

AQABA BLUE: OCEAN FUTURE IN ACTION

The Red Sea's Meeting Point for Global Diving, Watersports and Marine Innovation

9-12 September 2026 | Aqaba International Exhibition Centre | Aqaba, Jordan

Aqaba Blue: Ocean Future in Action is the Red Sea's Meeting Point for Global Diving, Watersports and Marine Innovation. Hosted in Aqaba, Jordan, the platform celebrates the Red Sea's unique marine ecosystems while connecting diving equipment manufacturers, watersports brands, boat builders, ocean researchers, tourism operators, innovators, policy stakeholders and recreational enthusiasts.

Spanning diving and underwater imaging, marine science and ocean technology, watersports, tourism and hospitality, and boating and lifestyle, Aqaba Blue: Ocean Future in Action showcases the ideas, products, experiences and partnerships shaping the Red Sea marine industry's next decade.

From ocean data and underwater robotics to coral reef restoration, advanced equipment and sustainable marine tourism, the event highlights practical innovations and emerging opportunities across the ocean economy.

Hosted by the Aqaba Development Corporation, in cooperation with Fira Barcelona International and Salon Nautico Internacional de Barcelona, and in partnership with PADI as Presenting Partner, Aqaba Blue convenes exhibitors, speakers, hosted buyers, hosted media and public audiences across four days.

ABOFA IN NUMBERS

- 80+ exhibitors
- 35+ speakers
- 20+ workshops
- 150+ brands represented
- 25+ countries
- 4,000+ expected visitors

WHY EXHIBIT

1. Early mover advantage in a new regional platform within a strong regional market
2. Access to multiple high value sectors in one event
3. Direct adjacency to high-level policy and decision-makers at World Ocean Summit
4. Live demonstration environment, not just exhibition space
5. International and regional attendance through organized access and travel support
6. Connections across Aqaba's wider destination network, waterfront developments and strategic marine projects
7. Get the opportunity to experience the Boutique Red Sea – uncrowded reefs, wrecks and year-round conditions

Exhibitors, Buyers and Visitors can also benefit from discounted domestic and international flights on Royal Jordanian as well as Aqaba Blue preferred hotel-rates during the show.

WHY ATTEND

For Trade & Buyers

- Source new products and meet leading suppliers across five sectors in one place
- See marine innovation first – ocean tech, underwater robotics and new equipment
- Market insight and trends from the Aqaba Blue Stage sessions and workshops
- Build regional and international business connections across the marine industry
- Dedicated buyer programs with travel support and B2B matchmaking

For Visitors

- Live marine demonstrations and underwater storytelling
- Try-dive and waterfront activations
- Experience the ocean economy through interactive exhibits
- Discover the conservation and innovation shaping the future of the Red Sea

FIVE CONNECTED SECTORS

1. Diving & underwater imaging
2. Marine science & ocean technology
3. Watersports
4. Tourism & hospitality
5. Boating & lifestyle

ANCHOR PROGRAMS & EXPERIENCES

- **Exhibition floor & networking.** On-site and off-site delegate opportunities.
- **Aqaba Blue Stage.** Story-led sessions, technical workshops and demonstrations.
- **Dedicated Blue Economy Startups Zone.** Where ocean innovation meets opportunity.
- **PADI Forum & Awards.** Regional flagship gathering of PADI professionals.
- **Hosted Buyers & Media.** Curated B2B matchmaking and editorial programming.
- **Public activations.** Live marine demonstrations and underwater storytelling.
- **Golden Triangle.** Destination experiences across Aqaba, Wadi Rum and Petra.

THE DESTINATION: AQABA - THE BOUTIQUE RED SEA

- Jordan's only coastal city with direct access to the Red Sea
- Strong institutional support from the Aqaba Special Economic Zone Authority (ASEZA)
- A national focus on eco-tourism, marine conservation, and sustainable development
- Strategic geographic location linking Asia, Europe, and Africa
- Direct connectivity through King Hussein International Airport, with growing regional & international routes
- Advanced port, marina, and cruise infrastructure
- Home to landmark water developments such as Ayla Oasis, Tala Bay and Saraya Aqaba
- Year-round diving conditions featuring coral reefs, shipwrecks, & rich marine biodiversity

For participation, partnership or media inquiries: **Email:** Info@abofa.jo • **Website:** www.abofa.jo