



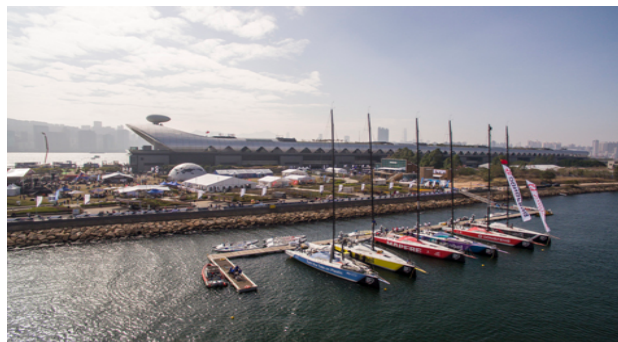
Hong Kong Boating  
Industry Association  
香港遊艇業總會

HONG KONG BOAT SHOW 2022  
& BEYOND

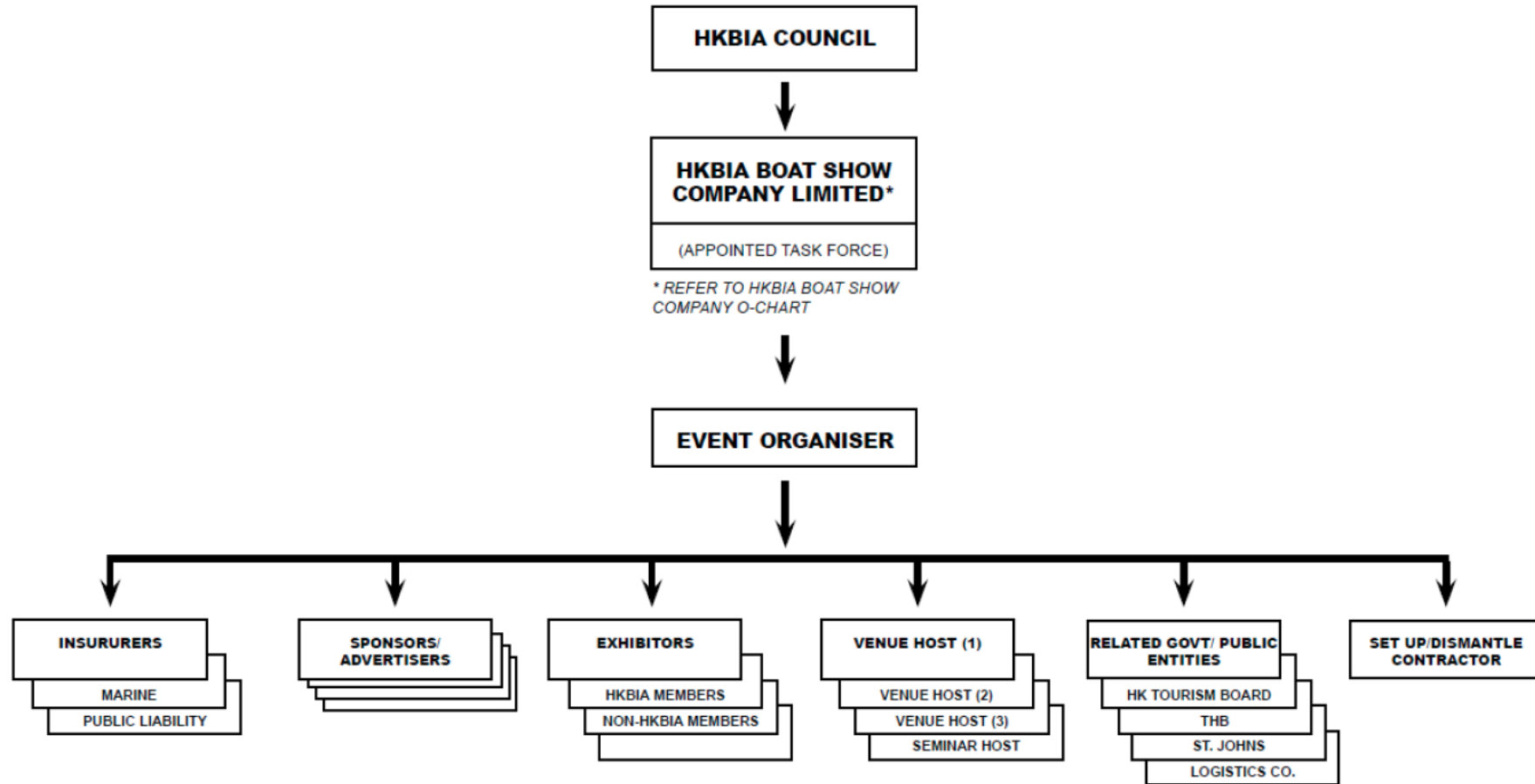
# BOAT SHOWS – A SHOWCASE TO THE WORLD

Boat Shows have always been an integral part of the leisure boating industry – everyone in the industry knows the Southampton Boat Show in the UK, Boot Dusseldorf in Germany, Fort Lauderdale in the USA, METS in Amsterdam. They have become both a local and International draw and boost for their country and local markets. The strength of these shows is that they are open to and represent ALL sectors of the leisure marine industry. With the breadth of the market, services and expertise, Hong Kong could also put itself on the map in a similar way with a fully fledged boat show. Whilst there have been small privately run shows in the past, none have proven to be fully accessible for all in the industry due to cost constraints. These limitations have resulted in small shows with little international draw. HKBIA are working towards finding a solution.

*With the expertise of the industry coupled with the pristine coastline, Hong Kong has the potential to become the leisure boating and nautical tourism hub of the Greater Bay Area and beyond.*

