

ABOFA
Aqaba Blue: Ocean Future in Action

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Date

9-12 Sep 2026



Venue

Aqaba International
Exhibition & Convention
Centre (AIECC)



Location

Aqaba, Jordan

Organized by



Int Partner

salonnautico
INTERNACIONAL DE BARCELONA



Fira Barcelona
INTERNATIONAL

Host Partner



Overview



ABOFA – Aqaba Blue: Ocean Future in Action is a premier international exhibition dedicated to the marine, diving, water sports, and blue economy sectors. Hosted in Aqaba, Jordan's gateway to the Red Sea, ABOFA serves as a strategic platform connecting industry leaders, innovators, professionals, and enthusiasts from across the region and beyond.



Why Aqaba

Aqaba offers a unique strategic and environmental setting that positions ABOFA as a truly regional and international exhibition:

1

Jordan's only coastal city with direct access to the Red Sea

2

Year-round diving conditions featuring coral reefs, shipwrecks, and rich marine biodiversity

3

Strategic geographic location linking Asia, Europe, and Africa

4

Direct connectivity through King Hussein International Airport, with expanding regional and international routes

5

Strong institutional support from the Aqaba Special Economic Zone Authority (ASEZA)

6

Home to landmark waterfront developments such as Ayla Oasis, Saraya Aqaba, and Tala Bay

7

Advanced port, marina, and cruise infrastructure

8

A national focus on eco-tourism, marine conservation, and sustainable development

Target Sectors



ABOFA brings together a diverse ecosystem across the marine and adventure industries, including:



**Diving &
Underwater
Sector**



**Marine
Technology
& Innovation**



**Water Sports
& Adventure**



**Boats & Marine
Equipment**



**Tourism
& Lifestyle**



**Underwater
Photography
& Videography**



**Education,
Training &
Certification**



**B2B Professional
Exhibitions and
Services**

Venue

Aqaba International Exhibition & Convention Centre (AIECC)

AIEC is one of the region's most modern exhibition venues, designed to host large-scale international events.

Built-up (indoor)
area: approximately
35,000 m²

Total site area
approximately
170,000 m²

Dedicated management
wing comprising three levels
(ground, mezzanine, and first floor)

Strategically
located within
**the Aqaba Special
Economic Zone,**
adjacent to King Hussein
International Airport



Why Exhibit

Exhibiting at ABOFA provides brands and organizations with direct access to decision-makers, professionals, and consumers across the marine ecosystem.

Engagement with regional and international B2B and B2C audiences

Live product demonstrations in real marine and coastal environments

Strong brand exposure through international marketing campaigns and media partnerships

High-level networking with government entities, tourism boards, investors, and industry leaders

Opportunity to position products, technologies, and solutions within the growing blue economy and sustainability landscape



Experience & Feature Areas

ABOFA offers immersive and experiential zones designed to showcase innovation, performance, and lifestyle:

- 🚩 Dive Pool and Live Underwater Demonstrations
- 🚩 Water Sports Arena featuring kayak, paddleboard, and jet ski experiences
- 🚩 Marine Technology & Innovation Zone
- 🚩 Boat and Marine Equipment Display Area
- 🚩 Dive Travel & Adventure Lifestyle Village
- 🚩 Underwater Photography and Visual Arts Gallery
- 🚩 B2B Matchmaking Lounge
- 🚩 Conference and Workshops Program featuring industry experts



Target Audience



ABOFA attracts a highly targeted and diversified audience, including:



**Professional divers
and freedivers**



**Water sports and
adventure enthusiasts**



**Marine researchers,
scientists and environmental
specialists**



**Tourism operators
and travel buyers**



**Underwater photographers
and videographers**



**Maritime and marine
industry professionals**



**Students, hobbyists,
and blue-economy
lifestyle communities**

Show Summary



80+

Exhibitors

20+

Workshops/day

50+

Speakers

4000+

Visitors

ABOFA

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