

**IWF** Health, Wellness  
Fitness Expo  
上海国际健身展

# IWF SHANGHAI 2024

## 上海国际健身展

**2024** **02/29**  
**03/02**

上海新国际博览中心

29th Feb-2nd Mar, 2024

SHANGHAI NEW INTERNATIONAL EXPO CENTER (SNIEC)

Add: 2345 Longyang Road, Pudong New Area Shanghai P.R.C.



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扫码了解展会资讯



IWF SHANGHAI 2024

# IWF SHANGHAI 2024

## IWF+ 向新生

IWF SHANGHAI was born for fitness, pioneering and innovating with the attitude of climber. Not limited within fitness, but with original intentions, we have spent eleven years on continuous exploration in the peak of fitness, aiming to build the highland of global sports and fitness industry with partners.

**寰实励新 智生无界  
坚志为柱 臻乎峻岭**

IWF SHANGHAI 始于健身，以“攀登者”的姿态开拓创新，十一年来不止于健身，秉怀“起跑心”始终如一地专注于在健身的高峰中不断探索，与行业同仁动静之间共筑全球运动健身产业高地。





## 规模预计 Estimated Scale

### 90,000

平方米展示面积  
Exhibiting Area( m<sup>2</sup>)

### 1,200+

品牌  
Brands

### 80,000+

专业观众  
Visitors

### 100+

活动  
Events

秉承服务产业的宗旨，坚持“大体育+大健康”基调，锚定“寰实励新，智生无界”主题，2024 IWF上海国际健身展2月29日-3月2日在上海新国际博览中心举办。

以全球商贸视野构建国内国际双循环，以打造运动健身全产业链的创新集成平台为定位，专注全链所需的各种产品、服务、资源平台和解决方案，展示中国运动产业的制造水平、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。

Adhering to the tenet of service industry, with the main key of "Be Global, Be Digital", and anchor the theme of "Grand Sports + Grand Health", 2024 China (Shanghai) Int'l Health, Wellness, Fitness Expo will be held at Shanghai New International Expo Center from Feb 29-Mar 02.

With a global business prospective, we aims to build a domestic-international dual circulation. Positioning ourselves on creating an innovative integrated platform for the entire sports and fitness industry chain, we focus on products, services, resource platforms and solutions required by the 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.

## 全球买家分布 Global Buyers Layout





# 市场洞察

## 增馆扩容, 展区细分

IWF2024将在原有规模上增设E7馆, 以全、高、特、创、智为特色精心设置的十二大细分展区, 包括: 健身器材(商用), 普拉提器械及服务, 俱乐部配套, 青少体育教育, 体育场馆营造, 台球桌及配套, 游泳SPA, 出口家用健身器材及运动训练小件, 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, 营养健康等全品类, 向展商和买家提供更佳的服务场景。



## 放眼寰宇, 聚焦外贸

外贸是拉动经济增长的“三驾马车”之一, 作为承载行业创新成果展示与链接全产业链功能的平台, IWF2024将持续布局全球市场; 立足IWF11年积累的平台经济, 同期CIST上海国际运动休闲用品展将在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、外商VIP服务区, 延续特设Match Making供需对接服务, 为展商和买家搭建供需对接的专业桥梁; 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, 链接国际众多展商品牌和专业买家群体, 助力企业快速精准对接国际采购商, 促成国际贸易洽谈, 打造全球贸易共享平台。

## 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。IWF2024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, 扩大智能数字化健身、VR/AR元宇宙健身、智能健身穿戴、体育数字化管理及服务等展品比例, 促进全民“主动健身”和数字化搭配高品质的交互体验, 实现“趣味性+智慧”的融合。

## 政府引导, 协会支持

IWF正在积极探索“政府引导+企业参与+会展服务”的集成模式, 作为国家体育产业示范项目和上海市体育产业示范项目, IWF2023得到了上海市体育局的大力支持和中国健美协会的鼎力相助; 会后, 还被选为2023上海体育消费节的典型案例, 做出良好示范。IWF2024将在过去十年的基础上继续与政府部门和行业协会携手, 发扬红色体育文化荣光, 竭力打造长三角体育健身产业发展圈。

# Highlights And Insights

## Expansion of halls, subdivision of exhibition areas

Through adding Hall E7 to the original scale, IWF2024 delicately set up twelve subdivided exhibition areas featuring full, high, unique, innovative and intelligent, including commercial fitness equipment, Pilates equipment and services, club supporting facilities, youth sports education, stadium construction, billiard tables and accessories, swimming SPA, 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, nutrition and health etc, which provides a better service venue for exhibitors and buyers.

