

# CIST

SHANGHAI CHINA  
INTERNATIONAL SPORTS LEISURE  
PRODUCTS AND TRENDS EXPO  
中国(上海)国际运动休闲用品博览会  
体育用品国际商贸平台  
INTERNATIONAL TRADE PLATFORM FOR SPORTING GOODS



扫码了解展会资讯



扫码领取展会门票

“

国际买家现场选品会

International Buyers Product Selection Meeting

B2B贸易对接会

B2B Trade Matchmaking Conference

出口健身器材新品发布会

Export Fitness Equipment New Product Press Conference

国际优质买家颁奖典礼

International High Quality Buyers Award Ceremony

**2024** **2.29-3.02**  
上海新国际博览中心

**29th Feb.-2nd Mar.**  
Shanghai New International Expo Center

## 展会规模 EXHIBIT SCALE

90,000

展出面积(6大展馆)  
Exhibiting Area(m<sup>2</sup>)

12,000

CIST国际贸易馆规模(N5馆)  
Exhibiting Area(m<sup>2</sup>)(N5Hall)

1,200+

参展品牌  
Brands

80,000+

专业观众  
Visitors

100+

精彩活动  
Events

## 全球买家分布

### GLOBAL BUYERS LAYOUT



## 展会概括

2024中国(上海)国际运动休闲用品博览会, 2月29日-3月2日在上海新国际博览中心举办。以全球视野构建国内国际双循环, 以打造运动健身体育用品国际商贸平台为定位, 专注全产业链所需的各种产品、服务、资源平台和解决方案, 展示中国体育产业的制造水平、供应能力和数智化趋势, 利用平台经济服务企业, 共序生态未来。

## 背景介绍

立足本土, 走向全球, 是中国运动产业的共同目标。秉持“服务产业”的初心, CIST迎合当下体育用品国际和国内市场需求热潮, 顺应数智休闲运动风潮, 自上而下致力于推动运动休闲行业蓬勃发展, 刺激长三角周边制造业创新转型、促进对内对外贸易多元化, 举办一系列以国际海外买家线下需求对接为核心、体育运动产品为主题的落地推广活动, 辐射华东地区乃至全国的体育运动休闲行业出口订单发展。



## Expo Introduction

China (Shanghai) International Sports Leisure and Trends Expo 2024 will be held at Shanghai New International Expo Center on Feb. 29-Mar. 2. With a global business prospective, we aim to build a domestic-international dual circulation. Positioning ourselves on creating an innovative integrated platform for the entire sports leisure international trade platform, we focus on products, services, resources and solutions required by the industrial chain, and demonstrate the manufacturing level of sports industry of China, apply the platform economy to better serve the ecological future of the co-sequence of enterprises.

## Background

Based on the local, grow to the world, is the common goal of China's sports industry. Adhering to the original heart of "service industry", CIST follows the current foreign and domestic market demand for sporting leisure and the trend of digital leisure sports, and is committed to promoting the vigorous development of sports and leisure industry from all prospective, stimulating the innovation and transformation of manufacturing industry around the Yangtze River Delta, and promoting the diversification of domestic and foreign trade. A series of promotion activities with the offline demand docking of overseas buyers as the core and sports products as the theme will be held to cover the development of export orders of sports leisure industry in East China and even the whole country.



## 市场趋势

### 焕新动向一： 放眼寰宇，聚焦外贸

外贸出口是拉动经济增长的“三驾马车”之一，CIST2024立足IWF上海国际健身展11年积累的平台资源，将在N5馆（国际贸易馆）举办，配备两大功能区：B2B国际贸易洽谈对接区、外贸VIP服务区，延续特设Match Making供需对接服务，举办多场围绕外贸为主题论坛及对接会活动，深化B2B采购模式，助力企业快速精准对接国际海外采购商，促成国际贸易洽谈，打造全球贸易共享平台。

### 焕新动向二： 增馆扩容，展区全新规划

展会整体规模扩容至六大展馆，CIST拓新升级独立成N5馆（国际贸易馆），以高、特、创、智为特色精心设置的五大细分展区，包括：出口家用健身器材，运动训练小件，运动鞋服及装备，运动康复训练，现场外贸选品对接及跨境配套服务全品类，向展商和买家规划更细分的品类，提供更全面的服务场景。



### 焕新动向三：数字健身，智生无界

运动健身消费的未来是内容、游戏和互动服务的融合。绿色化、数字化、场景化是顺应社会发展的趋势，也是健身行业发展的必然。家用健身器材、运动训练小件、运动鞋服装备等正逐步与数智技术融合，CIST2024顺应潮流新趋势，大力开发数字生活场景化领域，开拓运动的第三空间，促进全民“主动健身”和数字化搭配高品质的交互体验，实现“数智化+她经济化”的融合。

### 焕新动向四：运动康复功能性矫正化

运动健身将逐步拥抱功能性康复矫正的蓝海浪潮。体态、亚健康等已成为现代人的健康痛点，而聚焦运动损伤、膝关节痛、颈肩腰痛、体态纠正、骨科术后、体能训练等的颠覆传统认知的运动康复打造一个更加Smart的功能性运动健身生态圈。根据《全民健身计划（2021-2025）》，到2025年，经常参加体育锻炼人数比例达到38.5%，约为5亿人。而运动损伤的发病率在10%-20%，因此运动康复被视为医美、牙科之后的“下一个医疗服务金矿”。

## TRENDS

### Observation Around the World Focus On the Foreign Trade

Foreign trade is treated as one of the troika that drives economic growth, based on the resources gathered by IWF Shanghai Fitness and Sports EXPO for 11 years, CIST2024 will be held in Hall N5 (Foreign Trade Hall), equipped with two major functional areas: B2B international trade docking service area, foreign VIP service area, specialized match making docking service area. We will hold a number of trade forums and matchmaking activities, deepen the B2B procurement model, link exhibitor brands and professional buyer groups, assist on accurately connecting with overseas buyers, that contribute to international trade negotiations and create a global sharing platform.

