

Event Announcement

The 60th Japan International Boat Show 2021

To potential booth exhibitors,

Warm greetings to you all and thank you for your understanding and support of our work and activities.

We believe that you are all facing many difficulties due to COVID-19, and the Japan Marine Industry Association has held many discussions regarding holding the Japan International Boat Show 2021 to help sustain and/or revitalize corporate activities that have stalled due to the ongoing pandemic.

As a result, we determined that holding the show indoors brings too high a risk of infection for visitors and have decided to forgo hosting the event at an indoor venue. Instead, we will hold the event outdoors at the Yokohama Bayside Marina when the weather has begun to warm up a little to help reduce the risk of infection.

The Yokohama Bayside Marina is located adjacent to the Mitsui Outlet Park Yokohama Bayside shopping center, which has become a popular area following its reopening in June 2020 after the completion of major renovations. We consider this to be an excellent opportunity for a great many people who have not previously attended the show to get a taste of the fun offered by marine products and recreation. To that end, we will work closely with venue management and affiliated bodies to implement extensive measures for preventing the spread of COVID-19 while communicating the fun and joy of marine recreation to as wide an audience as possible.

Should the state of the COVID-19 pandemic force the event to be canceled, we will alter the exhibition rules (related to Show Cancellation) as an exception for 2021 as part of extraordinary measures toward addressing unforeseen developments related to COVID-19.

We ask that companies currently planning or considering exhibiting at the show carefully read the Exhibition Guide/Rules before applying, and we look forward to seeing you at the show!

Outline of the 60th Japan International Boat Show

Title	Japan International Boat Show 2021
Organizer	Japan Marine Industry Association (JMIA)
Dates	April 15 (Thu.)–18 (Sun.), 2021
Venue	Specially prepared area at the Yokohama Bayside Marina (floating displays and on-land displays)

Please download the Event Guidance, Exhibit Guide/Rules and Exhibit Application from:
<https://www.marine-jbia.or.jp/english/>

Boat Show Operation Desk

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