



## CONSULATE GENERAL OF THE UNITED STATES OF AMERICA

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To the Boating or Business Editor

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## United States Foreign Commercial Service Supports China's Growing Recreational Marine Industry

The 14<sup>th</sup> Annual China International Boat Show receives first time certification  
from the U.S. Department of Commerce

### Shanghai, China -

The 14<sup>th</sup> China (Shanghai) International Boat Show (CIBS) – the largest boat show in China, will highlight a comprehensive display of China's boat industry and its supply chain this month. For the first time, CIBS 2009 received successful certification by the U.S. Department of Commerce and endorsement by the U.S. Commercial Service of the American Consulate in Shanghai. The exhibition covers over 30,000 m2 with up to 380 exhibitors and over 100 real boats on display.

With the rapid growth of China's economy, and the expanding middle to upper-class, China's recreational marine market is predicted to continue rising in the coming years. In 2008, China imported over \$50 million dollars worth of yachts and pleasure vessels, which was a 72.6% increase compared with 2007 (*China Customs*). Despite the global economic downturn, confidence and optimism that pleasure boats are still becoming a lifestyle among China's expanding upper and middle-class, thus the provincial governments, property developers and boat manufacturers are still investing heavily in the industry.

**Gregory Harris, U.S. Foreign Commercial Service Shanghai, Commercial Officer**, comments, "The China boating industry is optimistic that the leisure boat market will accelerate in the next few years, presenting significant opportunities for U.S. exporters of leisure boats, accessories, marina planning and construction materials. The United States is a key market leader in China with over 24% of the market share in 2008. The U.S. product import value was over 12 million US dollars last year, an increase of 55 percent compared with 2007."

This year's CIBS's U.S. exhibitors include: *Brunswick Mercury, Brunger, J/Boats, Dassault Falcon Jet, Lasdrop Shaft, Johnson Control, MayWall, EMTL INC and Springfield.*

The China (Shanghai) International Boat Show (CIBS), will be held April 16-19 at the Shanghai Convention Center. The U.S. Commercial Service will staff an information booth in the Central Hall of the Show (C073) to introduce U.S. exhibitors and to help Chinese companies source quality products from the U.S. Commercial specialists will connect partners and suppliers, and advise appropriate programs to meet the needs of interested parties.

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