

# IWF SHANGHAI 2023 上海国际健身展

**10<sup>th</sup>**  
years  
力臻至善  
Fuller And Fullest



ANNIVERSARY

## 十年典藏报告

EXHIBITION REVIEW

6月(June)24-26

上海·新国际博览中心



# 前言

## PREFACE

十年意味着什么呢？对不知晦朔的朝菌来说是无法想象的时间长河，对日久月深的宇宙来说是不过是弹指一瞬，但对IWF来说是从初出茅庐一路走过了前路迷茫、风雨推搡，终于和大家在五湖四海中相遇，在齐心协力中向前，在披荆斩棘中成长。

怀揣着“做全民健身践行者，助力体育强国建设”的初心，肩负着推动中国运动健身产业发展、推广优秀运动健身品牌的责任，今年的展会承载了太多的意义与期待。过去三年间，运动健身行业战胜了诸多不确定因素带来的挑战，展示出极强的韧性与弹性；如果说2022年是线上健身爆发的元年，那么今年可以说是运动健身行业步入恢复、发展、转型的关键时期。

本届展会能圆满的落幕离不开每一位同仁的大力支持，我们深知每一位品牌商为参展付出的心血和投入，也正是各位不离不弃的陪伴，才给了我们莫大的感动与温暖。至此，IWF国际健身展组委会也对各位参展商、参观商、媒体朋友及业界同仁们的信任、支持和包容，致以最诚挚的谢意！

What does 10 years mean? It is an unimaginable river of time for mayflies, and just a fleeting moment for the long and deep universe, but for IWF, 10 years has been a journey from humble beginnings, filled with uncertainty and trials, and finally met with everyone from all over the world. We are moving forward in concerted efforts, and growing amidst challenges and obstacles.

With the original intention of "being a national fitness practitioner and helping the construction of a sports power", we are responsible for promoting the development of China's sports fitness industry and promoting excellent sports fitness brands. IWF2023 carries more meaning and expectations. In the past three years, the sports and fitness industry has overcome the challenges brought by many uncertain factors, showing a strong resilience. If 2022 is the first year of the outbreak of online fitness, then this year can be defined to be a critical period for the sports and fitness industry to enter recovery, development and transformation.

The successful conclusion of this exhibition cannot be separated from the strong support of every partner. We know that every exhibitor for the exhibition to pay the effort and investment, and because of your constant companion, just gave us great touch and warmth. The organizing committee of IWF also expresses its sincere gratitude to all exhibitors, visitors, medias and industry colleagues for your trust, support and understanding!



IWF

27 年会展沉淀

27 years of exhibition accumulation

10 年健身深耕

10 years in the fitness industry

2023 ● 十年兼程，“力臻至善，不止于健身”，开辟 CIST 新赛道，主攻国际市场，被上海市体育局入选为上海市体育消费节典型案例

FULLER AND FULLEST

2022 ● 移师南京，坚守陪伴，“进无止境”

GO FURTHER WITH IWF

2021 ● “磨砺成锋，笃实前行”，被国家体育总局命名为“国家体育产业示范项目”

HONED TO PEAK SOLID TO PROCEED

2020 ● “华章再续，让改变发生”，特殊时期的强心剂，获“上海市体育产业示范项目”

GLORY PROCEEDS MAKE THE CHANGE

2019 ● 场馆升级，“引领潮流，与世界对话”，开辟 CSE 新赛道，探索冰业发展，获东方职业健身交流大会暨金狮奖颁奖典礼(上海)“年度最具影响力品牌活动”

LEADING TREND CONNECTING WITH THE WORLD

2018 ● “超越所见”，获亚洲健美健身联合会—特殊贡献奖

BEYOND THE HORIZON

2017 ● “科技·创新·融合”，代理全球健身器材及康体类展览会，质的飞跃

INNOVATION TECHNOLOGY MERGE

2016 ● “一展两会”方针明确，开启以展带会模式

ONE EXHIBITION WITH TWO CONVENIONS

2015 ● 蜕变之路，“顺势而为”，打造中国健身盛典

DO WITH THE FLOW

2014 ● 初生之芽，崭露头角，首次亮相于上海世博会

MAKE A BIG DEBUT

迈向大体育大健康

TOWARDS GRAND SPORTS AND GRAND HEALTH

## 十年战略合作伙伴 STRATEGIC PARTNER FOR 10 YEARS

虎扑·健身

企鹅体育  
IWF GO FORMFM940  
LIFE STYLE阿里体育  
Alisports.com

快手健身

JDH 京东健康

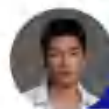
国家全民健康计划  
NATIONAL ALL-CHINA HEALTH PLAN