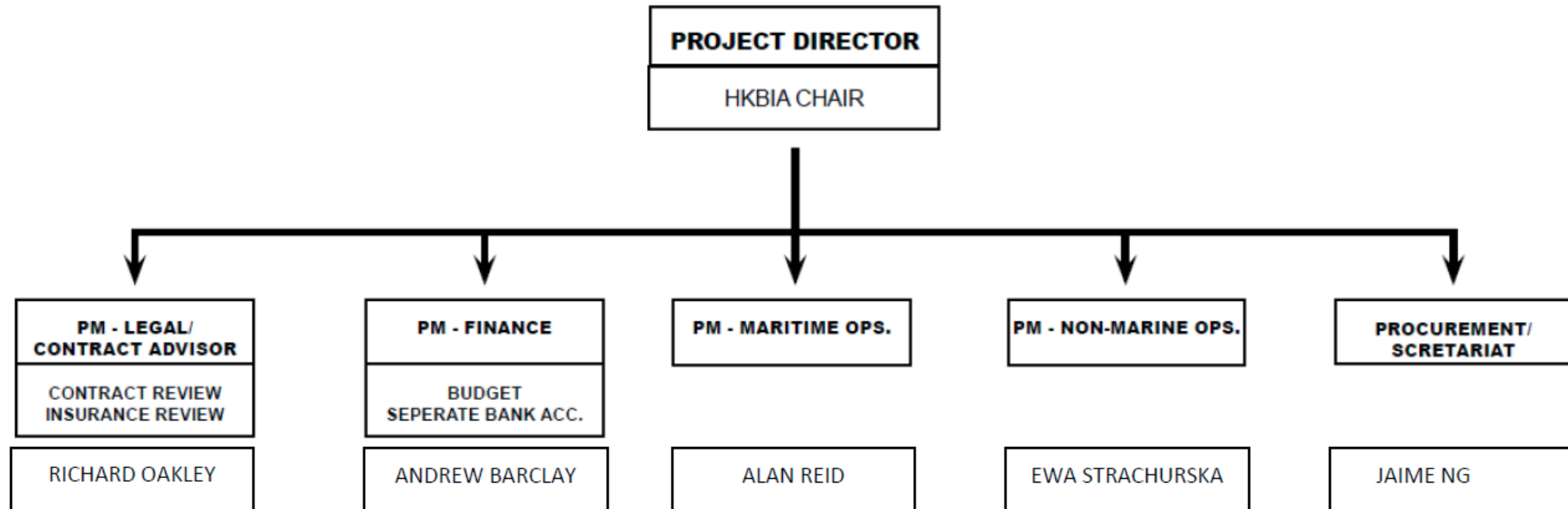


# HONG KONG BOAT SHOW ORGANISATION CHART



# HONG KONG BOAT SHOW COMPANY LIMITED

## ORGANISATION CHART



# HONG KONG BOAT SHOW

## TIMELINE

16 APRIL 2021	KICK OFF MEETING WITH LANTAU YACHT CLUB
15 MAY 2021	RESEARCH FROM OTHER MAJOR SHOWS & BOATING INDUSTRY ASSOCIATIONS
15 JUNE 2021	BOAT SHOW SURVEY WAS SENT TO HKBIA MEMBERS
29 JULY 2021	TENDER BRIEFS FOR NOV 2021 BOAT SHOW WERE SENT TO POTENTIAL EVENT ORGANISERS
06 AUG 2021	NOV 2021 BOAT SHOW TENDER SUBMISSION DEADLINE (2X EVENT ORGANISERS SUBMITTED, 1X EVENT ORGANISER WITHDREW – DUE TO INSUFFICIENT TIME)
7 SEPT 2021	TENDER WITHDRAWN DUE TO INSUFFICIENT TIME FOR NOV 2021 BOAT SHOW
7 SEPT 2021	HKBIA TO SCHEDULE HONG KONG BOAT SHOW FOR 18-20 MARCH 2022

# HONG KONG BOAT SHOW

## TIMELINE

MID OCT 2021	DRAFTED CONTRACTS FOR EVENT ORGANISER, VENUE HOST, EXHIBITORS AND SPONSORS
MID NOV 2021	SET UP HKBEA BANK ACCOUNT FOR HKBIA BOAT SHOW COMPANY LIMITED
19 NOV 2021	ISSUE ENHANCED TENDER BRIEF ISSUED TO EVENT ORGANISERS
