



BOATS ON DISPLAY AT THE 2025 CIBSME DOCK AREA

MABRU Explores CIBSME 2025 Cancún International Boat Show and Marine Expo

by Myranda Goben

CANCÚN, MEXICO December 5, 2025- Nicolas Mabru, President of Mabru, attended the **2025 Cancun International Boat Show and Marine Expo (CIBSME)** at La Isla Cancun in the Cancun Hotel Zone, showcasing luxury yachts, marine gear, and water sports events, to gain valuable insight into emerging international opportunities for Mabru. While Mabru already supplies and supports customers globally, any opportunity to expand brand awareness, gather firsthand market data, and provide direct channel support in new regions is worth the investment.

During the show, Nicolas met with local sales professionals and toured several vessels on display. While some conversations suggested that Mabru's air conditioning systems were perceived as a premium solution with limited market demand in the region, the reality at the show dock told a different story. Even at this regional small boat show, **two vessels were showcased with Mabru air conditioning systems installed from the factory.**

These boats, equipped with Mabru air conditioners, are part of an ongoing partnership with the OEM that serves this market—an important reminder that Mabru's presence in the region already exists, even if the local awareness lags slightly.

While visiting these vessels, Nicolas spent time reviewing system operation and startup procedures with the sales teams at the show. These conversations highlighted a clear opportunity: the need for **expanded training, resources, and technical education** for dealers and sales professionals south of the border. Better access to product knowledge and hands-on support would allow partners to more confidently communicate the **specifications, performance, and unique functionality** that set Mabru systems apart.

Reflecting on the visit, Nicolas shared:

"We were able to visit the 2025 Cancún Boat Show and tour two boats at the show that came with our systems installed from the factory. We also went through the operation and startup of the systems with the salespeople at the show."

The hands-on experience reinforced Mabru's commitment to supporting its partners wherever its systems are installed. What initially appeared to be a limited market instead revealed a meaningful opportunity for growth through **education, training, and stronger regional support.**

As Mabru continues to innovate and expand, experiences like attending the 2025 **CIBSME** play an important role in identifying where additional resources can create long-term value—for builders, dealers, and customers alike.

For more information on Mabru's products and services, visit Mabru's website with the link below or by scanning this QR code. [mabrumarine.com](https://www.mabrumarine.com)



For more information on becoming a Mabru Dealer, visit: [mabrumarine.com/find-your-marine-dealer](https://www.mabrumarine.com/find-your-marine-dealer)

For any other inquiries, email: marketing@mabrumarine.com