## 2023品牌大使 2023 BRAND AMBASSADORS



陈海诺Leo

中国首位职业健身模特冠军运动员  
“海陆空”三栖级户外玩家  
中国首位黄金男模全场冠军  
中国首位DMS奥赛资格赛体育模特全场冠军  
北京市冰雪运动推广大使  
北京开放大学嘉普体育学院“客座专家”



大骏Derek

KEEP年度最具影响力达人  
ICOX偶像健身创始人



溪童Serena

XITONG律动空间创始人  
知名运动博主  
明星教练



粉红菲菲Feifei

健身比基尼小姐冠军  
《非常健身人》  
自制健身脱口秀制片人主持人  
运动健身 | 时尚生活方式 |  
母婴育儿MCN CEO



叶子涵Zion

知名运动博主  
湖南卫视《运动吧少年》成员  
《哎呀好身材》明星私教

## 十年数据 DECADE DATA

IWF上海国际健身展及同期系列展**CSE、CIST、INE**等累计吸引:

**4,700+** 品牌 **362,000+** 全球专业人士

IWF (Shanghai International Fitness Exhibition) and the concurrent series of exhibitions **CSE, CIST, INE**, etc. cumulatively attracted **4,700+** Brands **362,000+** Global Professionals

	2014年	2015年	2016年	2017年	2018年	2019年	2020年	2021年	2022年	2023年
<b>观众数据</b> Visitors	9,673	16,257	24,613	33,697	47,176	57,312	43,076	47,280	23,000	58,991
<b>展会面积</b> Exhibiting Area	20,000	30,000	35,000	50,000	65,000	78,000	54,000	70,000	40,000	70,000
<b>展商数据</b> Exhibitors	157	200	280	350	532	713	452	800	450	715

## 协会数据 ASSOCIATION DATA

**全国60+政府部门及商协会助力行业联动**

60+ GOVERNMENT DEPARTMENTS AND BUSINESS ASSOCIATIONS ACROSS THE COUNTRY



国内观众来源前十省份/直辖市:

上海、江苏、浙江、山东、安徽、广东、北京、河南、湖北、福建

海外观众来源国家前十:

俄罗斯、韩国、日本、美国、英国、印度尼西亚、阿根廷、新加坡、泰国、巴西

(部分单位以省/直辖市归属呈现)

Top 10 provinces with large domestic visitors sources:

Shanghai, Jiangsu, Zhejiang, Shandong, Anhui, Guangdong, Beijing, Henan, Hubei, Fujian

Top 10 countries with a large source of overseas visitors:

Russia, Korea, Japan, United States, United Kingdom, Indonesia, Argentina, Singapore, Thailand, Brazil

(Some units were presented as belonging to provinces/municipalities directly under the central government.)

78个国家和地区的  
专业观众**58,991**  
Professional Visitors  
From 78 Countries  
and Regions