## Observation around the world, focus on the foreign trade

Foreign trade is treated as one of the troika that drives economic growth, as the platform for displaying industry innovation and linking the function of the entire industry chain, IWF2024 will continue deploying the global market; Based on the platform economy accumulated by IWF for 11 years, CIST Shanghai International Sports and Leisure Expo will be held in Hall N5 (International Trade Hall) at the same time, equipped with two functional areas: B2B international trade docking service area, foreign VIP service area, specialized match making docking service area, which build a professional connection for exhibitors and visitors; 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 international buyers, that contributed to international trade negotiations and create a global sharing platform.



## 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. IWF2024 complies with new trends, vigorously develops the field of digital life venue, the third space for sports, and expands the proportion of exhibits such as smart digital fitness, VR/AR metaverse fitness, smart fitness wearable, sports digital management and services, etc, promoting the theme of "Active Fitness" for entire people and digitalization with high-quality interactive experience to achieve the integration of "fun + wisdom".

## Guide by government, joint the associations

In recent years, IWF actively explore the integration mode of "Government Guide + Enterprise Participation + Exhibition Service", As the National Sports Industry Demonstration Project and Shanghai Sports Industry Demonstration Project, IWF2023 had received the strong supports from Shanghai Administration of Sports and Shanghai Fitness and Bodybuilding Association. IWF was also selected as a typical case of the 2023 Shanghai Sports Consumption Festival after the fair, which makes a good demonstration. On basis of the past ten years, IWF2024 will continue to join hands with government departments and industry associations, in order to further carry the glory of red sports culture, and actively build the Yangtze River Delta sports and fitness industry development circle.





### 专注服务, 完善功能

深耕十余载, 秉持服务产业的初心, 通过智库论坛、教育培训、赛事竞技、展览展示、互动颁奖等版块, 搭建展前、展中、展后的全方位渗透式服务模型, 充分激发商贸对接、趋势发布、渠道拓展、宣传推广等展会的平台功能, 发展运动健身业发展新势能, 为企业及其用户行业实现可持续、高质量发展提供全链路创新方案。

### 产业消费, 动能开发

大力发展“运动健身+”新业态, 积极推进“运动健身+数字”、“运动健身+健康”、“运动健身+轻户外”等产业融合升级, 解锁飞盘、陆冲、露营等火热玩法, 拉动内需消费, 促进体育消费主题, 突出融合发展理念, 解锁新消费场景, 深化政产学研的合作交流, 突出示范型产业在行业中的贡献。

### 纵横发展, 惟实励新

目标实现“健康中国2030规划”, 推动运动健身向大体育大健康纵横发展。深挖健身器材赛道, 将健身器材扩充至两个半馆, 为参展商及观众带来更大的发展空间和丰富的体验。同时调整展馆布局, 家用健身器材出口贸易成为重点, 优化结构提高效率, 发挥集群效应。

### 行远自迩, 笃行不怠

延续十周年的成果, IWF坚持创新驱动发展, 在不断更迭的行业态势下奋楫笃行, 深度挖掘市场需求, 布局体育产业市场, 为海内外的客户带来更专业的服务与更全面的体验。同时, IWF将与合作伙伴继续携手共进, 坚守会展人的情怀, 在保持一流体育健身会展水准的基础上, 打造亚洲优质运动健身商贸平台, 共促产业高质量发展。

### Focus on service, improve the function

As a platform, IWF carries the function of displaying industrial innovation achievements and connecting the upstream and downstream of the industry, which has been dedicated to serving the industry for 10 years. Through think tank forums, education and training, competition, exhibition, interactive awards and other sectors, IWF fully stimulates the platform functions of trade docking, trend release, channel expansion, publicity and promotion. Moreover, IWF links many domestic and foreign exhibitor brands and professional buyer groups to build a new ecology of sports industry, create a new potential energy for the development of sports and fitness industry, and provide an all-link road innovation scheme for enterprises and their industries to achieve sustainable and high-quality development.

### Industrial consumption, energy development

IWF vigorously develops the new business format of "sports and fitness +", and actively promote the integration and upgrading of industries such as "sports and fitness + digital", "sports and fitness + health", "sports and fitness + lightweight outdoor". Unlock popular games such as Frisbee, land surfing and camping, which promotes the domestic demand of consumption, as well as the theme of sports consumption, highlight the concept of integrated development, unlock new consumption venues, strength cooperation and exchanges between government, industry, academia and research, and highlight the contribution of demonstration industries.

