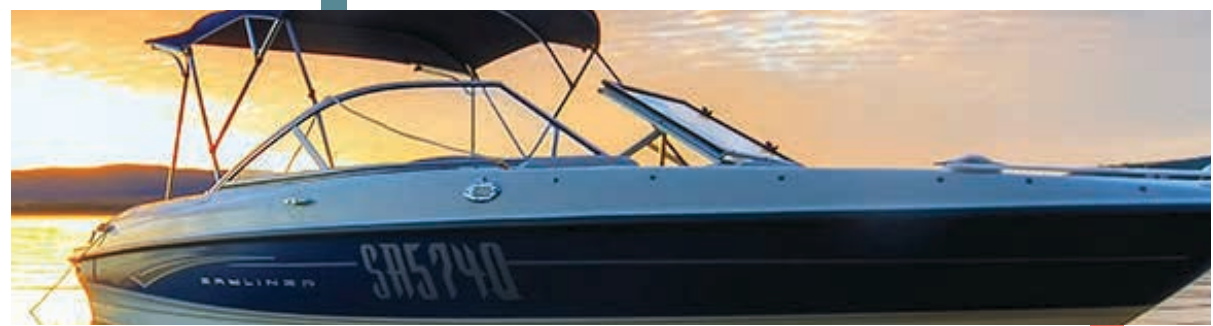


December 5 - 7



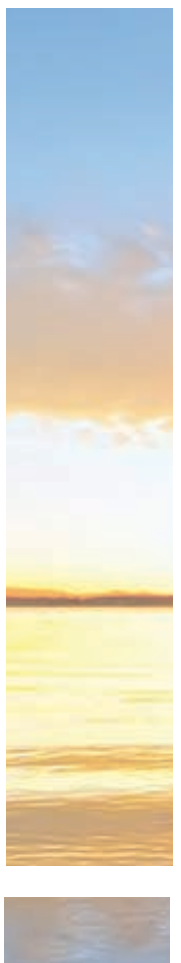
**COCHIN INTERNATIONAL
BOAT SHOW
2019**

www.cochininternationalboatshow.com



**Samudrika Convention Centre
Willingdon Island, Cochin, India**

2nd edition



EVERYONE'S SETTING SAIL FOR COCHIN

Kochi will play host to the 2nd Edition of Cochin International Boat Show (CIBS) to be held in 2019 from December 5-7. The venue for the next edition of CIBS will be the Samudrika Convention Centre at Willingdon Island, Kochi. The event is supported & endorsed by Southern Naval Command, Kerala Tourism & Cochin Port Trust and is being promoted aggressively in India and abroad.

Our 2018 Boat Show was held from September 26-28, 2018 and was and will featured more than 25 Exhibitors displaying Kayaks to Motor Boats, Yachts & latest state of the art technology, products & allied services. The event also had special segments for sports boating, leisure boating, boating equipment and IT & software. CIBS will be a premier event of its kind in the region offering a link between Middle East and South East Asia and in due course, the organisers aims to establish this event as a definitive boat show in the SAARC Region. The geographical positioning of the Cochin Port makes it the most suitable and convenient venue to host an event of this nature.

This being the Only Trade Exhibition for the Boating Sector in India, will attract buyers from the leisure marine, tourism, fishing & other related industries from throughout the continent.

REASONS TO BE AT CIBS

- Increased arrival of High Spending Tourists to Kerala & India
- The State Government's New Inland Water Policy will spur new investments in water based projects by local & international investors
- Increased investments by potential investors on Leisure Boating to support the Tourism Industry
- Attractive incentives offered by financial institutions to purchase & upgrade existing boats
- Ideal location to attract potential buyers from the SAARC Region

POST SHOW REPORT CIBS 2018

Our 2018 was a big hit, as it was the only trade platform to associate with as a top class Boat Show. There is no better place for client entertainment, networking or building brand awareness. It offered a host of sponsorship opportunities tailor-made to your requirements; as well as hospitality packages flexible to accommodate you.



