

TRADE FAIR
PARTNER:



BIULETYN
TECHNIKI
JACHTOWEJ

TRADE FAIR AND
CONFERENCE PARTNERS:



HONORARY
PATRONAGE:



Marszałek
Województwa Mazowieckiego



Poland Boat Show

9. EDITION

POST SHOW REPORT 2025

9 - 12 | 10 | 2025

POLAND, WARSAW



organized by

boatshow.pl/en/

PTAK
WARSAW
EXPO

ufi
Member



The logo for the Poland Boat Show 9. Edition. It features a stylized white sailboat icon on a blue background. To the right of the icon, the text "Poland Boat Show" is written in a bold, white, sans-serif font, with "9. EDITION" in a smaller font below it, all contained within a white rounded rectangle.



POLAND BOAT SHOW 2025

THE LATEST SOLUTIONS FOR THE YACHTING INDUSTRY IN CENTRAL AND EASTERN EUROPE:

Discover Poland Boat Show – The International Yacht, Marine Equipment and Water Sports Fair

Poland Boat Show 2025 was the largest event for the yachting and water sports industry in Poland.

The ninth edition brought together hundreds of exhibitors from both Poland and abroad, showcasing the latest models of boats, yachts, water equipment, and marine technologies. The event attracted a record number of visitors – including industry professionals and sailing enthusiasts alike.

The program featured expert panels, yacht and product premieres, as well as testing zones. Poland Boat Show 2025 confirmed its position as a key networking and business platform for the entire yachting sector in Central and Eastern Europe.

EVENT STATISTICS:

