

boatica


CAPE TOWN

28-30 OCTOBER 2022
V & A WATERFRONT



AFRICA'S LARGEST BOATING EXHIBITION

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 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



7 402+
Visitors



120+
Exhibitors



60+
Boats on
Display



96
VIP's



12
Interactive
Activities



4
Onsite
Competitions

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." - Seascope Marine Services

Messe Frankfurt South Africa 2022 calendar of events



Dates

October 2022

Location

V & A Waterfront, Cape Town

Contact

Kathryn Frew, Show Director

Kathryn.Frew@za.messefrankfurt.com | +27 (0) 10 599 6171

Lumkile Tisana, Sales (Cape Town)

Lumkile.Tisana@za.messefrankfurt.com | +27 (0) 10 599 6152

Organiser

Messe Frankfurt South Africa

Building 16 first floor, The Woodlands Office Park

20 Woodlands Drive, Woodmead

Sandton, 2191, Gauteng. RSA

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