### Expansion of the Hall, New Planning of the Area

The overall scale of the exhibition has expanded to six halls, and CIST expanded and upgraded itself into N5 Hall (Foreign Trade Hall), with five subdivided exhibition areas featuring high, special, creative and intelligent, including: export of household fitness equipment and small sports training items, sports shoes & apparel, sports rehabilitation training, On-site foreign trade selection docking and cross-border supporting services, which provides a better service venue for exhibitors and buyers.

### Experience Digital Fitness Without Boundaries

The convergence of content, games and interactive services indicates the future of sports and fitness consumption. Greening, digitalization, and sceneization are the trend of social development and the inevitable development of the fitness industry. household fitness equipment and small sports training items and sports shoes & apparel are gradually integrated with digital intelligence technology.



### Functional Corrective Sports Rehabilitation

Sports and fitness combined with functional rehabilitation are gradually become the trend of the moment. Posture and sub-health worries people in modern society, while sports rehabilitation focusing on sports injuries, pain on knee, neck and shoulder, posture correction, orthopaedic surgery, physical training and other subvert traditional cognition are aiming to create a more smart functional sports fitness ecosystem. By 2025, according to the National Fitness Plan (2021-2025), the proportion of people who regularly participate in physical exercise will reach 38.5%, which is about 500 million people. While the incidence of sports injuries is 10%-20%, so sports rehabilitation is regarded as the "next medical service gold mine" after medical beauty and dentistry.

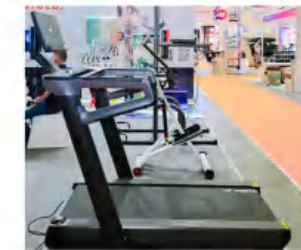
## 展品范围

### 家用健身器材及运动小件

跑步机、走步机、折叠跑步机、椭圆机、踏步机、动感单车、划船器、健身车、健腹轮、美腰机、倒立机、蹦床（跳床）、跳绳、弹力绳、健身环、臂力器、握力器、弹力带、平衡板、拉筋板、滑行毯、瑜伽垫、瑜伽球、瘦腿器、按摩轴、运动发带、夹腿器、按摩球等。

### 运动康复按摩器械

运动护具、肌肉放松贴、运动放松喷雾、运动防护乳膏、运动防晒面膜、康复冷疗舱、空气波压力按摩器、筋膜枪、筋膜理疗超声仪、按摩椅及按摩小件、刮筋板、腰椎舒缓板等。



### 运动鞋服及穿戴

各类运动服装、瑜伽训练服、室内外运动训练鞋、运动袜及配套功能面料、辅料等；运动手表及耳机等穿戴设备。

### 户外运动装备

露营房车及周边（帐篷、桨板、滑板、烧烤用具、移动电源、户外桌椅、睡袋、灯具、野餐垫、急救包、充气泵、防水袋、遮阳帽、速干毛巾等）；运动拍摄设备及救援装备；室内模拟训练设备。

### 球类产品

足篮排、网羽乒及配套产品、台球、桌球及配件、高尔夫、棒球、网球、橄榄球等全系列、室内外球类及周边配套产品。

### 跨境电商全品类服务平台

跨境电商平台、物流仓储、数据分析平台、支付平台、运营管理系统、数字营销、保险财税、金融投资、跨境培训机构、信息咨询、跨境电商产业园等综合服务。

## EXHIBIT SCOPE

### Household Fitness Equipment and Sports Accessories

Treadmills, Walking Machines, Folding Treadmills, Elliptical Machines, Steppers, Spinning Bikes, Rowing Machine, Exercise Bike, Abdominal Wheel, Waist Machine, Handstand Machine, Trampoline (Jumping Bed), Skipping Rope, Elastic Rope, Fitness Ring, Arm Exerciser, Grip Strengtheners, Elastic Band, Balance Board, Stretching Board, Sliding Blanket, Yoga Mat, Yoga Ball, Leg Slimming Machine, Massage Shaft, Sports Headband, Leg Clamp Trainer, Massage Ball etc.

### Sports Rehabilitation Massage Equipment

Sports Protective Gear, Muscle Relaxation Stickers, Sports Relaxation Spray, Sports Protection Cream, Sports Sunscreen Mask; Rehabilitation Cold Therapy Cabin, Pneumatic Massager, Fascia Gun, Ultrasonic Therapy Machine; Massage Chairs and accessories, Tendon Scraping Board, Lumbar Relief Board, etc.

### Sports Shoes & Apparel

Sportswear, Yoga Training Clothes, Indoor and Outdoor Sports Training Shoes, Sports Socks and Supporting Functional Fabrics, Accessories, etc.; Sports Watch, Earphones and Other Wearable Equipment.