### Develop comprehensively, keep real but innovative

IWF aims to realize the goal of "Healthy China 2030", promoting the development of fitness and sports comprehensively in all directions, and expanding the hall of fitness equipment to two and a half, which brings more space and experience for the exhibitors and visitors. Meanwhile the layout of the exhibition is well adjusted results in highlighting the household fitness equipment export trade. The structure is optimized to improve the efficiency and exert the cluster effect.

### Effectively implement what is learned. Continuously improve what we own

Continuing the achievements of the 10th anniversary, IWF adheres to the tenet of innovation drives the development, strives actively in the rapid changing industry situation, deeply explores the demand of market, layout the sports industry in order to bring the customers more professional services and comprehensive experiences. Meanwhile, IWF, together with the partners, will insist along with the spirits of exhibition people, build a high-quality sports and fitness business platform in Asia and promote the high-quality development of the industry on basis of maintaining the first-class sports and fitness exhibition level.



## 参展范围 Exhibiting Scope

### 健身器材

商用健身器材、健身器材零配件、健身器材小件、功能性训练器材、体质检测/体态矫正设备、普拉提器材、运动康复器械、青少年体能设备

### 俱乐部配套设施

健身房/俱乐部管理系统、健身房设计与营造、地面铺设、储物柜/更衣柜、培训/机构运营、连锁加盟、搏击格斗训练综合配套、运动健身APP、EMS智能穿戴设备、美容瘦身产品、体能测试系统、数字化智能健身系统、健身健美媒体等配套服务

### 青少体育教育

青少体育训练装备器材、青少体育教育配套产品、青少体育教育培训机构、儿童运动智能穿戴产品、少体机构招商及加盟推荐、校园体育场馆设施营造、青少体育教学装备



### Fitness Equipment

Commercial Fitness Equipment, Fitness Equipment Spare Parts, Fitness Equipment Accessories, Body Testing / Correction Equipment, Pilates Equipment, Sports Rehabilitation Equipment, Youth Physical Fitness Equipment

### Club Supporting Facilities

Gym / Club Management System, Gym Design and Construction, Ground Laying, Locker, Training / Institutional Operations, Franchise, Fight Combat, Boxing, Wrestling Training Comprehensive Matching, Sports Fitness APP, EMS Smart Wearable Devices, Beauty Slimming Products, Physical Fitness Test System, Digital Intelligent Fitness System, Fitness and Bodybuilding Media and other Supporting Service

### Youth Sports Education

Sports Training Equipment, Physical Education Supporting Products, Physical Education and Training Institutions, Sports Smart Wearable Products for Children, Business Promotion and Agency Affiliation Recommendation for Sports Institutes, Construction of School Stadium Facilities, Sports Teaching Equipment for Young People



### 体育场馆营造

场馆场地材料、场馆配套设施、施工设备、田径体操竞技类器材及用品、围栏网暖通材料、照明系统、室内外球类、声学及防震隔音材料、智慧步道、游乐游艺设备、公园体育及相关配套设施、校园体育运动装备、校园智能安全监测设备、数字化应用平台

### 游泳设施、泳池装备及温泉SPA

公共游泳设施及技术、私家泳池及配套设施、园林景观及水景喷泉设备、游泳/救生相关设备、器材装备及用品、桑拿/温泉/淋浴SPA休闲设施及用品、婴幼儿游泳配套设施及配套服务、儿童游乐设施及设备、水上乐园、水上运动设备、工程设计、服务机构、媒体及行业协会

### 运动休闲用品

家用健身器材、运动康复按摩、运动鞋服及穿戴、户外运动装备、球类运动及配套、跨境电商全品类服务平台

### 营养健康

运动营养补剂/食品、功能性食品/饮品、轻食、原料及包装设备、摇摇杯及冲调机、基础营养品、运动营养OEM服务

### Stadium Construction

Venue Materials, Venue Supporting Facilities, Construction Equipment, Athletics and Gymnastics Competitive Equipment and Supplies, Fence and Purse Seine HVAC Materials, Lighting System, Indoor and Outdoor Ball, Acoustic and Shock-Proof Sound Insulation Materials; Smart Trails, Amusement Equipment, Park Sports and Related Supporting Facilities; Campus Sports Equipment, Campus Intelligent Safety Monitoring Equipment, Digital Application Platform