INTERNATIONAL PRESENCE

- Exhibitors from the marine & boating industry globally
- Presence of leading boat federations with organized pavilions
- Leading magazines & coverage through strategic PR activities
- Event brochures & newsletters shall reach the very affluent high net worth individuals across Asia & the global boating community
- Editorial Coverage around the event: Leading publications shall promote the event
- Leading local print, electronic media & international boating media

EXHIBITOR PROFILE

- Boat Builders
- Boat Covers & Hoods
- Boat Equipment & Accessories
- Boat Trailers
- Chandlery
- Communication Equipment
- Deck Fittings & Diving Products
- Emergency Equipment
- Engines, Drivers, Propulsion Equipment
- Fishing Equipment & Services
- Gas Detectors
- Heating & Airconditioning
- House Boats & Leisure Boats
- Inflatable Boats
- Jet Ski Products & Life Rafts
- Life Rafts
- Lubricants & Oils
- Maintenance Tools
- Marina Equipment & Services
- Marine Coatings
- Marine Software
- Motors Boats & Yachts
- Naval Architecture
- Navigation Equipment & Systems
- On-board Instruments
- Outboard Engines
- Pontoons & Moorings
- Pumps, Valves & Accessories
- Ropes
- Sailing Boats & Fishing Boats
- Small Boats
- Super Yachts
- Water Skiing & Wake Boarding
- Water Sports Clothing, Equipment & Accessories
- Water Tourism Charters
- Waterfront Developers
- Wind Surfing Products



POWERFUL PROMOTION

The key to bringing in the broadest range of qualified buyers is to carry out a strategically targeted promotional campaign to every major sector of the industry. Our promotional campaign for the Cochin International Boat Show 2019 utilizes a proven combination of extensive promotional tools. Thus making sure that CIBS will be an event not to be missed!

- Strategic partnering with trade associations all over India & SAARC region
- Direct e-mailers promotion blasts, telemarketing & personalised visits campaign
- Target advertising in leading trade publications, newspapers & portals
- Electronic Media—TV/Radio ads, special bulletins etc,
- Outdoor Promotions such as banners, pennants, wall hoardings & posters
- Personalised Invites to Cochin Port Trust, Cochin Shipyard, Southern Naval Command,
- Department of Tourism, CIFT, NOI etc

BUYER PROFILE

- Department of Tourism, Govt of Kerala
- Hotels & Resorts
- Fisheries Department & Cooperatives
- Navy & Coast Guard
- Shipyards & Boat Yards
- Ports & Harbours
- High Networth Individuals & Boating Enthusiasts
- Luxury Safari Operators
- Yachting & Sailing Clubs
- Marine Educational Centres & Diving Schools
- Water Transport Operators
- Tour Operators, Other Service Providers
- Boat Builders & Dealers
- Tourism Authorities

KOCHI INTERNATIONAL MARINA

Kochi has one of the best natural ports in Asia, which also has India's first international container trans shipment terminal. Kochi recently became a touching place of Luxury cruise lines. During the last one decade, Kochi had become a major destination for sea-based adventure tourism. On an average 100 yachts visit Kochi every year of which majority is from European countries such as the United Kingdom, Finland, Norway, New Zealand and Australia.

A new Cruise Terminal having facilities to handle 5000 tourists will come up at Ernakulam Wharf of Cochin Port by February 2020. Being one of the prime cruise tourism destinations in India, Kochi

has been getting around 40 cruise liners every year, bringing tens of thousands of high net worth international tourists to Kerala. The geographical positioning of the Cochin Port makes it the most suitable and convenient venue to host an event of this nature.

Apart from the boat suppliers, the event will feature a full range of other stakeholders in the recreational & leisure boating market. These include marinas, engines, navigational and other systems and equipment, and other supply and service providers. In addition to mainstream craft such as trailer boats, sports boats and luxury sailing and motor yachts, the event will also include water skiing and wake boarding, kayaking, scuba diving, fishing and more.



Organised by:



Chingam, K. P. Vallon Road
Kadavanthra, Cochin - 682 020. India
Ph: +91-484-4064135, 2320290
Mob: +91-8893304450
mail: joseph@cruzexpos.com,
cruzexpo@gmail.com