### Outdoor Sports Equipment

Camping RV and Related Products (Tents, Paddle Boards, Skateboards, Barbecue Utensils, Mobile Power Supply, Outdoor Tables and Chairs, Sleeping Bags, Lamps, Picnic Mats, First Aid Kits, Inflator, Waterproof Bags, Sun Visor, Quick-Drying Towels, etc.); Sports Shooting Equipment and Rescue Equipment; Indoor Simulation Training Equipment.

### Ball Products

Football, Basketball, Volleyball, Tennis Table Tennis and Supporting Products, Billiards, Billiards and Accessories, Golf, Baseball, Handball, Rugby and Other Full Series, Indoor and Outdoor Balls and Peripheral Supporting Products.



### Cross-Border E-Commerce Full Category Service Platform

Cross-Border E-Commerce Platform, Logistics and Warehousing, Data Analysis Platform, Payment Platform, Operating Management System, Digital Marketing, Insurance and Taxation, Financial Investment, Cross-Border Training Institutions, Information Consulting, Cross-Border E-Commerce Industrial Estate and Other Comprehensive Services.

# CIST SHANGHAI 2024

## 2023观众数据 VISITORS DATA

### 海外观众分布 Overseas Buyers Source



850+  
海外专业观众  
Oversea Buyers

### 2023海外部分国家观众比例

2023 Proportion of Visitors From Some Overseas Countries

14.58%	俄罗斯 Russia
9.14%	韩国 Republic of Korea
8.33%	日本 Japan
5.99%	美国 United States
5.71%	英国 United Kingdom
5.52%	印度尼西亚 Indonesia
4.71%	阿根廷 Argentina
4.02%	新加坡 Singapore
3.26%	泰国 Thailand
3.26%	菲律宾 Philippines
3.26%	巴西 Brazil
3.26%	安提瓜和巴布达 Antigua and Barbuda
2.90%	澳大利亚 Australia
2.90%	阿尔及利亚 Algeria
2.17%	尼日利亚 Nigeria
2.17%	马来西亚 Malaysia
2.17%	加拿大 Canada
1.81%	亚美尼亚 Armenia
1.81%	墨西哥 Mexico
1.45%	新西兰 New Zealand
1.45%	摩洛哥 Morocco
1.45%	法国 France
1.45%	德国 Germany
1.45%	埃及 Egypt
1.09%	意大利 Italy
1.09%	西班牙 Spain
0.72%	匈牙利 Hungary
0.72%	沙特阿拉伯 Saudi Arabia
0.72%	挪威 Norway
0.36%	葡萄牙 Portugal
0.36%	秘鲁 Peru
0.36%	荷兰 Netherlands
0.36%	哥伦比亚 Colombia

### 参观目的

Purpose of Visit

Collect Marketing Information 收集市场信息, 了解行业动态	30.76%
Purchase Products 采购	24.48%
Business Negotiation 商务洽谈	16.46%
Seek Brand Agency/Cooperation 寻求品牌代理/合作	11.58%
Participant in Fitness Training/Event 参加健身盛典培训/出席展会相关活动	10.76%
Assess Exhibiting Possibility 评估参展可行性	4.62%
Others 其他	1.34%

## 目标观众

### 专业买家

- 海外运动产品专业买家
- 进出口贸易公司/国际采购商
- 品牌商/制造商/生产商
- 跨境大卖家
- 代理商/经销商/渠道商
- 零售商-百货公司/购物中心/时尚买家
- 零售商-运动用品专营店
- 零售商-电商体系
- 健身俱乐部/私教工作室/瑜伽馆/普拉提馆
- 运动研究机构/院校/军警系统/职业运动队
- 露营基地/民宿
- 行业商(协)会

### 跨界渠道买家

- 酒店/度假村
- 旅游房地产及相关企业
- 养生馆/健康管理机构/私人会所等
- 投资/融资公司

## TARGET VISITORS

### Professional Buyer

- Overseas Professional Buyer of Sports Products
- Import and Export Trading Company / International Buyer
- Brand Owner / Manufacturer / Producer
- Cross-Border Seller
- Distributor / Dealer / Channel Operators
- Retailers-Department Stores / Shopping Mall / Fashion Buyer
- Retailer-Sports Products Franchise Store
- Retailer-E-Commerce System
- Fitness Club / Personal Training Studio / Yoga Studio / Pilates Studio
- Sports Research Institutions / College / Military / Athlete
- Camping Base / B&B Hotel
- Industry Business Association

### Cross-Border Channel Buyers

- Hotel / Resort
- Tourism Real Estate and Related Enterprises
- Health Center / Health Management Organization / Private Club, etc
- Investment / Financing Company



“ Share the Real Deal  
Together the Internet Celebrities  
Show the Tide Sports  
干货分享 大咖汇集 潮流运动 ”

### 智库论坛

打造品牌化论坛活动  
搭建多元化交流平台

THINK TANK FORUM

Build Diversified Exchange Platform  
Hold Branding Forum Activity

## 智库论坛

### THINK TANK FORUM

#### 国际贸易系列峰会

- 国际贸易出口政策宣导论坛 #IP
- B2B商贸对接会 (运动鞋服/家用健身器材/运动康复/小件专场) #IP
- 出口健身器材新品发布会
- 国际买家现场选品会
- 国际买家宣讲会 (欧美/东南亚专场)
- 中国运动品牌出海高峰论坛
- 电商选品大会