26 NOV 2021	EVENT ORGANISERS SUBMITTED TENDER SUBMISSION
<b>6 DEC 2021</b>	<b>COUNCIL MEETING - BOAT SHOW DATE PUT ON HOLD DUE TO EMERGENCE OF OMICRON</b>
MID DEC 2021	HIRE HKBIA SECRETARIAT TO PREPARE FOR BOAT SHOW AND HKBIA ADMINISTRATIVE TASKS
END DEC 2021	REVISE SCOPE OF WORKS TO REDUCE EVENT ORGANISER EXPENSES. DATE OF SHOW SHALL ALIGN WITH HK MARITIME WEEK AS MUCH AS POSSIBLE (4-6 NOV 2022)

# HONG KONG BOAT SHOW

## SUMMARY

### **ACHIEVED**

1. SET UP FRAMEWORK FOR BOAT SHOW *(TO BE USED FOR FUTURE SHOWS)*
2. SET UP “HONG KONG BOATING INDUSTRY ASSOCIATION BOAT SHOW LIMITED” COMPANY
3. SETTING UP HKBEA BANK ACCOUNT FOR BOAT SHOW COMPANY
4. CONTRACTS DRAFTED *(TO BE USED FOR FUTURE SHOWS)*
5. GENERAL BUDGET DRAFTED

### **ONGOING**

1. MEMBERSHIP DRIVE (FOR MEMBERS TO JOIN SHOW)
2. HIRE HKBIA SECRETARIAT
3. SEEK SUPPORT FROM GOVT DEPARTMENTS. IE. DEVELOPMENT BUREAU, INVESTHK, HKTDC AND HK WATER SPORTS COUNCIL (ALSO FOR WAN CHAI BASIN).



