

# BUSAN INTERNATIONAL BOAT SHOW

BEXCO, BUSAN  
4.17 Fri - 19 Sun, 2026



Hosts



Ministry of Oceans  
and Fisheries



BUSAN  
METROPOLITAN CITY

Organizers



(사)한국해양레저네트워크  
KOREA MARINE LEISURE NETWORK

bexco

KBIA

(사)해양레저장비산업협회  
Korea Marine Industry Association



# Overview /

## General

<b>Title</b>	BUSAN INTERNATIONAL BOAT SHOW 2026
<b>Period</b>	April 17 (Fri)-19 (Sun), 2026
<b>Venue</b>	BEXCO & Maritime Exhibition Area
<b>Scale</b>	150 Companies, 1,000 Booths

<b>Hosts</b>	Ministry of Oceans and Fisheries, Busan Metropolitan City
<b>Organizers</b>	Korea Marine Leisure Network, BEXCO, Korea Marine Industry Association
<b>Events</b>	Welcome Dinner, Buyer Consultation Meetings, BIBS Awards, Conferences & Seminars, Marine Leisure Experience Programs

## Exhibits



### Boats·Yachts

Powerboats, Sailing Yachts,  
Inflatable Boats,  
Dinghies



### Workboats

Government Vessel,  
Specialized Vessel,  
Workboats, Ecofriendly  
Small Vessels



### Engine & Parts

Engine, Propeller, Navigation  
& Communication  
Equipment, Fish Finder,  
Interior



### Facilities & Services

Resorts, Marinas,  
Chartering Services, Docks,  
Interactive Marine Parks



### Fishing

Fishing Rod/Gear,  
Fishing Line, Bobber,  
Fishing Wear, Bag,  
Tent, Others



### Water Sports

PWC, Diving, Water Skiing,  
Surfing, Canoeing,  
Kayaking,  
Wakeboarding



### Open Market

Pre-Owned Boats  
and Yachts



### Marine Leisure Content

Tourist Destinations,  
Travel Packages, Marine Wellness,  
Ocean Festivals,  
and More

## Why BIBS 2026



### Support for Inviting Overseas Buyers to Expand Export Channels

Participating companies may invite overseas buyers, and following an evaluation process, one-way airfare and official hotel accommodations will be provided. Importers may also receive accommodation support at the official hotel for foreign representatives.



### Boosting Domestic Sales through Local Buyer Engagement

To strengthen domestic sales, the show will expand invitations to purchasing managers from government agencies, public institutions, leisure boat owners, dealers, and related associations — targeting both existing and potential buyers.



### Marketing Support for New Products by Exhibitors

Various promotional channels such as product demonstrations, media interviews, TV and radio spots, official SNS, and newsletters will be provided to effectively promote new products and brands.



### Enhanced Networking with Marine Leisure Industry and Institutions

To support meaningful networking between exhibitors, domestic buyers, and government/public stakeholders, events such as a VIP lounge and welcome dinner will be held.



### A Marine Leisure Festival Open to All Citizens

The event will offer the public a chance to get closer to the sea through free boat rides on the Busan coast. Visitors can also experience various marine leisure sports such as fishing, surfing, SUP, water skiing, and more.

## Key Achievements of BIBS 2025



17,000m<sup>2</sup>+

Exhibition Scale



140  
companies

Participants



15 companies  
from 12 countries

Buyer



USD  
46 Million

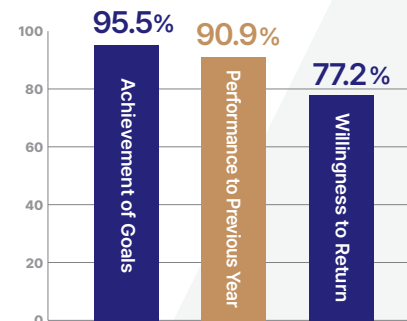
Consultation Outcomes



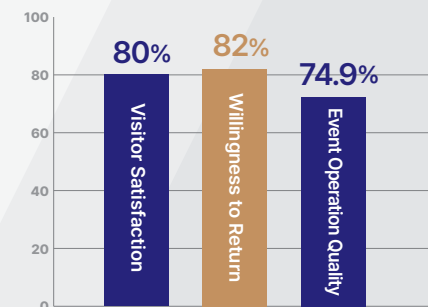
12,500+

Visitors

### Exhibitor Survey



### Visitor Survey



## Events /



### Welcome Dinner

Networking Party for Participating Companies, Domestic and International Buyers, and Government and Public Sector Representatives



### Buyer Consultation Meeting

Purchase Consultation between Participating Companies and Domestic and International Buyers



### On-Water Boat Experience

Enjoy a Free Boat Ride along the Busan Coast, exclusively for Boat Show attendees



### BIBS Awards

Ministerial and Mayoral Awards Granted based on the Evaluation of New Domestically Manufactured Exhibits from Participating Companies



### Marine Leisure Experience

Explore Exciting Marine Activities like Surfing and Paddleboarding



### Conferences & Seminars

Leisure and Small Vessel Technology Seminar, Open Conference and more

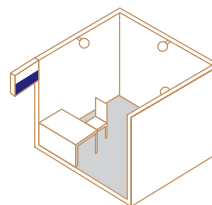
## Participation Guide /

### Modular Booth

₩1,800,000 / Per Booth(9m<sup>2</sup>)

(VAT Excluded)

Signboard / Lighting & Power Outlet /  
Information Desk & Folding Chair /  
Floor Pytex(Carpet) / Meeting Table

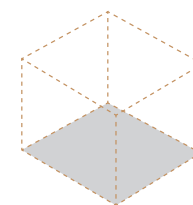


### Independent Booth

₩1,500,000 / Per Booth(9m<sup>2</sup>)

(VAT Excluded)

Exhibition Space Only(Minimum Application of 4 Booths)  
-Independent Installation by Participants  
\* Installation Costs and Related Expenses and  
the Responsibility of the Participants  
-Installation Companies Must Be Registered with BEXCO



### Participation Fee Discount

Early Bird Discount Until January 30 (Fri)	Consecutive Participation Discount
20%	10%

### Participation Fee Payment

Type	Amount	Payment Schedule
Deposit	50% of Fee	Upon Application
Balance Payment	50% of Fee	Until March 13 (Fri)

\*Application Deadline : February 27 (Fri)

### Application Procedure



### Contacts

BEXCO, 55 APEC-ro, Haeundae-gu, BUSAN, South Korea (48060) T. 051-740-8600 | F. 051-740-3404  
E. boat@bexco.co.kr | www.boatshowbusan.com