#### International Trade Summits Series

- International Export Policy Sharing Conference #IP
- B2B Matchmaking Conference (Sportswear / Household Equipment / Rehabilitation / Accessories) #IP
- Export Fitness Equipment New Product Event
- International Buyers Selection Meeting
- International Buyers Info Session
- China Sports Brand Exporting Forum
- E-Commerce Product Selection Meeting



## 颁奖典礼

- 国际贸易及科技创新产品颁奖盛典 #IP
- IWF2024 “一路同行”国际买家之夜 #IP
- 第五届SUPER ICON中国超级达人颁奖盛典 #IP

## 互动体验

- 国际买家/贸易公司 场内选品路线打卡
- 展前/后 国际买家/贸易公司工厂基地走访活动

## CEREMONY

- International Export & Technology Innovation Product Award Ceremony #IP
- IWF2024 ‘Together on a Shared Journey’ International Buyer’s Banquet #IP
- 5th SUPER ICON Award Ceremony #IP

## INTERACTIVE EXPERIENCE

- International Buyers / Trading Companies in the Selection Route Punch
- Pre / After-Exhibition Base Visit of International Buyer / Trading Company



## 赛事竞技

### 设计类赛事

- Modern Sports Style-第七届中国运动健身空间设计大赛 #IP
- 上海运动时尚服饰创新设计大赛

### 健身类赛事

- 2024年CBBA PRO中国健美健身精英职业联赛 (上海站)
- 2024 长三角健身瑜伽表演公开赛

### 体能类赛事

- 上海市青少年旱地冰球3V3冠军赛
- 体能挑战赛 (成人/青少)
- 自由格斗“MMA”争霸赛
- 青少拳击运动表演赛

## COMPETITIONS

### Design events

- Modern Sports Style-7th China Sports, Fitness Club Design Competition #IP
- Shanghai Sports Wear Design Competition

### Fitness Events

- 2024 CBBA PRO Championship (Shanghai)
- 2024 Yangtze River Delta Fitness Yoga Show Championship

### Physical Fitness Events

- Shanghai Youth Floor Hockey 3V3 Championship
- Stamina Competition (Adult / Youth)
- Free Fighting “MMA” Championship
- Youth Boxing Championship

## 参展商尊享服务 EXHIBITORS SERVICE

NO.1

### 部分海外询盘

Part of Overseas Inquiries



姓名Name	国家Country	类别Category	姓名Name	国家Country	类别Category
Monu Kumar	印度	健身器材	Faizal Nalakath	阿联酋	健身器材
Jon	日本	健身器材	Krishan Stopka	德国	EMS套装
Ömer Durmuş	土耳其	健身器材	shibnath kar	美国	健身器材
Joey.G	加拿大	健身器材	NaAngelo Michael	荷兰	智能手表
Najial	巴西	健身器材	TECHER Régis	留尼汪岛	健身器材
DISPORTEX	意大利	健身器材	Iacovelli Oksana	巴基斯坦	健身器材
Heitor	莫桑比克	跑步机	Edvard Zyl	波兰	健身器材
cynthia link	阿根廷	有氧运动设备	Driessen chun	墨西哥	健身器材
Marisa VIVIANE	北美地区	运动服饰	Soyeon A	马达加斯加	智能手表
Mazumdar Inmaculada	德国	智能手表	lasitha sandaruwan	斯里兰卡	智能手表

### 宣传服务



- 专属电子邀请函：  
搭建VIP嘉宾参会模式，形成头部效应
- 全媒体宣发(官网、新媒体矩阵、大众媒体等)
- 会刊(展商目录)宣传

### Promotion Service

- Exclusive Electronic Invitation:  
Build more and more VIP guests attend mode, form the Head Effect
- Media Matrix ( Website, New Media, Mass Media)
- Show Directory(Catalogue) Promotion
- Wechat Promotion
- Media Interviews

NO.2

### 现场服务



- B2B贸易对接区
- 五国语言翻译服务、  
外行李寄存(N5馆外商VIP服务区)
- 酒店优惠预定、外商Free Hotel服务
- 展台搭建服务推荐
- 展品运输商推荐
- 会议室/舞台租赁

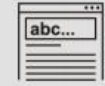
### Onsite-Service

- B2B Trade Matching
- Chinese Translation Service,  
Foreign Luggage Storage (Foreign VIP Service Area In Hall N5)
- Hotel Discount Reservation, Foreign Free Hotel Service
- Booth Building Service Recommendation
- Exhibits Carrier Recommended
- Conference Room / Stage Rental

NO.3

### 平台推广

推广商的产品与服务，助力品牌提升，  
包含LOGO/企业介绍/优势产品信息等。



### B2B交易生态平台

全球搜(询盘服务、商机撮合):

[www.iwf-china.com/](http://www.iwf-china.com/)



以SaaS平台架构为基础进行外贸建站，以谷歌搜索引擎为核心进行优化推广的外贸营销解决方案，帮助企业快速获得大量海外精准询盘!

康体在线(供需匹配):

[www.nihaosports.cn/](http://www.nihaosports.cn/)



B2B的采购新模式，也成为企业开拓海外市场的有力渠道。打造了“线上配对”、“在线询盘”、“需求发布”、“商家展示”等主题板块，借助移动端、网页端、线下支持多种终端展示，借助引导在线展会的企业通过专业的线上平台做好商贸对接、线上推介和远程洽谈签约。

### Platform Promotion

promote exhibitor products and services, help brand promotion, including LOGO / enterprise introduction / advantage product information, etc.