# HK BOAT SHOW @ LANTAU YACHT CLUB (2022)

## **HONG KONG BOAT SHOW**

Date: TBC  
Venue: Lantau Yacht Club,  
Discovery Bay,  
Lantau, Hong Kong

Berths: 70+  
Visitors: 1,800 (600/day)

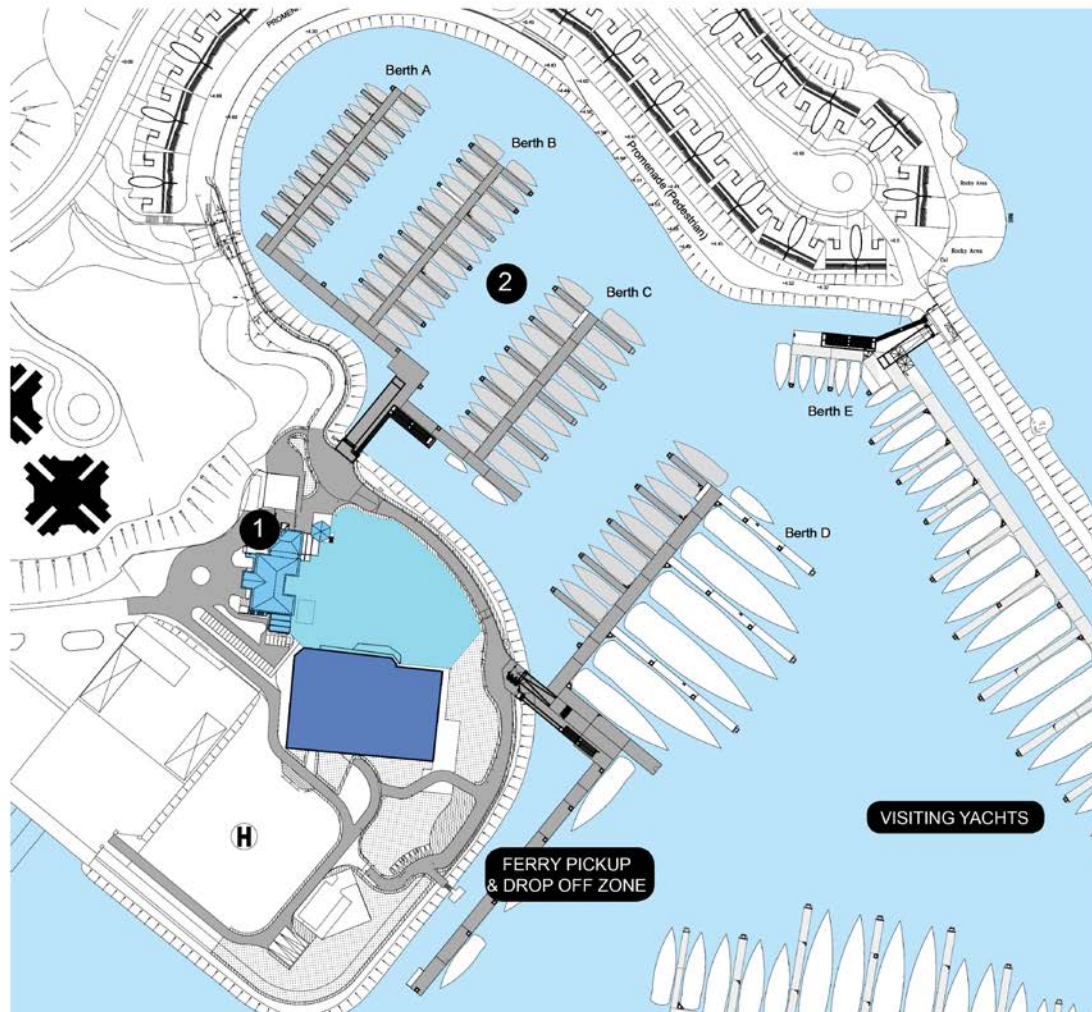
The show is open to the public





# HK BOAT SHOW @ LANTAU YACHT CLUB (2022)

## ON-WATER EXHIBITS



The show is open to the public. Visitors (with registration) can access the Boat Show via the following arrangements:

