

# boatica


## CAPE TOWN

22 - 24 OCT 2021  
V & A WATERFRONT



**AFRICA'S LARGEST BOATING EXHIBITION**

[www.boatica.co.za](http://www.boatica.co.za)

 messe frankfurt

# Africa's largest boating exhibition

Incredible CSI initiatives for your company to be involved in

4500 square meters of show space

Experiential on water activities that will draw visitors to the show

3 Fun-filled days for the whole family



## Why Exhibit?

- 🚤 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; The V&A Waterfront.
- 🚤 Build new business relationships with local and international visitors.
- 🚤 Build your trade portfolio and network within the marine trade community.
- 🚤 Interact with thousands of potential and existing customers.
- 🚤 Tap into significant marketing opportunities including; social media, digital marketing, press releases and other opportunities.

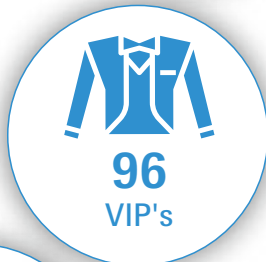
## Who should exhibit?

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



"I think your company taking over is very positive and I look forward to being able to justify attending again in future because we got great "value" out of our participation." - Admiral Powercats

# 2019 Facts & Figures



**Worldwide sector expertise with strong trade fair brands**

Messe Frankfurt is the third largest trade fair company in the world with subsidiaries in over 28 countries. Messe Frankfurt organises 134 trade fairs globally with a cumulative total of 90,000 exhibitors and over 3.5 million visitors attending these events.

The company is well established in SA and is the proud organiser of the following events: South African Festival of Motoring, Automechanika Johannesburg and the Futuroad Expo. The company recently acquired the Photo & Video Experience, allfashion Sourcing Cape Town and AERO South Africa.

"My first Boat Show Experience was AMAZING, but this is especially due to the support from the Organisers! Your Team was so well organised and very informative, they were all beyond helpful and very ready to assist in the most friendliest manner." - Seascape Marine Services



# Messe Frankfurt South Africa 2021 calendar of events



**ESF**  
Emerald Speed Fest

28 - 29 Feb, 1 March 2020  
Emerald Casino,  
Vanderbijlpark, Gauteng  
emeraldspeedfest.com



**allfashion**  
sourcing

13 - 15 October 2020  
CTICC, Cape Town  
allfashionsourcing.com



**AERO**  
SOUTH AFRICA

8 - 10 July 2021  
Wonderboom National  
Airport, Pretoria, Tshwane  
aerosouthafrica.com



**FESTIVAL OF  
MOTORING**  
JOHANNESBURG

26 - 29 August 2021  
Kyalami Grand Prix Circuit,  
Johannesburg  
safestivalofmotoring.com



**SOLAR POWER**  
AFRICA

November 2021  
CTICC, Cape Town  
solarpowerexpo.co.za



**automechanika**  
JOHANNESBURG

9 - 11 March 2022  
Johannesburg  
automechanikasa.co.za



**futuroad expo**  
JOHANNESBURG

9 - 11 March 2022  
Johannesburg  
futuroad.co.za



**scalex**  
JOHANNESBURG

9 - 11 March 2022  
Johannesburg  
scalex.co.za

## Dates

22 - 24 October 2021

## Location

V & A Waterfront, Cape Town

## Contact

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## Organiser

Messe Frankfurt South Africa

Building 22A, The Woodlands Office Park

20 Woodlands Drive, Woodmead

Sandton, 2191, Gauteng. RSA

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