海外观众较上届增长  
**115%**  
Overseas Visitors  
Increase

观众数量较上届增长  
**157%**  
Visitors Increase

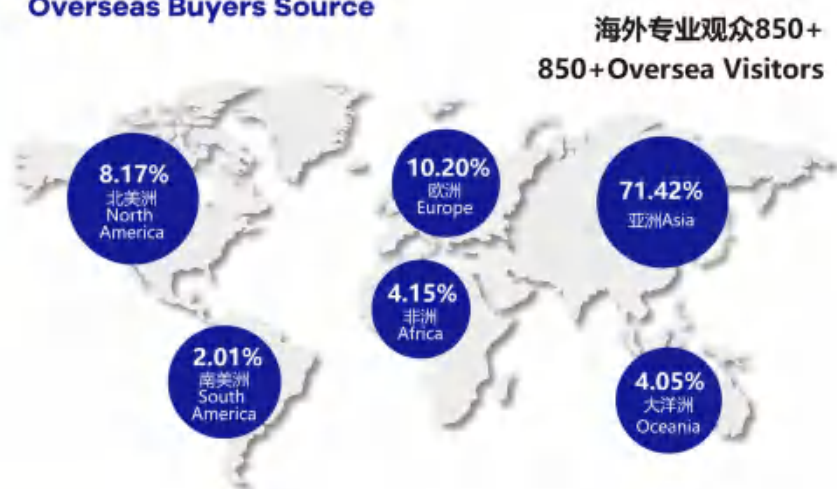
## 2023观众数据

2023 EXHIBITORS DATA AND VISITORS DATA



## 海外观众分布

Overseas Buyers Source



## 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

## 2023展品数据

EXHIBITS DATA



**51.02%**

器材 (包含家用和商用)  
Equipments(Household and Commercial)



**35.3%**

俱乐部配套 (包含体育场馆、游泳设施等)  
Club Supporting Facilities(Sports Venues and Swimming Facilities)



**10.06%**

营养健康  
Nutrition and Health



**3.62%**

运动休闲用品  
Sports Leisure and Products

## 趋势分析 TREND ANALYSIS

据资料及展商分布分析显示，**运动健身产业集群分布**仍以山东——德州、宁津、青岛、日照、淄博等地；福建——厦门；江苏——南通；浙江——金华永康；河北——定州；广东等地为主。

总体来看，作为健身领域的专业展会，**商用器材**仍占较大比例，相关企业的转型在行业快速洗牌的复杂形势下更加积极主动。**家用健身器材**呈明显增多趋势，数字科技类元素受AIGC时代风潮逐渐增多，健身行业呈现出更加智能化、内容定制化、场景多元化的发展趋势。年轻群体及女性运动参与度显著提升，普拉提专区品类明显扩大。

在**体育场馆运营和泳池园林景观展区**，受《“十四五”规划》及体育公园建设等政策驱动，展品由单一路径产品转向智慧步道、工程设计等体育公园集成解决方案。

在**体育消费板块**，携手上海市体育局、上海市体育发展中心、宁津县政府等部门，聚焦发展前景广阔的运动健身消费及服务市场，在“消费提振元年”的背景下，开启上海体育消费节。

受“运动+社交”：运动时尚多巴胺穿搭及功能性营养健康等需求影响，**运动服饰穿戴、户外休闲产品、功能性蛋白类食品**数量上升。如：骑行头盔手套、水上运动用品如智能VR泳镜、陆冲板等、登山用品、攀岩墙、运动水杯、背包、滑雪用品、飞盘、液体蛋白等。营养健康类产品现场体验，人数众多。消费火热。

在「双循环」市场格局下，企业意识到提升产品竞争力和服务完善的重要性，开始追求细分品类的良性内卷。大企业更多开始向**数字化解决方案和产品线多元化**转变。

According to the information and analysis of the distribution of exhibitors, **the distribution of sports and fitness industry clusters** is still mainly in Shandong - Dezhou, Ningjin, Qingdao, Rizhao, Zibo and other places; Fujian - Xiamen; Jiangsu - Nantong; Zhejiang - Jinhua Yongkang; Hebei - Dingzhou; Guangdong and other places.

Overall, as a professional exhibition in the field of fitness, **commercial equipment** still accounts for a large proportion, and the transformation of related enterprises is more proactive in the complex situation of the rapid reshuffle of the industry. The trend of **home fitness equipment** is obviously increasing, and digital technology elements are gradually increasing by the trend of AIGC era. The fitness industry shows a more intelligent, customized content, scene diversification trend. The participation of young people and women in sports has increased, and the categories of Pilates area have expanded significantly.

In **the stadium operation and swimming pool landscape exhibition area**, driven by the "14th Five-Year Plan" and sports park construction and other policies, the exhibits shifted from single-path products to integrated solutions for sports parks, such as smart trails and engineering design.

In **the Sports consumption segment**, together with the Shanghai Municipal Bureau of Sports, the Shanghai Sports Development Centre and the Ningjin County Government, focused on the promising sports and fitness consumption and service market. The Shanghai Sports Consumption Festival was launched against the backdrop of the "Year of Consumption Boost".