40 000m²

Exhibition space

28 987

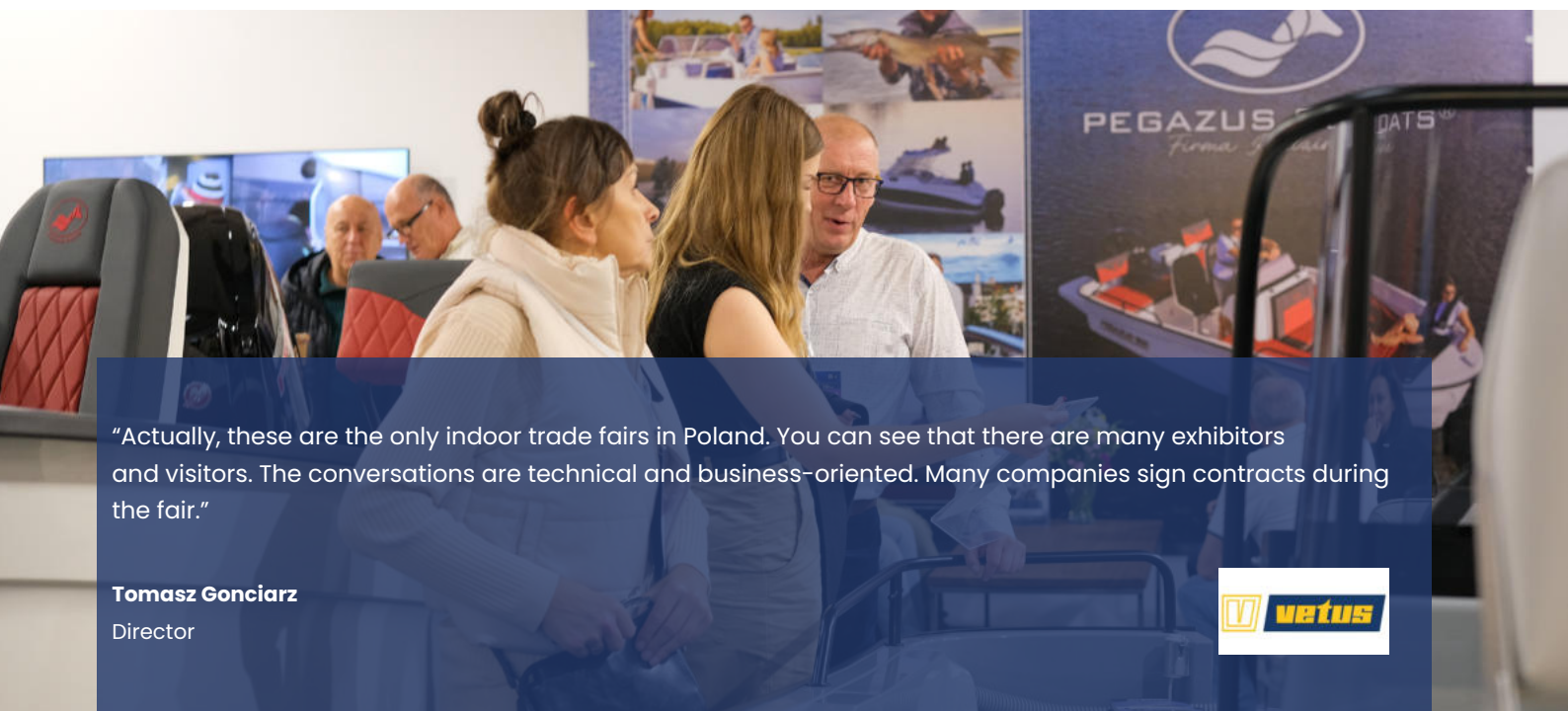
Visitors

700

Exhibitors

45+

Speakers



“Actually, these are the only indoor trade fairs in Poland. You can see that there are many exhibitors and visitors. The conversations are technical and business-oriented. Many companies sign contracts during the fair.”

Tomasz Gonciarz
Director



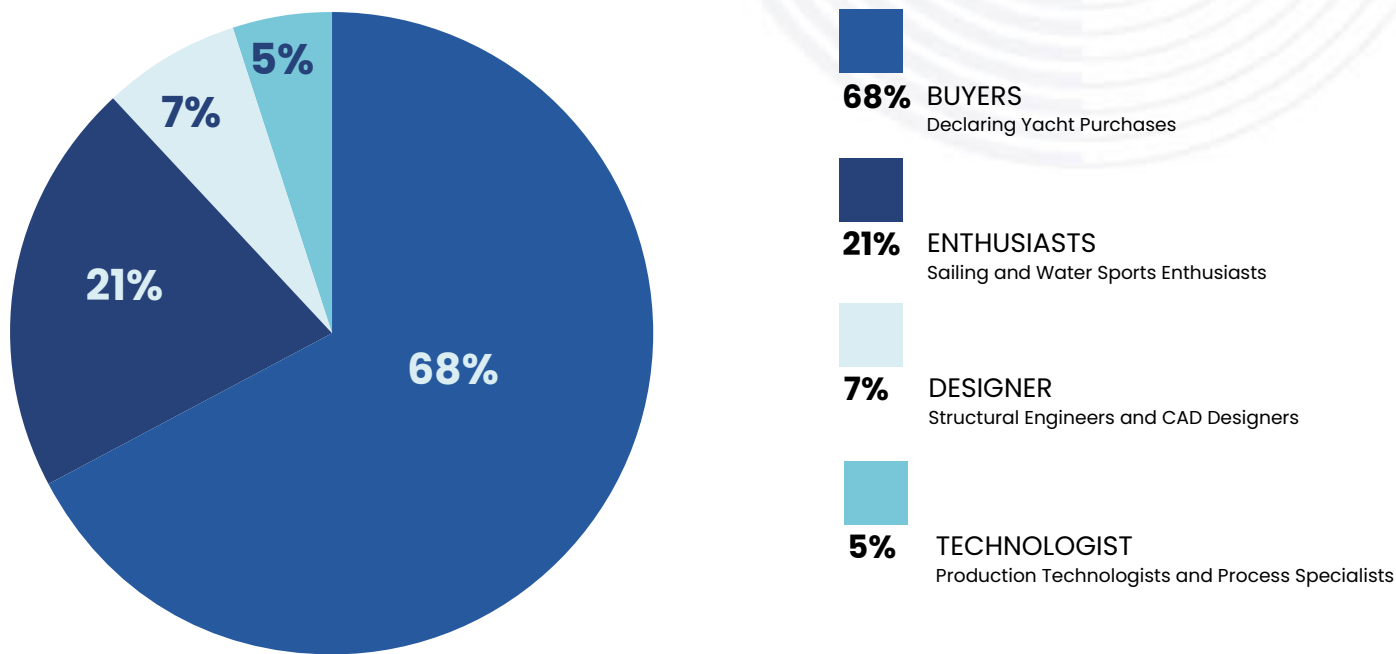
BOOK YOUR STAND

+48 518 739 124

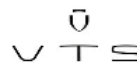


KEY PROFESSIONAL ROLES PRESENT AT POLAND BOAT SHOW 2025

The event brings together specialists from the yachting and maritime industries, connecting companies involved in the design, production, and sale of vessels, as well as technologies related to navigation and water recreation.