NO.4

### B2B Trading Ecological Platform

IWF Global:

[www.iwf-china.com](http://www.iwf-china.com)

IWF Global is based on the SaaS platform architecture for foreign trade station construction, with Google search engine as the core of the optimization and promotion of foreign trade marketing solutions, to help enterprises quickly obtain a large number of overseas accurate inquiries!

### B2B Trading Ecological Platform:

[www.nihaosports.cn](http://www.nihaosports.cn)

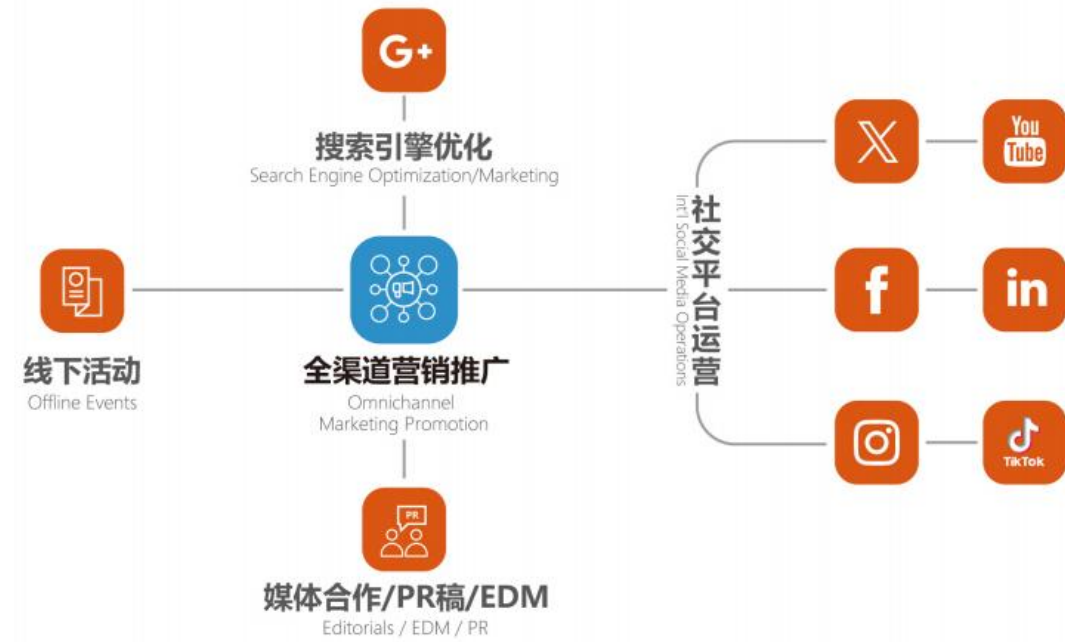
### Official Website Promotion:

<https://www.ciwf.com.cn/en/>

<https://www.ciwf.com.cn/>

## 立体式营销矩阵

STEREOSCOPIC MARKETING MATRIX



## 专业观众邀约海外推广之旅

PROFESSIONAL BUYERS INVITE OVERSEAS PROMOTION TOURS



## 专业观众邀约海外推广之旅

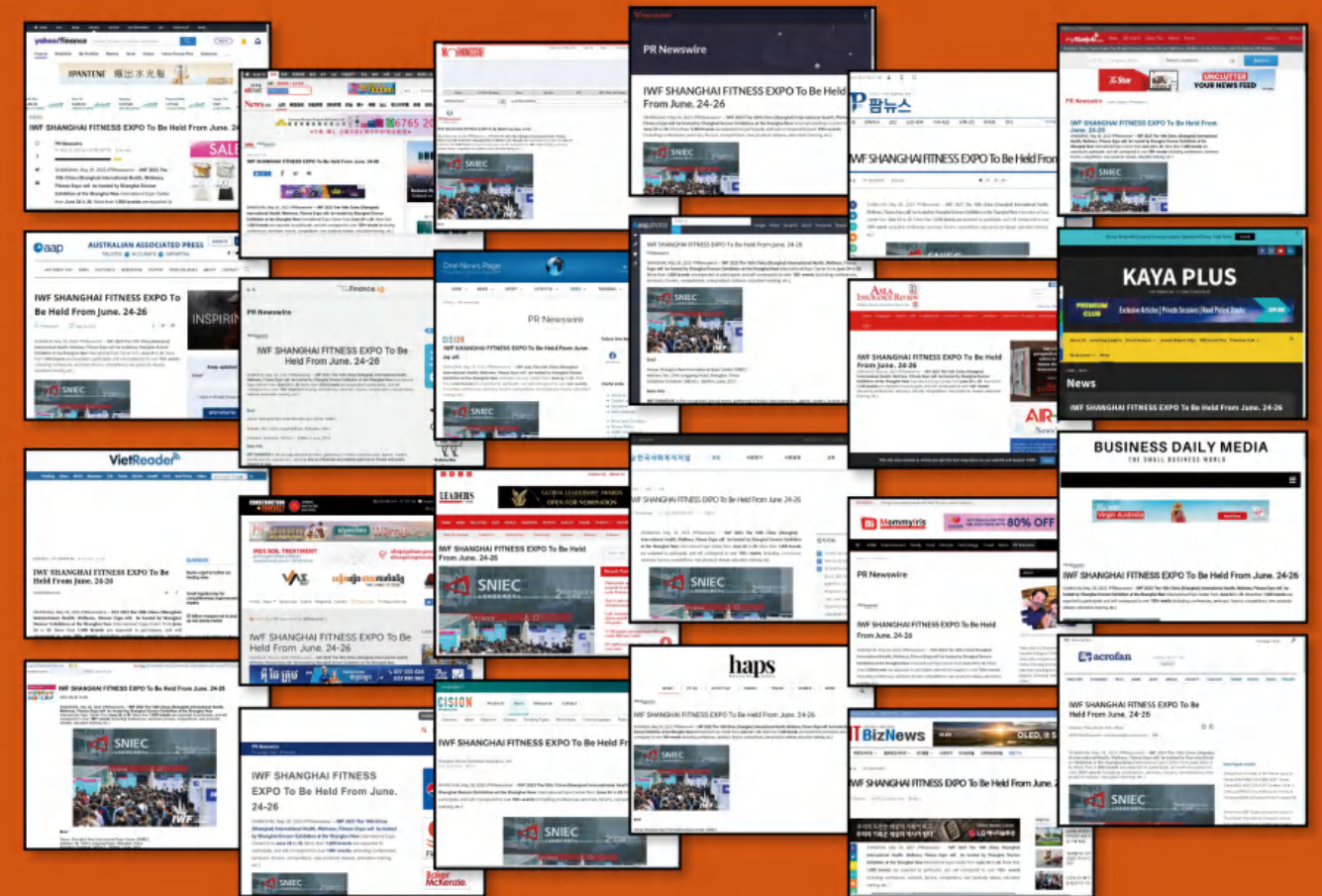
PROFESSIONAL BUYERS INVITE OVERSEAS PROMOTION TOURS



