



boatica

CAPE TOWN

28-30 October 2022

V & A Waterfront

www.boatica.co.za

20th Edition of Africa's Largest Boating Exhibition



Boatica Cape Town is Africa's largest boating exhibition set against the backdrop of the beautiful Mother City. The event features manufacturers and buyers of luxury boats, accessories and marine equipment, a once-in-a-life time VIP Boat Cruise, 120 exhibiting companies, over 12 live on-water activities and a luxury lifestyle exhibition for a premium shopping experience.

From sailing competitions, to SUP racing, dragon boat racing, kids' activities and a host of other activities, there is plenty to see and do for the whole family!

Facts & Figures

visitors
8,000+



70+

boats, yachts &
watercraft on display in
the marina



120+
exhibitors



4,500 SQM
show
space

12 interactive
activities

4 online
competitions



Exhibitor Categories



40%
BOAT BUILDERS /
BROKERS



30%
EQUIPMENT/
BOATING
SERVICES



15%
INTERACTIVE
EXPERIENCES



10%
LIFESTYLE



5%
OTHER





Why Exhibit at Boatica Cape Town?

- ▶ Showcase your products in one of the most picturesque locations on the African continent alongside the best of the best in the South African boating industry.
- ▶ Share in visitor traffic from one of the biggest tourist attractions in the Western Cape: V&A Waterfront - Cape Town.
- ▶ Build new business relations with local and international visitors.
- ▶ Build your trade portfolio and network within the marine trade community.
- ▶ Launch and position your brand amongst other prestigious brands in the boating industry.
- ▶ Tap into significant marketing opportunities including; social media, digital marketing, press releases and other opportunities.

Who should Exhibit at Boatica Cape Town?



- | | |
|---|--|
| ▶ Boats and Yachts | ▶ Fishing |
| ▶ Engines and Related Equipment | ▶ Maritime Art / Handicraft |
| ▶ Shipping/Yachting Equipment and Accessories | ▶ Surfing / Windsurfing / Kitesurfing |
| ▶ Boating Services | ▶ Parasailing / Stand-Up Paddling |
| ▶ Canoes/Kayaks/Rowing Rafting | ▶ Organisations / Institutions / Clubs |
| ▶ Water-Skiing / Wakeboarding | ▶ Marinas / Docks / Harbour Facilities |
| ▶ Kneeboarding / Wakeskate | ▶ Diving |
| | ▶ Beach Resorts |

WHAT'S NEW

at the 2022 Show!

Trade and Media Day

New Experiential Content

Second Hand Boat Area



Dates

28-30 October 2022

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Messe Frankfurt South Africa calendar of events