### Swimming Facilities, Swimming Pool Equipment and SPA

Public Swimming Facilities and Technology, Private Swimming Pool and Supporting Facilities, Landscape and Waterscape Fountain Equipment, Swimming / Life-Saving Related Equipment, Equipment and Supplies, Sauna / SPA / Shower SPA Leisure Facilities and Supplies, Infant Swimming Facilities and Supporting Services, Children Water Park, Water Sports Equipment, Children's Amusement Facilities and Equipment, Engineering Design, Service Agencies, Media and Industry Associations

### Sports Leisure Articles

Household Fitness Equipment, Sports Rehabilitation Massage, Sports Shoes & Apparel and Wearable, Outdoor Sports Equipment, Balls Sports and Accessories, A comprehensive service platform for cross-border e-commerce

### Nutrition Health

Sports Nutrition and Supplements, Functional Health Food, Light Diet, Functional Drinks, Raw Materials and Equipment and Packaging Equipment, Shake Cup and Punching Machine, Basic Nutrition, Sports Nutrition OEM Services



# 参展商尊享服务

## Exhibitors Service

### 宣传服务

# NO.1

- 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
- 微信推广
- 媒体采访

### 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

### 现场服务

# NO.2

- B2B贸易对接区
- 五国语言翻译服务、  
外商行李寄存（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

### 平台推广

# NO.3

推广展商的产品与服务，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！

### Platform Promotion



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

### 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!

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。

### 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/>

## NO.4

### 部分海外询盘

### Part of Overseas Inquiries

姓名Name	国家Country	类别Category
Monu Kumar	印度	健身器材
Jon	日本	健身器材
Ömer Durmuş	土耳其	健身器材
Joey.G	加拿大	健身器材
Najjal	巴西	健身器材
DISPORTEX	意大利	健身器材
Heitor	莫桑比克	跑步机
cynthia link	阿根廷	有氧运动设备
Marisa VIVIANE	北美地区	运动服饰
Mazumdar Inmaculada	德国	智能手表

姓名Name	国家Country	类别Category
Faizal Nalakath	阿联酋	健身器材
Krishan Stopka	德国	EMS套装
shibnath kar	美国	健身器材
NaAngelo Michael	荷兰	智能手表
TECHER Régis	留尼汪岛	健身器材
Iacovelli Oksana	巴基斯坦	健身器材
Edvard Zyl	波兰	健身器材
Driessen chun	墨西哥	健身器材
Soyeon A	马达加斯加	智能手表
lasitha sandaruwan	斯里兰卡	智能手表



# 2024 IWF CHINA FITNESS CONVENTION

## 中国健身盛典



IWF中国健身盛典始终坚持为运动健身行业的精英、俱乐部、工作室、教练和健身爱好者群体打造集智库论坛、赛事竞技、颁奖典礼、教育培训、互动体验于一体的潮流健身盛宴，分享时下最新行业趋势和业态信息，体验前沿的盛典内容和潮流的运动方式。



IWF China Fitness Festival always adhere to create a fashion fitness carnival integrated with the think tank forum, competition, award ceremony, education, training, interactive experience for the sports fitness industry elite, clubs, studios, coaches and fitness enthusiasts, share the latest industry trends and information, experience the forefront of content and the trend of movement.



## 智库论坛

### 俱乐部管理系列峰会

- IWF2024第十届中国健身领袖论坛 #IP
- 第五届中国影响力俱乐部私董会 #IP
- 中国健身俱乐部智能化管理论坛 #IP
- 俱乐部场馆数据化运营交流论坛

### 运动健身行业发展系列峰会

- 长三角运动健身行业一体化发展交流峰会
- 运动健身内容创新与自研课程运营论坛
- 中国（上海）普拉提大会
- 莱美健咖说
- 健身教练新十年峰会
- 运动损伤及康复论坛



## Think Tank Forum

### Club Management Summit

- IWF2024 11<sup>th</sup> China Fitness Leaders Forum #IP
- 5<sup>th</sup> China Influential Fitness Club Private Board #IP
- China Fitness Club Intelligent Management Forum #IP
- Fitness Club Venue Data Operation & Management Forum

### Sports and Fitness Industry Development Summit

- Fitness Integrated Development Conference of Yangtze River Delta
- Fitness Content Innovation & Localized Training Operation Forum
- China(Shanghai) Pilates Conference
- Les Mills Forum
- A New Decade of Fitness Instructor Conference
- Sports Injury & Rehabilitation Conference



# Think Tank Forum



# 智库论坛

# Think Tank Forum



## 游泳及场馆营造系列峰会

- 第五届中国游泳场馆运营大会 #IP
- 第四届中国游泳池水处理高峰论坛 #IP
- 第三届中国健身俱乐部游泳池经营管理峰会 #IP
- 第三届体育场馆运营管理峰会 #IP
- 第二届中国水中运动康复产业高峰论坛
- 第五届中国婴幼儿游泳产业发展论坛

