

VICTRON ENERGY IN CHINA BOAT SHOW 2008



The 13th edition of the China International Boat Show, CIBS, which took place from April 10 to 13 2008, cover a total of 26,000 sq meters of display area, occupying all six main halls and four outdoor areas of the Shanghai Exhibition Centre. With up to 400 participants, CIBS 2008 host about 50 exhibitors more than its previous edition.



CIBS represents the entire manufacturing chain of the industry, from basic materials to ready-to-sail luxury boats. There are many well-known brand boat participated in the event. They include Sunseeker, Ferretti, Beneteau, Azimut, Riva, Princess, Riviera, Aicon, Horizon. Also megayacht brands Fraser Yachts, Thyssenkrupp, and the Megayacht Group.

Victron Energy products were displayed by China distributor Shenzhen Royal Technology Co. Ltd. The stand presents almost the entire range of products including inverters, chargers, inverter/charger, battery monitor and accessories. The new Quattro 5kva inverter/charger, BMV600 battery monitor, new ESP system panel and demo integrated power system were also presented during the show.

The booth attracted a lot visitors of boat builders, designer and equipment dealers, who come from Europe, North America, Asia and local China. The event will enhance our contact with existing and potential customers and strengthen Victron Energy brand image in boat industry. We are looking forward to creating more sales opportunities after this successful show.