BRANDS PRESENT AT POLAND BOAT SHOW 2025



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VISITOR STRUCTURE

POLAND BOAT SHOW 2025

28987

Total Number
of Visitors

POLAND

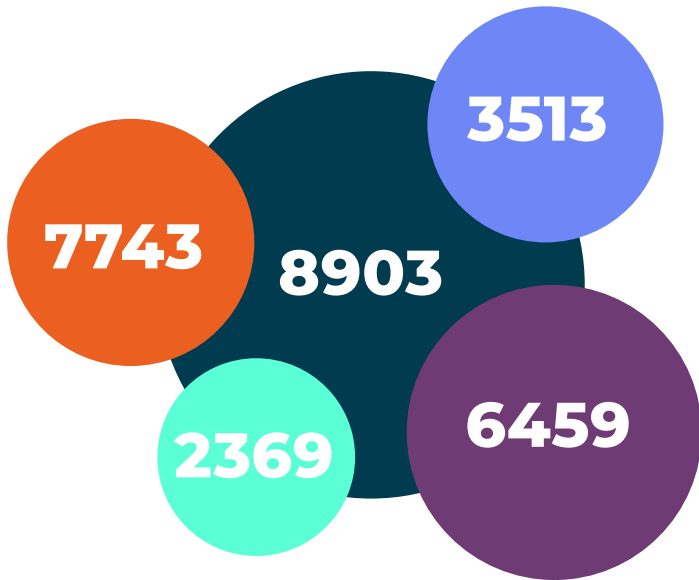
93%

EUROPE

Lithuania / Czech Republic / Finland / Germany / France / Hungary / Latvia /
United Kingdom / Russia / Norway / Turkey

7%

SECTOR INTERESTS OF VISITORS



- Motorboats and Yachts
- Water Sports and Recreation
- Yacht Equipment and Accessories
- Training, Charters, and Financing
- Service and Marina Facilities

MAIN REASONS WHY OUR VISITORS PARTICIPATE:

- 31% Inspiration for technological development and offer modernization
- 25% Initiating and finalizing contracts
- 59% Purchase, charter, or comparison of vessel models
- 50% Opportunity to establish direct B2B contacts
- 69% Comprehensive industry offer in one place
- 21% Participation in conferences and presentations



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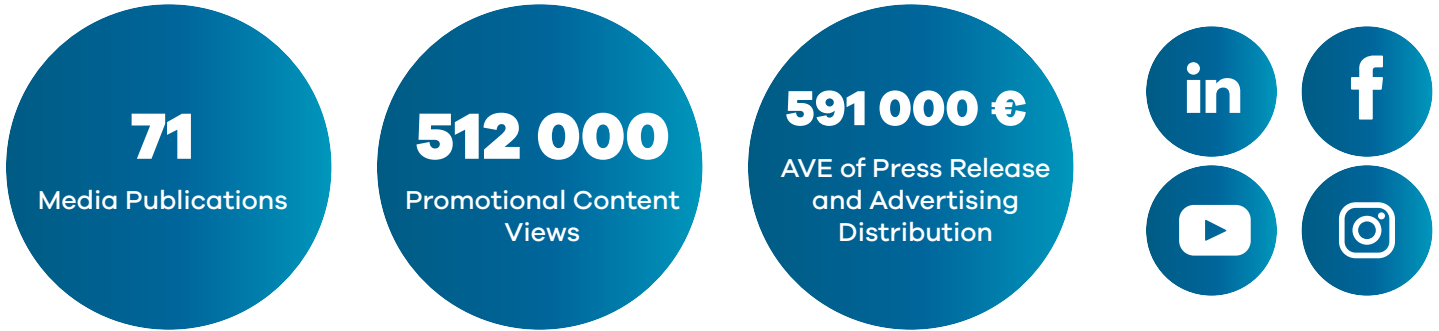
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MARKETING AND PR

We are conducting an integrated marketing and PR campaign aimed at reaching key decision-makers in the yachting sector – those responsible for purchasing, design, product development, and operational processes. Our activities include collaboration with industry organizations, publication of advertisements, articles, and editorial materials in leading media outlets, mailing campaigns, intensive online promotion, as well as presence in social media and direct mail campaigns. Additionally, we invest in advertising activities on Google and Facebook to maximize the event's reach and visibility.

PR Content Estimates 2025



Media Partners:



“As a media partner, we have been participating in the Poland Boat Show for several years, announcing and covering the event. To sum up, it is the largest trade fair in this segment in terms of the number of exhibitors and visitors. During the fair, there are many accompanying industry events that enrich the program of this professional gathering. The autumn date is also very suitable for organizing the fair, as it takes place before the so-called winter storage of water equipment, which encourages the signing of many fruitful business contracts.”