Influenced by the demand for "sports + social", sports fashion dopamine-dressing and functional nutrition and health, the number of **sportswear, outdoor leisure products, functional protein food and beverage products rise**, such as: cycling helmets and gloves, water sports products, mountaineering products, climbing wall, sports cups, backpacks, skiing products, Frisbees, liquid protein, etc. On site experience of nutrition and healthy products, there are a large number of people and hot consumption.

In the "double cycle" market pattern, enterprises realize the importance of improving product competitiveness and service perfection. They are beginning to pursue benign involution of subdivided categories, and large enterprises are beginning to shift more towards **digital solutions and product line diversification**.



## 2023 B2B贸易对接洽谈会

2023 B2B TRADE MATCHMAKING FAIR

30+  
国家和地区

近100位  
海外买家

近250位  
展商品牌

首次尝试，迎接国际市场回归，助力全球运动健身行业双向贸易流通

First attempt to welcome the return of the international market and help the two-way trade flow of the global sports and fitness industry. Nearly 100 overseas buyers from 30+ countries and regions, with nearly 250 exhibitor brands participating.



## 全球买家分布 GLOBAL BUYERS LAYOUT



### 更多商贸对接活动

- IWF x Spreetail跨境贸易线上活动交流会
- 跨境电商出海企业平台交流会——永康、宁津、厦门、南通四站基地
- 询盘对接

### More Business Matchmaking Events

- IWF x Spreetail Cross-border trade online event exchange
- Cross-border e-commerce going global enterprise platform exchange meeting - Yongkang, Ningjin, Xiamen, Nantong
- Enquiry Matchmaking

## 展商之声 EXHIBITORS' COMMENTS

### 奥力来 | 中国

感谢IWF展会为我们提供了宝贵的交流平台。作为展商，非常荣幸参与这次盛会。在展会期间，我们设置了DOIT动腾、奥力来、Life Fitness力健三个独立展位，得到了与很多业界专业人士的交流和合作机会，这对我们的业务发展具有积极的影响。感谢IWF为我们提供了如此精彩的展览体验，我们期待未来能够继续参与此类展会，与更多行业伙伴共同发展。

——北京奥力来健身有限公司

Thanks to the IWF for providing us with a valuable communication platform. As an exhibitor, it was a great honour to participate in this event. During the exhibition, we set up three separate booths, DOIT, Active Lifestyle and Life Fitness, and got the opportunity to communicate and co-operate with many industry professionals, which had a positive impact on our business development. Thanks to IWF for presenting us with such a wonderful exhibition experience. We look forward to continuing to participate in such exhibitions in the future and developing together with more industry partners.

——Active Lifestyle (China) Ltd.



### PRECOR

在IWF十周年之际，Precor必确全新SCL835楼梯机及全系列健身器械亮相展会现场，呈现了一次科技创新十足的运动健身体验。展会期间与业内伙伴们进行了深度交流，就如我们全新楼梯机的slogan一样，Precor必确愿与大家共攀新高度，用热情和坚持助力行业发展。

——必确体育用品贸易（上海）有限公司

On the occasion of the 10th anniversary of IWF, Precor's new SCL835 stair machine and a full range of fitness equipment were unveiled at the exhibition site, presenting a technologically innovative exercise and fitness experience. During the exhibition, we had in-depth exchanges with our partners in the industry, just like the slogan of our new stairlift, Precor is willing to climb new heights together with everyone, and help the development of the industry with enthusiasm and persistence.

——Precor China

### MATRIX

很荣幸能在IWF十周年与大家再度相见，本次Matrix Fitness除了展示专业可靠的器械设备外，还特别加入了Matrix自主研发课程 Connexus团体训练和 Sprint&GX的演示，与业内知名品牌OneFit共同展现小团课的魅力；此外还与OneFit合作举办了功能性训练讲座，吸引了来自全国各地健身爱好者的关注；Matrix将通过创新技术和优质服务，继续引领行业发展！

——乔山健康科技（上海）有限公司

It is an honor to meet you again on the 10th anniversary of IWF. This time, Matrix Fitness not only displayed professional and reliable equipment, but also specially joined the Matrix self-developed course Connexus group training and Sprint&GX demonstration, showing the charm of small group classes together with the industry well-known brand OneFit. In addition, functional training lectures were held in cooperation with OneFit, attracting the attention of fitness enthusiasts from all over the country. Matrix will continue to lead the industry through innovative technology and quality service!