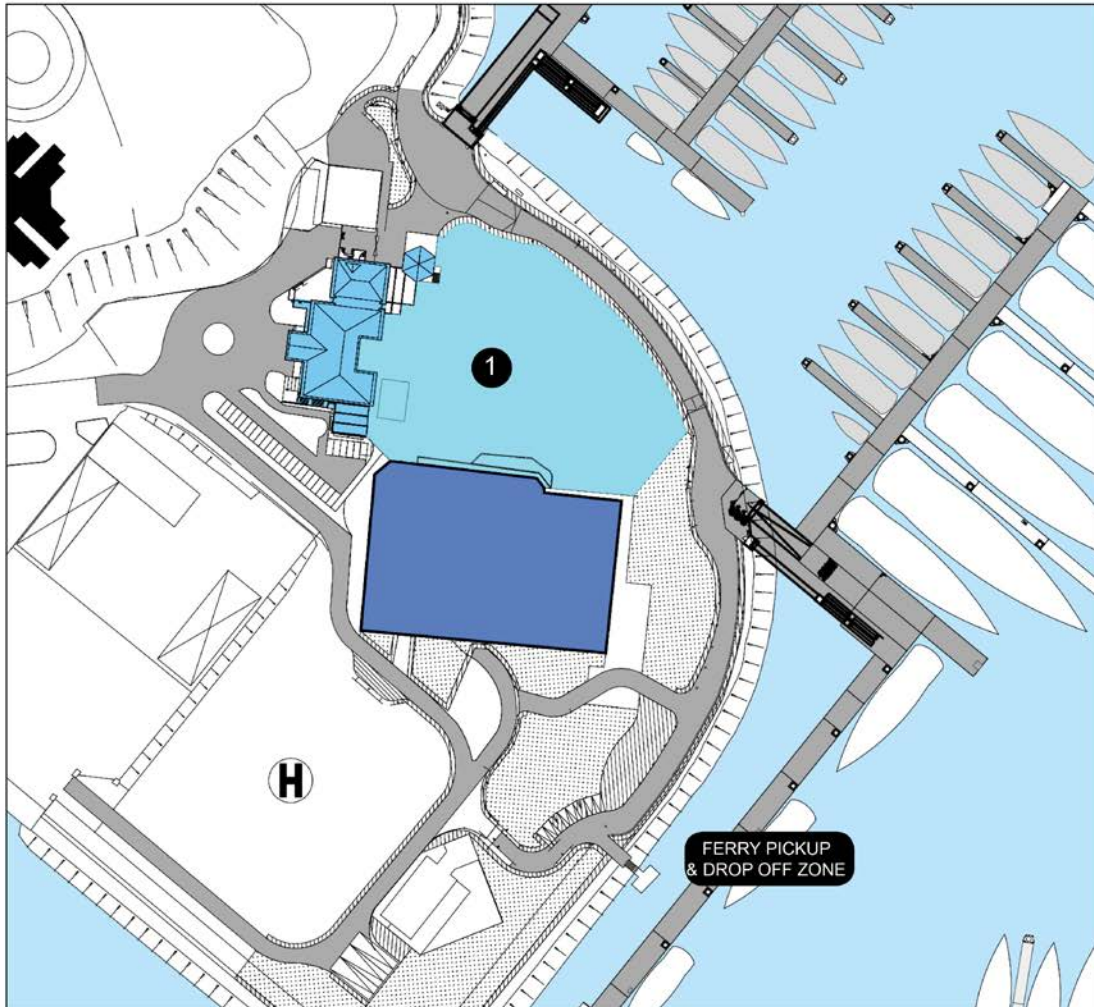
1. Discovery Bay Ferry (Central Pier) / Discover Bay Shuttle
2. Charter Yacht Services from Central Pier
3. Shuttle from Sunny Bay