## 宣传推广 PROMOTION

100+国外知名媒体 100+ Well-known Foreign Media

Yahoo!, Nordot, ET Net, Morningstar Hong Kong, Vulcan Post, ASEAN Briefing, Pharmnews, China Briefing, IT Biz News, Australian Associated Press [AAP], TheFinance.sg, One News Page Global Edition, Asia Insurance Review, cision, etc.



## 媒体合作 MEDIA COOPERATION



以上为部分品牌排名不分先后

## 往届回顾

### B2B商贸对接会

全球经济开放复苏，国内产能释放，消费需求回暖。为实现有效的贸易撮合效果，IWF2023组委会推出国际贸易对接会，搭建线上线下海外B2B交易生态平台，深度挖掘当地具有优势的机构，深化B2B采购模式，打造全球贸易共享平台，推动外贸回稳向好发展。

### 中国健身器材品牌出海论坛

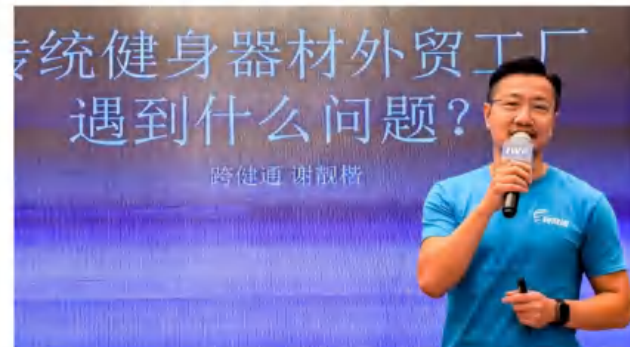
为了洞察全球健身器材发展现状及趋势，帮助跨境电商企业发展，铸造自主品牌，在中国电子商会的指导下，中国电子商会跨境电商工作委员会与IWF上海国际健身组委会，共同推出“2023中国健身器材出海论坛”。论坛从市场整体规模分析、细分市场探索、自主品牌建设、海外物流运输、企业海外合规等多个方面进行分享。

### 跨境电商全球趋势论坛——运动健身用品在亚马逊海外站点的机遇分析

如何通过亚马逊全球开店抓住海外消费者？亚马逊全球开店的体育用品大卖如何看待跨境业务？中国健身器材产业链完善，无论从设计、生产还是其他方面，中国健身产品都有着巨大的优势。亚马逊全球开店在于展期开设专场，向现场展商和观众介绍以上问题。

### 2023“洞见趋势·领航创新”高峰论坛暨IWF十周年开幕典礼

“领航而上，开拓创新”。本次开幕典礼邀请了行业领导、同行代表、各路媒体，集聚体育产业头部智慧，共商大计，共享成果；更有行业专家学者现场解读国家政策、分析行业数据、探讨趋势发展，为运动健身产业开辟新道路，提供新思路。



### 跨境电商出海企业平台交流会

复杂的经济环境下，生产原材料、零部件、海运成本上涨给不少制造企业出海带来了新的困境，同时跨境电商平台政策也在不断变化，跨境电商出海企业平台交流会顺势而生，开启永康、宁津、厦门、南通四站基地交流之旅，领航前行，汇聚跨境电商行业力量，搭建出海企业、跨境平台共同交流平台，助力企业走出困境。

### IWF2023第十届中国健身领袖论坛暨第四届中国影响力俱乐部私董会

6月25日，第十届中国健身领袖论坛暨第四届中国影响力俱乐部私董会强强结合，在上海新国际博览中心W4举行，围绕市场模型、拓新获客等话题展开，深度探究时代变革下健身商业品牌的自新之路。

### IWF X Spreetail 跨境贸易促进线上活动交流会

IWF国际健身展联合Spreetail公司举行了IWF X Spreetail 跨境贸易促进线上活动交流会，这也是IWF国际健身展自B2B平台——康体在线建立后的首次跨境买卖双方贸易匹配会。

### B2B Business Matchmaking Meeting

The global economy is recovering, domestic production capacity is released, and consumer demand is picking up. In order to achieve effective trade matching effects, the IWF2023 Organizing Committee has launched an international trade matchmaking conference, built an online and offline overseas B2B trading ecological platform, deeply explored local institutions, deepened B2B procurement mode, created a global trade sharing platform, and promoted the stable development of foreign trade.