## 健康营养系列峰会

- 第六届中国运动营养食品市场行业论坛 #IP
- 运动饮品消费趋势及发展论坛
- 健康食品的研发与蓝海市场
- 细分赛道破局运动营养新市场

## IWF X CYSE青少体育教育峰会

- 青少体育产业发展论坛
- 青少户外体育教育论坛
- 营地/研学教育发展论坛
- 赛事策划与商业运营
- 儿童体适能发展论坛

## 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

## Swimming and Stadium Operation Summit

- 5<sup>th</sup> China Swimming Venue Operation Conference #IP
- 4<sup>th</sup> China Swimming Pool Water Treatment Summit #IP
- 3<sup>rd</sup> China Fitness Club Swimming Pool Operating and Management Summit #IP
- 3<sup>rd</sup> Sport Stadium Operation Forum #IP
- 2<sup>nd</sup> Aquatic Exercise and Aquatic Therapy Summit of China
- 5<sup>th</sup> China Infant Swimming Industry Development Forum

## Nutrition and Health Series Summit

- 6<sup>th</sup> China Sports Nutrition Food Industry Forum #IP
- Sports Drink Consumption Trends and Development Forum
- Health Food R&D and Blue Ocean Market
- Segment the Track to Break the New Market of Sports Nutrition

## IWF X CYSE Youth Physical Education Summit

- Youth Sports Industry Development Forum
- Youth Outdoor Physical Education Forum
- Camps/Research and Education Development Forum
- Event Planning and Commercial Operations
- Children's Physical Fitness Development Forum

## International Trade Summits Series

- International Export policy Sharing Conference #IP
- B2B Matchmaking Conference  
(Sports Wear / Household Equipment / Rehabilitation / Accessory) #IP
- Export Fitness Equipment New Product Event
- International Buyers Selection Meeting
- International Buyers Info Session(Europe / South East Asia)
- China Sports Brand Exporting Forum



## 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

## 颁奖典礼

- 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
- 国际贸易及科技创新产品颁奖盛典 #IP
- 泳业之星颁奖典礼 #IP

## Competitions

### Design Competition

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

### Fitness Events

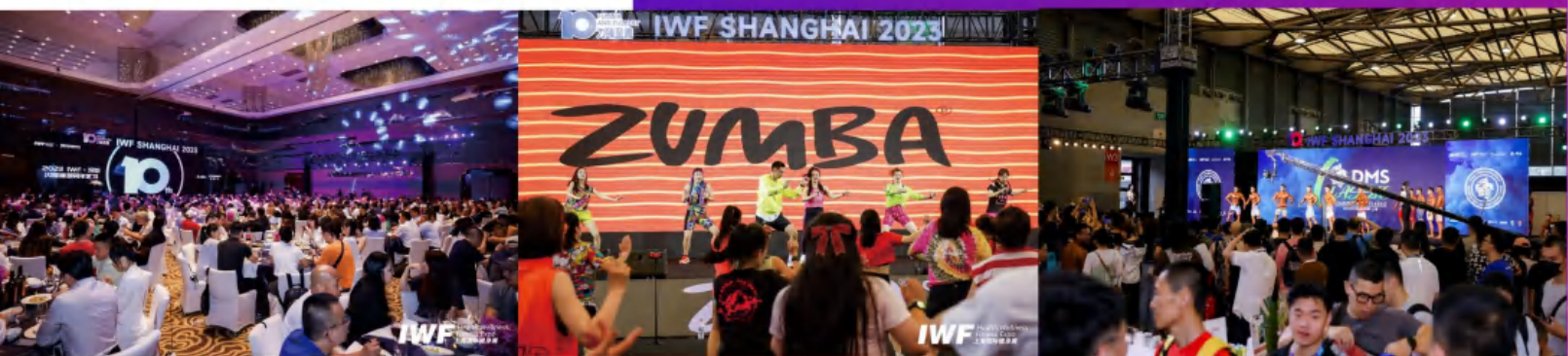
- 2024 CBBA PRO Championship (Shanghai)
- 2024 Yangtze River Delta Fitness Yoga Performance Open

### Physical Fitness Events

- Shanghai Youth Floorball 3V3 Championship
- Stamina Competition (Adult/Youth)
- Free Fighting "MMA" Championship
- Youth Boxing Sports Exhibition Match