F&B shall be provided via large charter vessels that offer catering



# HK BOAT SHOW @ LANTAU YACHT CLUB (2022)

## LAWN & LOUNGE AREA



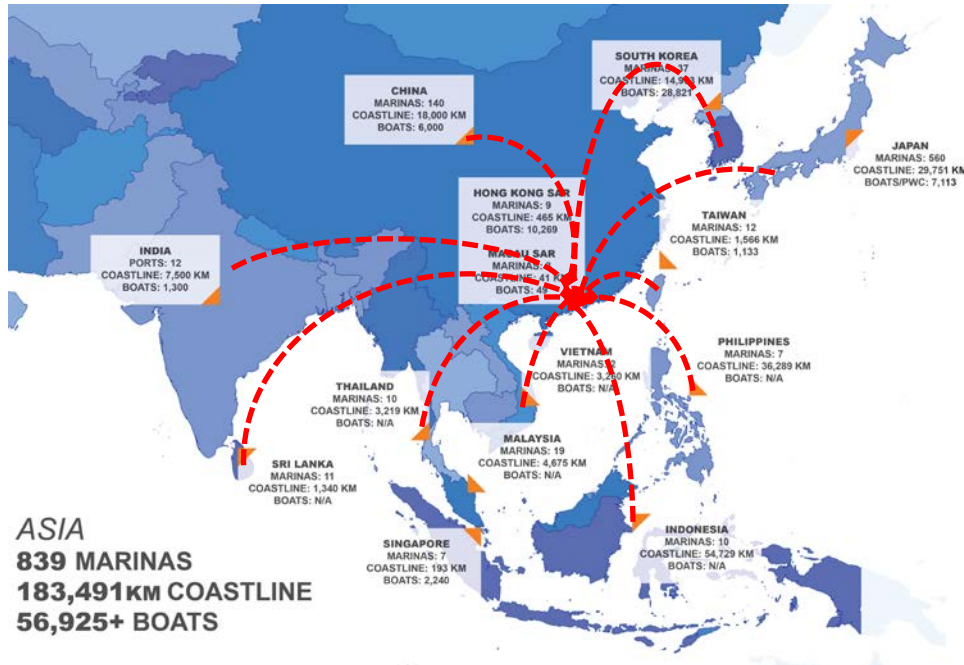
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CHARTER YACHTS FOR FERRY SERVICE