### China Sports Brand Exporting Forum

In order to have a better observation on trend of global fitness equipment development and promote the cross-border e-commerce enterprises development, and cast their own brands. With the guidance of the China Electronic Chamber of Commerce, Cross-border E-commerce Working Committee of China Electronics Chamber of Commerce together with IWF Shanghai Fitness Exhibition Fair launched the 2023 China Sport Brand Exporting Forum. The forum shared the overall market scale analysis, market segmentation exploration, independent brand building, overseas logistics and transportation, and overseas compliance of enterprises.

### Global Trends in Cross-Border E-Commerce Forum: The Opportunity analysis of sports fitness products in Amazon overseas sites

How to attract overseas consumers through Amazon store? How does Amazon treat the cross-border business? The fitness equipment industrial chain in China is rather perfect in design, production and all aspects. Amazon global store launched a special session during the exhibition period in order to introduce the above issues to on-site exhibitors and visitors.

### 2023 "Insight Trends-Pioneering Innovation" Summit Forum and IWF 10th Anniversary Opening Ceremony

Lead the way, explore and innovate. The opening ceremony has invited industry leaders, peer representatives and various media to gather the wisdom, discuss the plan and share the results. Industry experts and scholars interpreted national policies, analyzed industry data, and explored trends, aiming to open up a new road and provide new ideas for the sports and fitness industry.

### Cross-Border E-Commerce Enterprise Platform Exchange Meeting

The rising cost of raw materials, parts and shipping has brought new difficulties to manufacturing enterprises business overseas under the complex economic condition. Meanwhile the policies of cross-border e-commerce platforms are constantly changing, which led to the exchange meeting. The tour was set up in 4 bases of Yongkang, Ningjin, Xiamen and Nantong, which led the way forward, gathered the strength of the cross-border e-commerce industry, built a common exchange platform for overseas enterprises and cross-border platforms, and eventually helped the enterprises out of difficulties.

### 2023 China Gym Operation Management Forum

Organized by STYD, the forum was held at the Shanghai New International Exhibition Center on June 25. With the theme of "How to deepen the incremental business in the fitness stock market", the forum was launched via speech, taking the typical operation and management methods of Chinese gyms as reference, conducting in-depth analysis, sharing experiences and lessons, and built a learning and communication platform for industry practitioners to broaden their ideas and improve their operation and management level.

### IWF X Spreetail Cross-border Trade Promotion Online Event Exchange Meeting

IWF and Spreetail Company jointly held the IWF X Spreetail Cross-border Trade Promotion Online Event Exchange Meeting, which is also the first cross-border trade matching meeting between buyers and sellers after the establishment of IWF since the establishment of B2B platform - nihaosports.

## REVIEW





## 历届参展品牌

### PREVIOUS PARTICIPATING BRANDS

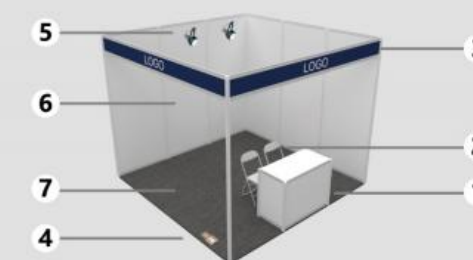


以上仅为部分参展品牌，排名不分先后

## 展馆平面图 FLOOR PLAN



## 展台类型及费用 BOOTH TYPE AND COST



- |                            |  |
|----------------------------|--|
| 1 一张咨询桌                    | 1 One Table  |
| 2 两把椅子                     | 2 Two Chairs   |
| 3 一块中英文公司楣板<br>(双开口提供两块楣板) | 3 Exhibition Lintel (Bilingual)<br>(Two Side Open With Two Lintel) |
| 4 一个220V电源插座               | 4 One 220v Socket  |
| 5 两支射灯                     | 5 Two Spot Lights  |
| 6 两/三面间板                   | 6 Two/Three Panels   |
| 7 展位内满铺地毯                  | 7 Space And Carpet   |



**精装展位** 9m<sup>2</sup> (3m×3m)  
Boutique Standard Booth



**光地 (36m<sup>2</sup>起租)**  
Raw Space (Minimum 36m<sup>2</sup>)  
展出场地, 无任何设施  
Exhibiting space and no furniture package

