducing the OZEAN.19 by Clarke Marine. This 19-foot GRP vessel is designed for those who crave a perfect balance of performance and sophistication. Sleek, powerful, and crafted to turn heads, the OZEAN.19 is more than a boat; it's a new standard in refined marine luxury.



LEOPARD CATAMARAN

Leopard Catamarans: Introduced the new 46-foot Leopard sailing catamaran, showcasing their renowned craftsmanship and performance for ocean cruising enthusiasts. This beaut gives a masterclass in craftsmanship and performance.



OCEAN QUEST 1

UX Marine has unveiled three new models –the UX21, UX156, and UX Explorer– each designed to elevate the boating experience with a blend of luxury, adventure, and cutting-edge innovation for maritime enthusiasts.

SPONSORS & PARTNERS



Azimut Fly 60

Boating World returned to Boatica Cape Town, bringing their signature showcase of luxury with the renowned Azimut yachts. Known for their sleek Italian design and superior craftsmanship, Azimut yachts offer a unique blend of elegance and high performance on the water. Visitors will have an exclusive opportunity to explore these magnificent vessels up close, experiencing firsthand the sophistication and advanced engineering that make Azimut a leader in the world of luxury boating.



SUP

SUP Cape Town brought endless fun to the event, introducing everyone to the excitement of stand-up paddleboarding! As Africa's largest stand-up paddle rental and sales provider, SUP Cape Town is the go-to spot for anyone wanting to experience this popular watersport. From beginners to seasoned paddlers, everyone enjoyed getting out on the water and discovering the balance, fitness, and pure joy that stand-up paddling brings.

THE GREAT OPTIMIST RACE

This year, we proudly hosted the Great Optimist Race in collaboration with the Little Optimist Foundation on both Saturday and Sunday. The race featured an exciting relay format with 20 boats and 20 skippers, which quickly became a massive crowd favorite! Congratulations to Andrew Jones, who took line honors in this year's thrilling event. This race has proven to be a hit with both kids and grown-ups, as amateur sailors navigate the waters in these pint-sized yachts—delivering big fun for all!



DRAGON BOAT RACING

Dragon Boat racing the energetic, colourful and exciting team sport with ancient Chinese cultural traditions once again made a return to boatica. This year we had 8 teams participating including Mujaji - named after a dragon that is said to look like a great feathered serpent and who lives on Table Mountain (Xhosa folklore), Amabelle Belles – the first breast cancer survivor team in Africa which is part of an international movement of dragon boat racing among breast cancer survivors as well as the Paddlesnappers – the oldest Dragon Boat Club in Africa, The Warriors, DSK and Drachen Hari Yoshi.



CITY OF CAPE TOWN BLUE ECONOMY



Cape Town's blue economy harnesses the power of its ocean resources, driving sustainable economic growth in sectors like tourism, fishing, shipping, and renewable energy. The City proudly supports this event which showcases the best in local marine manufacturing, most of whom are based right here in Cape Town. boatica is a highlight for the industry because it is a display of the breadth and variety of innovation, talent, and skill of our boat-builders. Our rich ocean economy is not just about leisure; it's about creating jobs and driving sustainable practices. By attending boatica, visitors got an inside view of the opportunities that our marine sector offers, reinforcing our commitment to economic growth through high-growth industries," said Alderman James Vos, Mayoral Committee Member for Economic Growth for the City of Cape Town.

2024 EXHIBITORS

The exhibitor grid includes the following logos and names:

- FLEXITEEK, MAYKAMARK, MASTER-YACHT-CARE, YAMAHA, Lee Cooper, SOUTHERN Wind, PEDAL BOAT CAPE TOWN, STINGBLADE, LEOPARD CATAMARANS
- Aquadex Africa, Astra, BOOTLEGGERS, Deltec, VISION YACHTS, Inteto, OCEAN FREEDOM, PERMADECK+
- VYA, SAMSAs, MOTOR & SAIL INVESTMENT YACHTS, AMP, AMDOOR MARINE PRODUCTS, QUAY 1, Wiggle, WATKINSON'S, VETUS MAXWELL
- RUTHERFORD Marine, CITY OF CAPE TOWN, INVEST CAPE TOWN, BOATING WORLD, SAIL+LEISURE, FORTY KNOTS, KAHE, THE LITTLE OPTIMIST SAILING ACADEMY, U.S.
- NATIONAL SOLUTIONS SA, METRIC, sabbex, BOATING South Africa, MDM Marine Services Pty Ltd, AIRWAVE ENGINEERING, UX marine