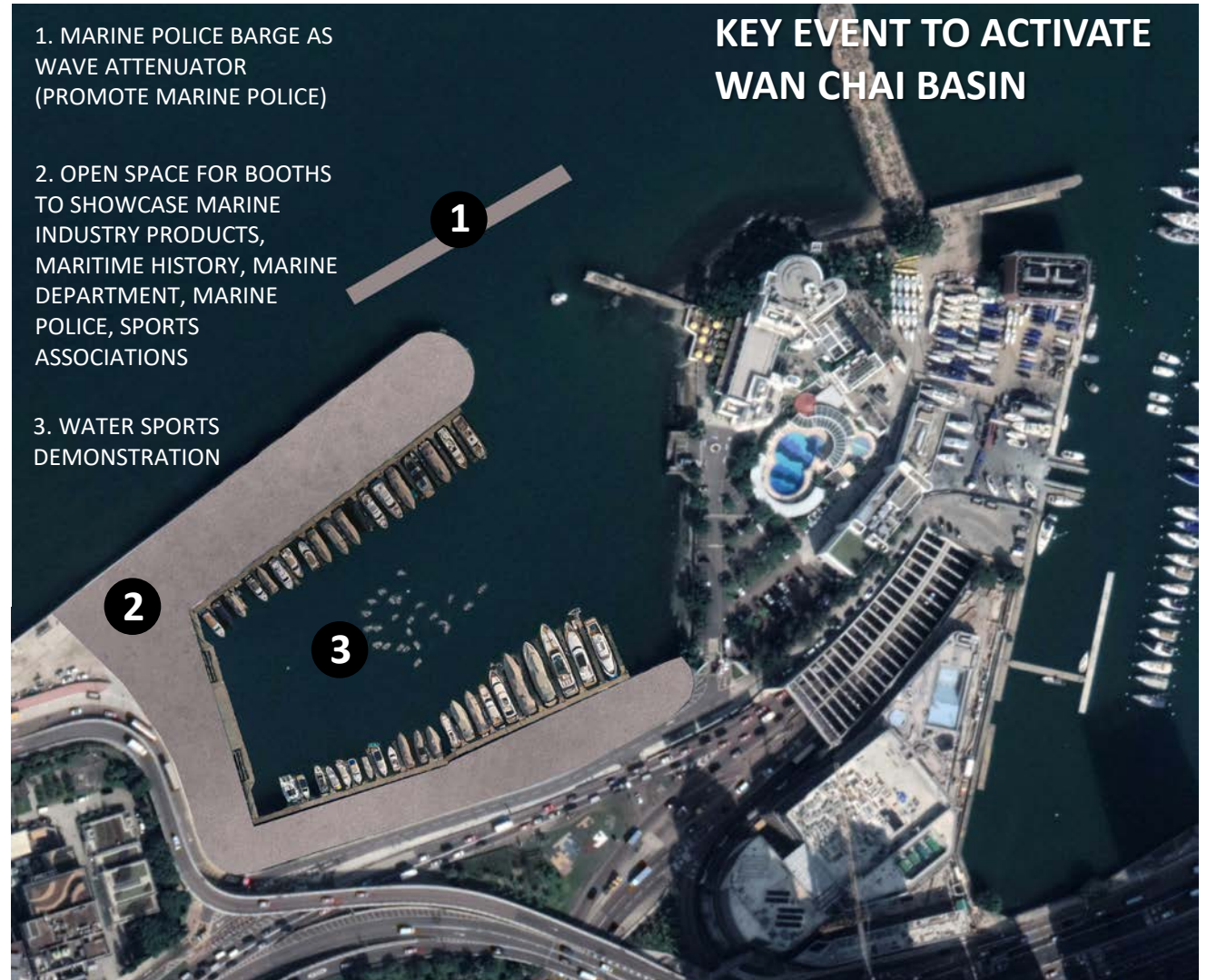


# HK BOAT SHOW @ WAN CHAI BASIN (2023 onwards)



## Hong Kong – Asia's World City

- +Perfect destination for Asia's Boat Show
- +Major Shipyards have regional office's in HK
- +Boat Show to showcase maritime history/culture in HK
- +Better access to water sports in heart of city