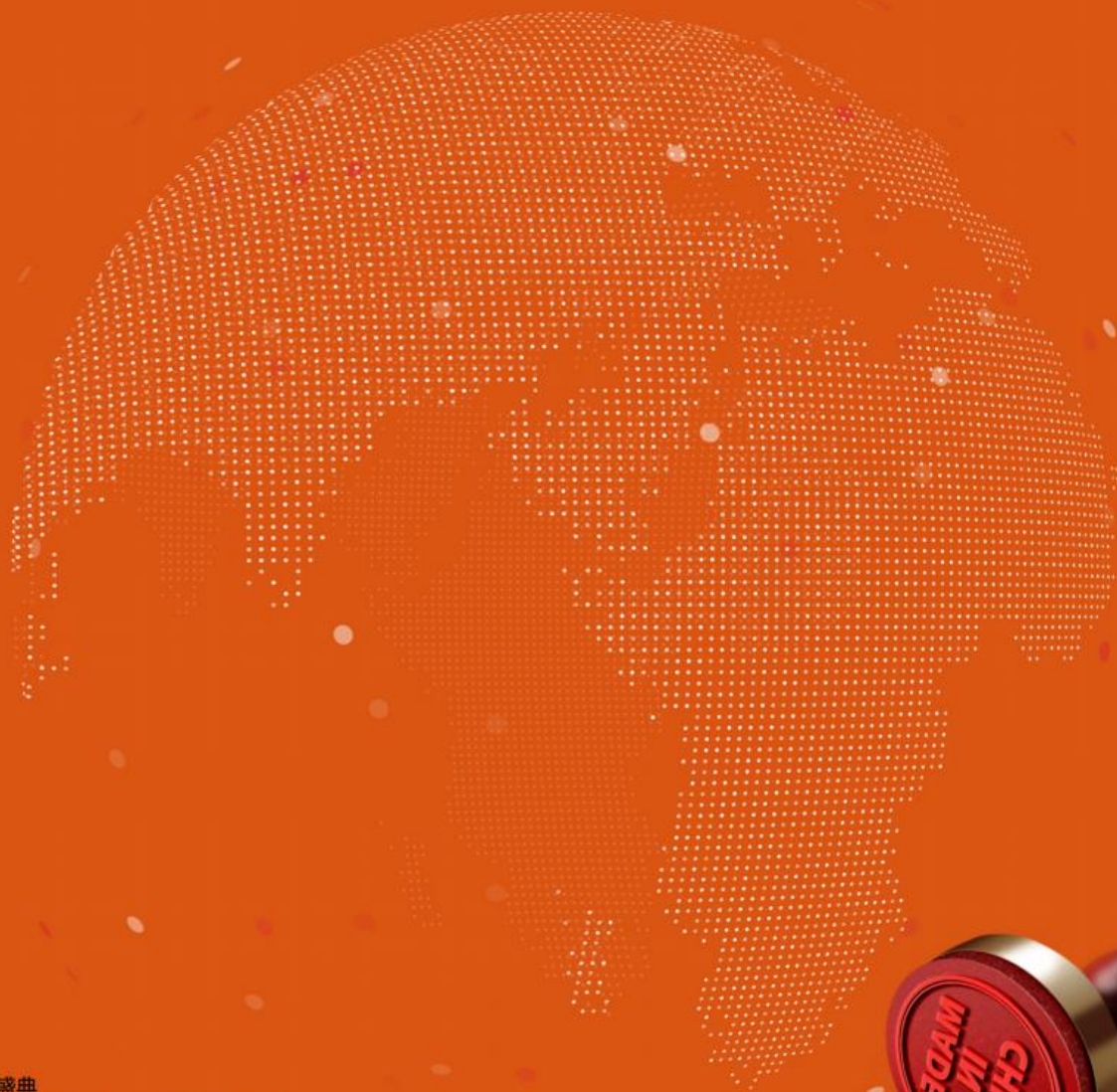
备注: 展位效果图仅供参考, 具体以现场实物为准。  
Note: The picture is for your reference, the real booth comply with release onsite.

展区 \ 规格 Area \ Type	精装展位 Boutique (3m×3m)	精装双开口展位 Two-side Open Boutique (3m×3m)	光地 Raw Space (36m <sup>2</sup> 起租) (Minimum 36m <sup>2</sup> )
国内企业 Domestic	17800 元/展位 17800 RMB	18800 元/展位 18800 RMB	1600 元/m <sup>2</sup> 1600 RMB/m <sup>2</sup>
境外企业 Oversea	3500 美元/展位 3500 USD		320 美元/m <sup>2</sup> 320 USD/m <sup>2</sup>



SHANGHAI CHINA INTERNATIONAL SPORTS LEISURE  
PRODUCTS AND TRENDS EXPO

中国(上海)国际运动休闲用品博览会



**同期举办:**

IWF 中国健身盛典

IWF 中国(上海)国际健身、康体休闲展览会

CSE 中国(上海)国际泳池设施及场馆设施展览会

INE 中国(上海)国际运动营养健康产业博览会

STAF 中国(上海)国际体育场馆设施及营造展览会

**CONCURRENT:**

IWF China Fitness Convention

IWF China (Shanghai) Int' | Health, Wellness, Fitness Expo

CSE China (Shanghai) Int' | Swimming Pool Facility and Venue Facility Expo

INE China (Shanghai) Int' | Nutrition Health Industry Expo

STAF China (Shanghai) Int' | Stadium Facilities and Construction Expo

**展会垂询 Info.**

上海德纳展览服务有限公司 | Shanghai Donnor Exhibition Service Co.,Ltd.

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体育用品国际商贸平台

INTERNATIONAL TRADE PLATFORM FOR SPORTING GOODS