

CAPE TOWN INTERNATIONAL BOAT SHOW

South Africa's premier boating
and luxury lifestyle show.

19 - 21 October 2018
V & A Waterfront



Presented by
X-Class First of a new kind.

Mercedes-Benz

2018 Post Show Report





Thank you from Messe Frankfurt South Africa

The 18th annual Cape Town International Boat Show took place from 19-21 October at the V&A Waterfront. The 3-day event was organised for the first time by new owners, Messe Frankfurt South Africa and presented by Mercedes-Benz X-Class.

This year's show was bigger than ever with over 100 exhibiting companies, an introduction of an all new luxury lifestyle sector The Avenue, interactive live demonstrations, on-water activities, from sailing competitions, to SUP racing, dragon boat racing, and a host of other activities.

Thank you to all our sponsors and partners and especially to Mercedes-Benz as the presenting partner of this event.

We look forward to seeing you back at the V&A Waterfront from 18-20 October 2019.

"Thank you to TEAM BOAT SHOW 2018 for your sterling, well organized 2018 exhibition." Mega Marine

Thank you to our 2018 Sponsors and Partners



~ keep discovering ~



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

2018 Facts & Figures



8 500+
Visitors



54%
Increase in visitor
attendance



48+
Luxury Boats
on display



100+
Exhibitors



45%
Increase in
exhibitors



8
on-water
activities

"Thank you for a very successful boat show! We made some very fruitful contacts and it looks like we already have a job for next year!" **Jofensham**

"The initial feedback we have received from exhibitors and visitors who participated in this year's event has been tremendously positive. We are extremely grateful for the support from SABBEX, and our headline sponsor Mercedes-Benz X-Class, as well as our other sponsors and partners,"
says Joshua Low, Group Exhibitions Director, MFSA.



4
On-site
Competitions



YACHT CHARTER OPTIONS
INTERNATIONAL

7 nights on Gulet Sirena in Croatia for 12 people

**DREAM YACHT
CHARTER**



DreamYachtCharter.com

7 night Seychelles cabin charter for 2 people

**CAPE TOWN
INTERNATIONAL
BOAT SHOW**

*love
Cape
Town*

Luxury weekend away for 2 people

 **Sunsail**

7 nights on a Bareboat Sunsail Catamaran
in the Seychelles for 4 people

**Largest Boat
on display -
Two Oceans
Marine HQ2**

ON SITE COMPETITIONS

Interactive on water experiences



"On behalf of Maizey Plastics and Plexiglas we wish to thank you to your team for a wonderful show." **Maizey Plastics**

The 3-day Cape Town International Boat Show featured live on-water demonstrations from The Great Optimist Race with Greg Bertish, Royal Cape Yacht Club Youth Invitational, fly boarding, SUP races, canoe polo, motorised surf boards and a very energetic dragon boat race across the Marina.

DRAGON BOAT RACING

Dragon Boat Racing an ancient Chinese cultural tradition saw three teams of 20 paddlers at the Cape Town International Boat Show battle it out in an adrenaline pumping and hearts race.



SUP RACING

Stand-up paddle boarders got on their feet and use a paddle to propel themselves through the water.



"This is the first Cape Town International Boat Show organised by Messe Frankfurt. We are extremely satisfied with the results of the event. Our focus this year was to ensure that we could establish a good quality platform from which to grow the show into a truly international event," says **Konstantin von Viergge, CEO, MFSA.**

CAPE 31 REGATTA

Celebrate the newly launched Cape 31 Summer Circuit with a race that saw a fleet of twelve depart from their moorings at the Boat Show on Saturday morning from the Marina to race in Table.



ROYAL CAPE YACHT CLUB YOUTH INVITATIONAL

The Royal Cape Yacht Club Youth Invitational match race which featured 4 teams of 4 sailors per team. The race was an exciting one with the winning team being rewarded for good starting, boat handling and teamwork skills.



THE GREAT OPTIMIST RACE

The Great Optimist Race aimed at raising funds for sick and needy children across the Western Cape set off on a tricky three-lap course through the V & A Waterfront in front of thousands of spectators. Competitors ranged from celebrities to captains of industry, and medical survivors, all of whom raced for glory in little optimist boats. It was shark attack survivor, amputee and adaptive surfing champion, Caleb Swanepoel who took the glory.


SEE YOU IN 2019

CAPE TOWN INTERNATIONAL BOAT SHOW

South Africa's premier boating
and luxury lifestyle show will be back
from 18 - 20 October 2019

To book your exhibition space for 2019
Contact Kathryn Frew -
Show Director
Kathryn.Frew@za.messefrankfurt.com

www.boatshow.co.za

 messe frankfurt



Messe Frankfurt South Africa 2019 calendar of events



12 - 14 June 2019
CTICC, Cape Town

atfexpo.co.za



12 - 14 June 2019
CTICC, Cape Town

sourceafrica.co.za



4 - 6 July 2019
Wonderboom
National Airport, Tshwane

aerosouthafrica.com



26 - 28 July 2019

Kyalami Grand Prix Circuit,
Johannesburg

photoandvideoexperience.com



23 - 25 Aug 2019

Kyalami Grand Prix Circuit,
Johannesburg

safestivalofmotoring.com



18 - 21 September 2019

Expo Centre, Nasrec,
Johannesburg

automechanikasa.co.za



18 - 21 September 2019

Expo Centre, Nasrec,
Johannesburg

futuroad.co.za



18 - 21 September 2019

Expo Centre, Nasrec,
Johannesburg

scalex.co.za



18 - 20 October 2019

V & A Waterfront,
Cape Town

boatshow.co.za

Dates

18 - 20 October 2019

Location

V & A Waterfront

Contact

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Organiser

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www.boatshow.co.za