## Ceremony

- IWF2024 'Together on a Shared Journey'  
International Buyer's Banquet #IP
- 5<sup>th</sup> SUPER ICON Award Ceremony #IP
- International Export & Technology  
Innovation Product Award Ceremony #IP
- Star Award of Swimming #IP



## 互动体验

- 第二届SUPER ICON超级达人脱口秀 #IP
- 快闪打卡：下一站！IWF运动能量无极限 #IP
- 莱美Q1新套路发布
- ZUMBA X IWF热舞新春派对
- 儿童体育文化季
- 水中健身嘉年华 #IP

## Interactive experience

- 2<sup>nd</sup> Super Icon Talk Show #IP
- Pop-up: Next stop! IWF sports energy knows no limits #IP
- Les Mills Q1 Training Event
- ZUMBA X IWF Dancing in Spring
- Children's Sports and Cultural Season
- Aqua Fitness Carnival #IP



## 2023展品数据 Exhibit Data



**51.02%**

器材 (包含家用和商用)



**35.3%**

俱乐部配套 (包含体育场馆、游泳设施等)



**10.06%**

营养健康



**3.62%**

运动休闲用品

## 2023展商数据 Exhibitors Data

**60%**

参展商较上届增长

Exhibitors Increase

**30%**

国际展商占比

International Exhibitors Rate

**90%**

参展商续订率达

Exhibitors Renewing Rate Reaches



以上为部分品牌，排名不分先后



## 2023观众数据 Visitors Data

78个国家和地区的  
专业观众**58,991**  
Professional Buyers  
From 78 Countries  
and Regions  
海外观众较上届增长  
**115%**  
Oversea Visitors  
Increase  
观众数量较上届增长  
**157%**  
Visitors Increase

### 国内观众分布 Domestic Buyers Source



### 海外专业观众850+ 850+ Oversea Buyers

#### 海外观众分布 Overseas Buyers Source



### 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%**

### 观众类型 Visitors Category

40.50%	健身俱乐部/私教工作室 Gym/Club/Studio
8.43%	经销商、代理商、采购商 Distributor/Dealer/Agent
14.65%	健身爱好者 Fitness Enthusiasts
7.07%	生产商/ODM/OEM Manufacturer/OEM/ODM/OBM
9.06%	进出口贸易商 Import & Export Trading Company
2.97%	健身教练 Fitness Trainer
2.50%	健身培训机构/运动研究机构 Fitness Training and Sport R&D Institution
2.26%	管理软件/服务咨询公司 Management Software and Consultant Service
2.20%	电商平台 E-Commerce & TV Shopping Platform
1.98%	生活方式馆 (疗养中心、康复中心、瑜伽等) Lifestyle (Rehabilitation Center, Yoga etc.)
1.62%	政府机构、商会/行业协会 Association/Government Institutions
1.29%	投融资公司 Investment Company
1.43%	高校、军警及职业运动队 College/Military/Athlete
1.04%	酒店/房地产开发 Hotel System & Real Estate Developers
2.01%	媒体 Media
1.00%	超市、百货商业系统 Supermarket/ Emporium Business System



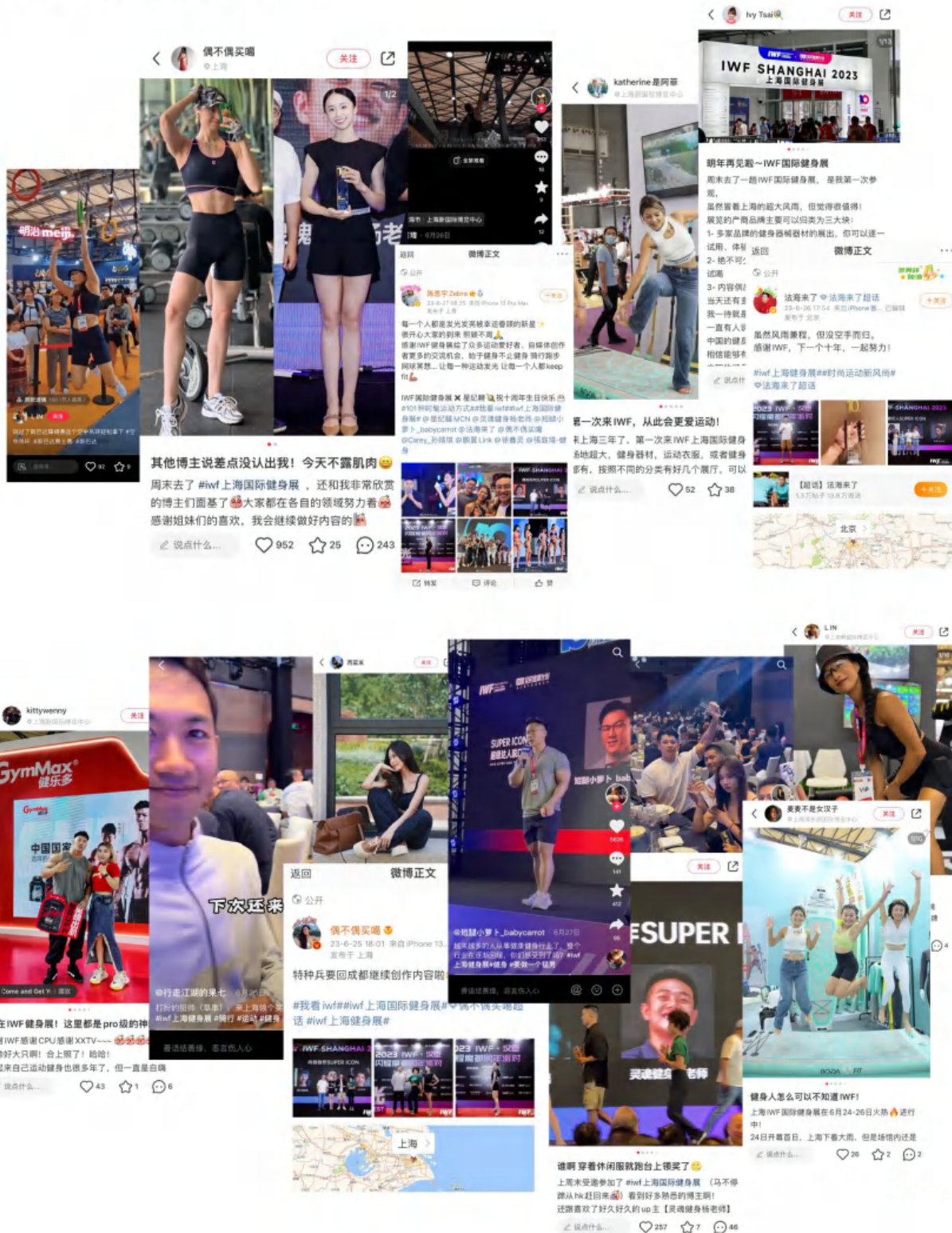
# 2023中国健身盛典活动回顾

100+ 运动达人参与现场话题发声

全网传播热度累计达**3.12亿**

累计粉丝体量**8000W+**

小红书 | KOL/KOC | 抖音粉丝达人 | 微博  
微信公众号 | 官方网站 等全平台助力!





# 宣传推广

人民日报、36氪、北青网、腾讯网、环球网、中国网、千龙网、每日经济、ZAKER新闻、界面新闻、网易新闻、新浪网新闻、中国日报网、和讯网新闻、光明网体育、凤凰网、搜狐网、上海经济网等一百二十余家媒体在线发声。



# 媒体合作



以上为部分品牌  
排名不分先后

# 全媒体矩阵

全网流量破11亿





# 展馆平面图 Floor Plan



N1

## 健身器材

商用健身器材、功能性训练器材、体质检测/体态矫正设备、普拉提器材、运动康复器械、青少年体能设备

N2

## 健身器材及配件

商用健身器材、健身器材零配件、健身器材小件、体质检测/体态矫正设备、运动康复器械

## 俱乐部配套设施

健身房/俱乐部管理系统、健身房设计与营造、地面铺设、储物柜/更衣柜、培训/机构运营、连锁加盟、搏击格斗训练综合配套、运动健身APP、EMS智能穿戴设备、美容瘦身产品、体能测试系统、数字化智能健身系统、健身健美媒体等配套服务

N3

## 健身器材及配件

商用健身器材、健身器材零配件、健身器材小件、体质检测/体态矫正设备、运动康复器械

## 青少年体育教育

青少年体育训练装备器材、青少年体育教育配套产品、青少年体育教育培训机构、儿童运动智能穿戴产品、少体机构招商及加盟推荐、校园体育场馆设施营造、青少年体育教学装备

## STaF体育场馆营造

场馆场地材料、场馆配套设施、施工设备、田径体操竞技类器材及用品、围栏网/暖通材料、照明系统、室内外球类、声学及防震隔音材料；智慧步道、游乐游艺设备、公园体育及相关配套设施；校园体育运动装备、校园智能安全监测设备、数字化应用平台

