

## COLOMBIA: A BLOSSOMING RECREATIONAL BOATING MARKET!



Photo courtesy of Jaime Borda

Building on the success of the first U.S.A. Pavilion at the Cartagena International Boat Show (CIBS), the NMMA will again take the lead on organizing the U.S.A. Pavilion at the 2015 show. Join us March 21–23, 2015 at the Cartagena de Indias Convention Center in Colombia.

*CIBS is the perfect venue for the industry to establish contacts and strengthen business ties in this blossoming market.*

One of the oldest democracies in Latin America, Colombia has a middle-income population, rich history and privileged geographical location. Consequently, it is quickly emerging as a mandatory stop for sailboats, yachts and charters heading through the southern region of the Caribbean

Sea. Located under the Hurricane Zone (125° North), Colombia is an excellent alternative during hurricane season.

Thanks to these natural advantages and the government's continued commitment to grow nautical tourism and recreational boating, Colombia continues to grow as a market of importance for our industry.

Tens of thousands of U.S. citizens safely visit Colombia each year. Tourism has experienced remarkable growth and the government recognizes the need to develop marina infrastructure to meet the growing demand of both nautical tourism and domestic boating.

The Ministry of Trade, Industry & Tourism has publicly declared the development of Nautical Tourism in Colombia a top priority. The 2014 reelection of President Santos means this commitment is expected to remain in place.



Aerial view of show

### PROMISING AREAS FOR U.S. EXPORTERS

As of May 2014, U.S. exports of boats and engines to Colombia were up 16% year over year.

Opportunities in this quickly expanding market include:

- Marina design and development
- Boat & Yacht sales (fishing, cruising, center-consoles, sailing, tow boats)
- Supporting equipment including Navigation Equipment, Oils & Lubricants, Fishing Tackle and Safety Equipment
- Scuba diving
- Charter Brokers and Operators
- Training Institutions
- Engines
- Water Toys, Kayaks, Jet Skis and more

*We encourage you to contact NMMA to discuss your specific export opportunities!*

Contact: Julie Balzano Tel: 954.441.3234 Email: [jbalzano@nmma.org](mailto:jbalzano@nmma.org)



U.S.A. Pavilion

## ABOUT THE SHOW

easyFairs®, a seasoned trade show organizer based in Bogota, has created a professional B2B and B2C boat show in Colombia for the industry to gather, establish contacts and further strengthen business ties in this emerging market. Learn more at [www.easyfairs.com/cibshow](http://www.easyfairs.com/cibshow)

The NMMA has partnered with easyFairs to ensure a top-notch experience for U.S. exhibitors. We have secured **prime** exhibition space inside the main floor of the convention center that is offered **only to U.S.A. exhibitors**.

As an NMMA member, you'll benefit from preferred pricing and space selection, however the pavilion is open to all eligible U.S. based businesses.

*“While we’ve done business in Colombia for many years, shows such as this allow us to reconnect with old customers as well with new ones on their own turf. Our international customers appreciate us placing an importance in their specific markets and making the effort to come to their country.”*

Carl Liederman, Capt. Harry’s Fishing Supply

## PRICING

**Space is very limited and we expect to sell out—so it is important to book early!**

All USA Pavilion stands are completely turn-key and include value-added features to enhance your experience:

- Each stand is built from white shell scheme panel construction and includes two-spotlights\*, one table/three chairs, lockable information counter with company logo on front panel, blue fascia signage with company name, NMMA branding and U.S.A. flag, marble floor, electricity and stand cleaning. (\*15m2 stands include two additional spotlights.)
- Company description included in Spanish language U.S.A. Exhibitor flyer. Translation of description provided at no charge.
- Bilingual NMMA support before, during and after the show to streamline your registration and on-site experience.
- U.S.A. pavilion refreshment area and hostess offered for the duration of the show.
- One invitation for our exclusive networking dinner, the night prior to the show. Additional invites at \$80 per person.
- **NEW:** Private B2B networking breakfast will be held on Sunday, March 22 at the U.S.A. pavilion. This breakfast is designed to foster networking with all other exhibitors at the show.



Standard 12m2 Booth

Stand Size	NMMA Member	After Nov. 1	Non-Member	After Nov. 1
9m2 Turn Key:	\$2,975	\$3,300	\$3,400	Not Available
12m2 Turn Key:	\$3,950	\$4,325	\$4,500	
15m2 Turn Key:	\$4,875	\$5,350	\$5,575	
On-water space available: <i>(limited)</i>		Call for pricing		

\*Optional: Wood deck flooring. Add \$43/m2 to the stand cost.

**Don't delay. Register early for best pricing and space options!**

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