# HK BOAT SHOW @ WAN CHAI BASIN (2023)

**40+ BERTHS**

**IN CONJUNCTION WITH HK MARITIME WEEK**

**WATER SPORTS DEMONSTRATION**

**SEA TRIALS**

**MARITIME MUSEUM DISPLAY**

**SEA CADETS BOOTH**

**HONG KONG SEA SCHOOL BOOTH**

**MARITIME SERVICES TRAINING INSTITUTE BOOTH**

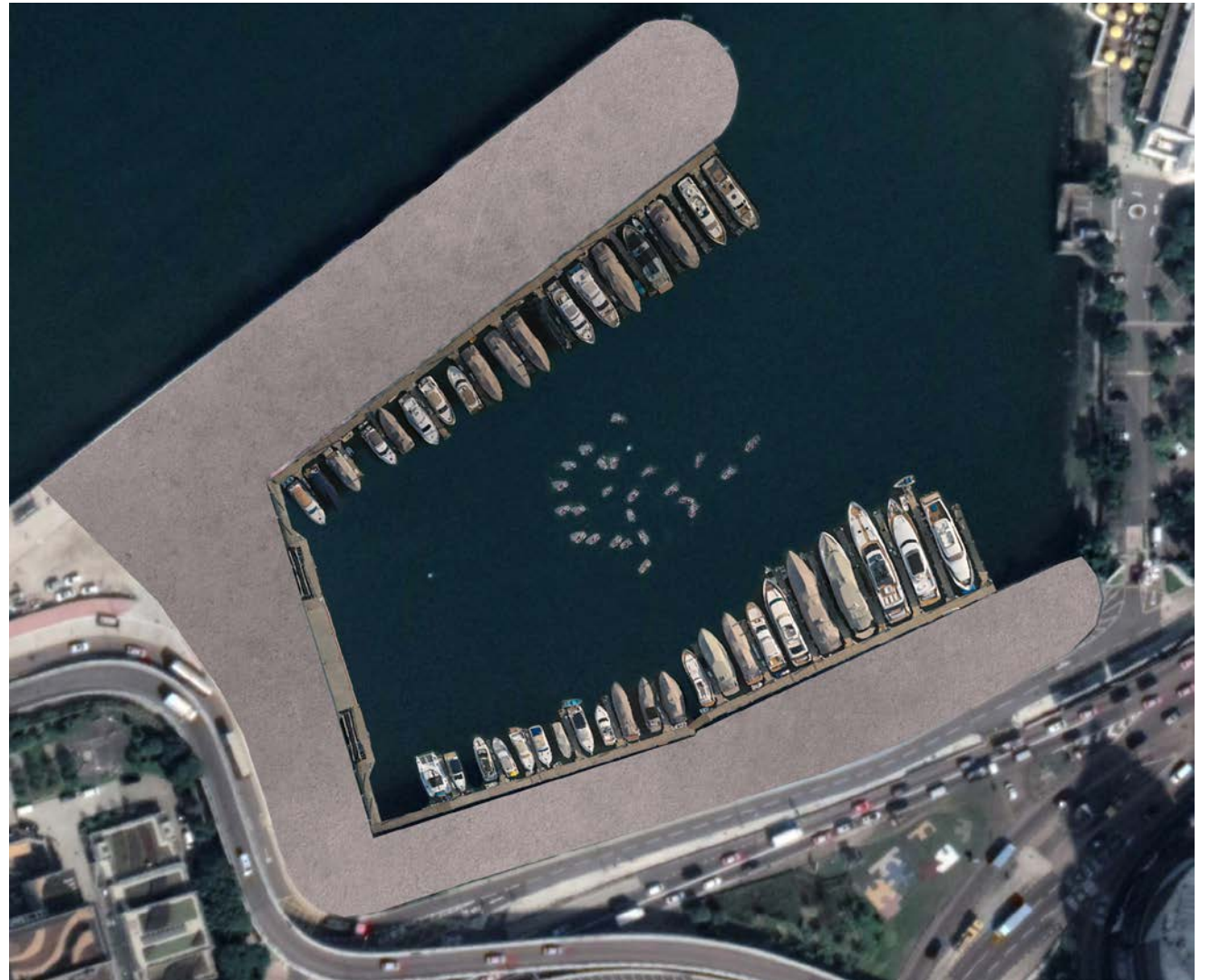
**SAILABILITY BOOTH**

**MARINE DEPARTMENT BOOTH**

**MARINE POLICE BOOTH**

**FIRE SERVICES DEPARTMENT BOOTH**

**ACTIVATE WAN CHAI BASIN**





# HK BOAT SHOW @ WAN CHAI BASIN (2023)



## PERFECT SKYLINE BACKDROP

- +Space to showcase water sports in HK.
- +Space to showcase the maritime industry.
- +Captivating venue in the heart of the city.
- +Encouraging citizens to experience the beautiful coastline of HK.



Florida Int'l Boat Show



Southampton Boat Show



Genoa Boat Show



Monaco Yacht Show