N4

## CSE游泳SPA

公共游泳设施及技术、私家泳池及配套设备、园林景观及水景喷泉设备、游泳/救生相关设备、器材装备及用品、桑拿/温泉/淋浴SPA休闲设施及用品、婴幼儿游泳配套设施及配套服务、儿童游乐设施及设备、水上乐园、水上运动设备、工程设计、服务机构、媒体及行业协会

N5

## CIST运动休闲用品 (国际贸易馆)

家用健身器材、运动康复按摩、运动鞋服及穿戴、户外运动装备、球类运动及配套、跨境电商全品类服务平台

E7

## INE国际营养健康

运动营养补剂/食品、功能性食品/饮品、轻食、原料及包装设备、摇摇杯及冲调机、基础营养品、运动营养OEM服务

## Fitness Equipment

Commercial Fitness Equipment, Functional Training Equipment, Body Testing / Correction Equipment, Pilates Equipment, Sports Rehabilitation Equipment, Youth Physical Fitness Equipment

## Fitness Equipment and Accessories

Commercial Fitness Equipment, Fitness Equipment Spare Parts, Fitness Equipment Accessories, Body Testing / Correction Equipment, Sports Rehabilitation Equipment, Club Supporting Facilities

## Gym / Club Management System

Gym / Club Management System, Gym Design and Construction, Ground Laying, Locker, Training / Institutional Operations, Franchise, Fight Combat, Boxing, Wrestling Training Comprehensive Matching, Sports Fitness APP, EMS Smart Wearable Devices, Beauty Slimming Products, Physical Fitness Test System, Digital Intelligent Fitness System, Fitness and Bodybuilding Media and other Supporting Service

## Fitness Equipment and Accessories

Commercial Fitness Equipment, Fitness Equipment Spare Parts, Fitness Equipment Accessories, Body Testing / Correction Equipment, Sports Rehabilitation Equipment, Youth Physical Fitness Equipment

## Sports Training Equipment,

Sports Training Equipment, Physical Education Supporting Products, Physical Education and Training Institutions, Sports Smart Wearable Products for Children, Business Promotion and Agency Affiliation Recommendation for Sports Institutes, Construction of School Stadium Facilities, Sports Teaching Equipment for Young People

## StaF stadium construction

Venue Materials, Venue Supporting Facilities, Construction Equipment, Athletics and Gymnastics Competitive Equipment and Supplies, Fence and Purse Seine HVAC Materials, Lighting System, Indoor and Outdoor Ball, Acoustic and Shock-Proof Sound Insulation Materials; Smart Trails, Amusement Equipment, Park Sports and Related Supporting Facilities; Campus Sports Equipment, Campus Intelligent Safety Monitoring Equipment, Digital Application Platform

## Public Swimming Facilities and Technology,

Public Swimming Facilities and Technology, Private Swimming Pool and Supporting Facilities, Landscape and Waterscape Fountain Equipment, Swimming / Life-Saving Related Equipment, Equipment and Supplies, Sauna / SPA / Shower SPA Leisure Facilities and Supplies, Infant Swimming Facilities and Supporting Services, Children Water Park, Water Sports Equipment, Children's Amusement Facilities and Equipment, Engineering Design, Service Agencies, Media and Industry Associations

## Sports Leisure Articles

Household Fitness Equipment, Sports Rehabilitation Massage, Sports Shoes & Apparel and Wearable, Outdoor Sports Equipment, Balls Sports and Accessories, A comprehensive service platform for cross-border e-commerce

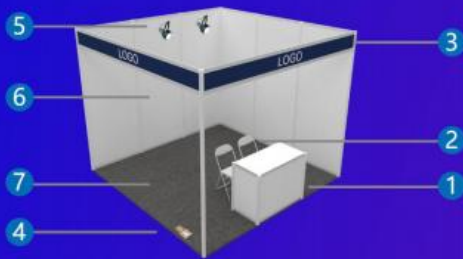
## Nutrition Health

Sports Nutrition and Supplements, Functional Health Food, Light Diet, Functional Drinks, Raw Materials and Equipment and Packaging Equipment, Shake Cup and Punching Machine, Basic Nutrition, Sports Nutrition OEM Services



# 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   |

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.



**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

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>



# MORE THAN FITNESS NEW TO THE WORLD

## 不止于健身，与世界向新

### 同期举办/CONCURRENT

IWF 中国健身盛典

CSE 中国（上海）国际泳池设施及场馆设施展览会

CIST 中国（上海）国际运动休闲用品博览会

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

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

CIST China (Shanghai) Int' | Sports Leisure and Trends 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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