——Johnson Health Tech



## 展商之声 EXHIBITORS' COMMENTS



JW品牌延续着源自欧洲的底蕴，为国内高端优质的健身群体提供服务，此次参加IWF SHANGHAI，不仅是我们TS单功能力量系列、BE免维护挂片力量系列新品首次亮相，也是希望能以展会为契机，向大家传达JW品牌调性，以不同的视角，思考如何助力健身房创造价值，打造差异化竞争优势。非常感谢IWF提供的优秀平台，落幕不散场，期待明年再聚！

——山东嘉沃健身器材有限公司

The JW brand continues its heritage from Europe and provides services for domestic quality fitness groups. This participation in IWF SHANGHAI is not only the first appearance of our TS single-function power series and BE maintenance-free hanging power series new products, but also hopes to take the exhibition as an opportunity to convey the JW brand story to everyone. The JW brand wants to think about how to help gyms create value and create differentiated competitive advantages. From a different perspective, thank you very much for the excellent platform provided by IWF, and look forward to meeting again next year!

——JW SPORT



美国汉臣作为全球健身房定制专家，在IWF2023展示了专业健身房定制方案，惊艳亮相了众多健身器械。在IWF十周年之际更是作为独家赞助商赞助了IWF晚宴。在本次健身展中美国汉臣吸引了海内外众多客户的眼光，获得专业人士的认可，感谢IWF提供平台，祝福越办越好。

——汉臣健康科技（广州）有限公司

As a global gym customization expert, American Harichen showed a professional gym customization program in IWF2023, and made an amazing appearance on many fitness equipment. On the occasion of the 10th anniversary of IWF, we sponsored the IWF banquet exclusively. In this fitness exhibition, HARISON has attracted the attention of many customers and won the recognition of professionals. Thanks to IWF for providing a platform and we wish it will be better and better.

—— HARISON



很荣幸与IWF合作多年。此次展会上，大胡子健身器材带来了GYM80系列产品，新的工艺，更有质感的外观，让健身设备也可以成为陈列的艺术品，具有使用和装饰的双重价值。大胡子会始终坚守初心，匠心打造品牌，用国际标准的高质量产品来完美诠释“中国制造”。最后也祝IWF越办越好，期待与IWF的再次合作。

——山东大胡子运动器材有限公司

It has been an honor to work with IWF for many years. At this exhibition, DHZ fitness brought GYM80 series products, with a new process and a more textured appearance, so that fitness equipment can also become a display of art, with the dual value of use and decoration. DHZ fitness will always adhere to the original heart, ingenuity to build the brand, with international standards of high-quality products to perfectly interpret "made in China". We wish IWF to be better and better, and look forward to cooperating with IWF again.

—— DHZ fitness



## 展商之声 EXHIBITORS' COMMENTS



瑞利达

作为专业健身器材生产厂家，瑞利达非常荣幸作为参展商来到2023第十届IWF上海国际健身展，本届展会，瑞利达展出全新高端新品系列，吸引了众多国内外客户及业内知名人士前来参观洽谈，大幅提升公司形象；通过与IWF展会的合作，瑞利达品牌效应进一步得到提升，下一步瑞利达继续以优异的产品和服务示人，期待明年再次与IWF上海国际健身展合作。

——山东瑞利达体育器材有限公司

As a professional fitness equipment manufacturer, Realleader is very honored to be an exhibitor at the 10th IWF Shanghai International Fitness Exhibition in 2023. Realleader exhibited a new high-end new product series at this exhibition, attracting many domestic and foreign customers and industry professional to visit and negotiate. Through the cooperation with IWF exhibition, the brand effect of Realleader has been further enhanced. Next Realleader continues to be known for its excellent products and services. We look forward to cooperating with IWF Shanghai International Fitness Expo again next year.

—— Realleader Fitness



## 明治 meiji

明治匹巴斯作为日本第一的蛋白粉品牌，至今已经有40多年的历史。很荣幸受邀参加2023 IWF上海国际健身展。通过展会平台，不仅可以面对面了解到用户的需求，也让行业间的信息得以相互交流。匹巴斯会秉承品牌精神，继续努力为众多职业运动员和健身爱好者提供营养支持。

——明治（中国）投资有限公司

As the first protein powder brand in Japan, