



SAS Bulletin

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Cape Boat & Watersport Show 2003

Invitation to ALL Clubs to participate: Organisers suggest

1. Showcasing sailing development activities and
2. Using the event to canvass for initiates to the sport through member Club Open Days

The organisers of the event have given SAS the use of a stand dimensioned 8m x 3m deep in the marquee. The marquee will be erected near the Aquarium and we understand that the SAS stand will be close to the water. While being located in Cape Town, the show is an international event. Accordingly all regions are invited to participate.

It is an express wish of the Organisers that we showcase the valuable work that is being done by clubs, in offering training to youth drawn from all backgrounds.

It has been requested that we extend the display to include a training course/s, to run during the show, (facilities for sailing in the harbour to be arranged) and also use the opportunity to promote sailing by inviting members of the public to attend an open day at each of the participating clubs (dinghy and keelboat).

Proposed that Clubs hold "OPEN DAYS"

The proposal that clubs use the Boat Show to attract new members is seen as an opportunity to promote sailing. Open days at clubs should be arranged for days suitable to the clubs sailing calendar and at their own venue. Canvassing for new members will be by invitations given out at the Show against which respondents will be invited to attend. Clubs to provide individuals to attend the stand, on rotation, representing all participating clubs.

Applications from clubs and training associations/schools where they are not a club but offer SAS approved courses, together with a description of the display/ information that will be available for handout, should be forwarded to SAS offices by no later than August 15th, to give time for subsequent coordination and preparation.

Regrettably no commercial sail training schools can be accommodated under the SAS banner.

Please see the attached leaflet for further details.

CAPE BOAT & WATERSPORT SHOW 2003

24-26 OCTOBER- V & A WATERFRONT

The 3^d Cape Boat & Watersport Show will again be hosted by the V & A Waterfront in October 2003, bringing together in one venue all the role players in South Africa's fast expanding watersport industries. The 2002 show, also held at the V & A Waterfront, attracted some 14 000 visitors over the three days of the show, who were able to view products ranging from the latest luxury yachts to electronic equipment and leisure watersport goods.

The show will this year again feature the latest in South African catamaran and yacht designs, RIB's, ski fishing craft and leisure craft, and with the water space available to exhibitors doubled from last year, the show promises to showcase even more products than ever before. All products related to watersports are also exhibited in the large marquees, from kayaks and canoes to electronic equipment and lifesaving equipment, from boat fittings to chandlery products, from insurance and boat finance to sail training, from fishing equipment to free dinghy sailing courses. This show truly covers the entire watersport spectrum in one venue, and no matter what your preference or where your interest lies this show will have something for you.

Because of the success of the first two shows exhibitors from all over South Africa are now seeing it as a vehicle to launch new products, market and brand existing products, and to generate sales leads. Visitors are also expected from all over the country, seeing the show as an opportunity to view all the latest in new products and equipment, whilst visiting the most beautiful city in the world.

The show is also starting to attract overseas visitors who are enticed by the quality of our locally built products, the very reasonable prices, and the beauty of Cape Town. Over 1000 overseas visitors visited last years show. Included in these were 10 international journalists who have written some very complimentary articles about the show, the industry and Cape Town in their magazines. There is ever increasing interest from overseas in the show, as it is seen as the one occasion in the year when the entire industry can be viewed in one location.

Because of the overseas interest the Dept. of Trade & Industry will again assist in bringing out journalists to the show and is also advertising the show on the boat building industry's CD Rom which is being showcased at various international boat shows and events. The City of Cape Town is also assisting with the marketing of the show, seeing it as a vehicle to attract more visitors to the city, and the show has recently been listed in the Cape of Great Events booklet.

The ongoing success of any show depends on the commercial success experienced by it's exhibitors. It is interesting to note that over 80% of the original show exhibitors will again be at this years show, evidence that the show is an excellent vehicle for sales and marketing, branding and product launches.

Sales at the 2002 show were reported as excellent by all exhibitors, with sales estimated at over R44 million.

The 2003 Cape Boat & Watersport Show will be the biggest show of its kind ever seen in this country, reflecting an industry, which is a South African success story. Whether as a visitor or as an exhibitor, don't miss it.