Anna Sienkiewicz
Advertising Sales Specialist
Tourism Market

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HERE'S WHAT OUR EXHIBITORS SAY



"During the fair, there are few people who just come to look at yachts — most conversations are concrete and business-focused. The fact that the event takes place indoors is the main advantage when it comes to selling such vessels."

Piotr Maciej Pilch,



ECO MARINE
OFFICIAL YACHTS DEALER

"I evaluate the fair positively. There are many new visitors — definitely a successful edition. During the fair, direct contact is very important to us."

 **PARKER**



"The fair this year is much better — many visitors and greater interest in boats. I have a very positive impression of this event. Fairs held outside the season are better, as people are more willing to choose boats for the upcoming season. At the fair, we meet many customers and establish business contacts with dealers and charter companies, so it's definitely worth being here."

SHINE YACHTING


S H I N E
Y A C H T I N G

"The people who visit the stand and look at the boats are the best showcase of the fair. We are in the center of Poland — this is where we have the most customers and where we need to be present. At the fair, we can showcase the largest number of our vessels. Here, you can come, touch, and see the boats for yourself."

Marcin Tokarski



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 **Poland
Boat Show**
9. EDITION

YACHT PREMIERES

POLAND BOAT SHOW 2025

Odysseya Platinum 40



balt 950



Flying Shark 7.7



Odysseya S36 Dynamic Cruising



SunCamper 36



Bayliner V20



PEGAZUS 500 w dwóch wariantach - CC and BR



Aquador 400HT exterior



NH 770 Grand



M500 duo



Iron



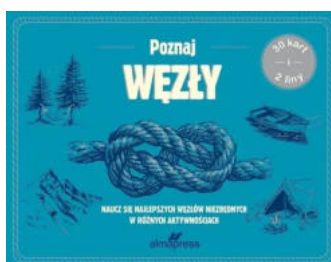
BRIG Eagle 6.7 T



M560 Sundeck



720 GT



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Poland Boat Show
9. EDITION

Special Events 2025



MARINE INNOVATION
CONFERENCE 2025

9 - 10 | 10 | 2025



PTAK
WARSAW
EXPO



Marcello Yachting
at the Poland Boat Show

9-12 | 10 | 2025

COMPETITION FOR EXHIBITORS



MARINE INNOVATION
CONFERENCE 2025

WYKONANE W RAMACH
BIULETYN TECHNIKI JACHTOWEJ



TRENDS PANEL AND PRESENTATIONS OF EXHIBITORS



prof. dr hab. inż. JACEK PIELECHA,
Dean of the Faculty of Civil and Transport Engineering,
Poznań University of Technology



dr inż. Katarzyna Panasiuk,
Gdynia Maritime University



dr hab. inż. Andrzej Ziółkowski,
Prof. PP, Director of the Institute of Propulsion and Aviation,
Poznań University of Technology



dr hab. inż. Wojciech Cieślak,
PUT Powertrain,
Poznań University of Technology



Paweł Błasiak, President of the Main Board of WOPR (Water Volunteer Rescue Service)
Safe on the Water – Responsibility and Awareness in Motorboating and Water Sports



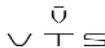
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TRADE FAIR AWARDS BOAT SHOW 2025

During the first day of the Boat Show at Ptak Warsaw Expo, a formal Trade Fair Medal Award Ceremony took place, honoring companies distinguished by their innovation and product premieres in the yachting industry. The event brought together leading manufacturers and representatives of the marine sector from across the country. Awards were presented in the categories of Trade Fair Premiere, Trade Fair Product, Innovation, and Co-Creator of the Fair's Success. The ceremony was hosted by Mr. Dariusz Drąg, President of the National Chamber of Fairs, who personally presented the medals and distinctions to the winners.

Laureates – Trade Fair Premiere



Laureates – Trade Fair Product



Laureates – Innovation



Laureates – Co-Creator of Trade Fair Success





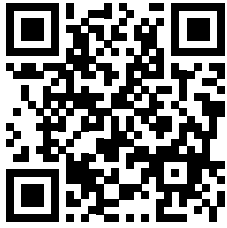
83%

Exhibitors chose to return to the trade fair



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RESERVE YOUR STAND

8-11 OCTOBER 2026
Poland, Warsaw



UFI

Global association of the Exhibition Industry

UFI is the global association of the world's leading trade fair organizers and exhibition venue owners, as well as major national and international exhibition associations. UFI endorses Ptak Warsaw Expo as an organizer of international trade fairs.

CONTACT OUR TEAM

+48 518 739 124

Social Media Channels

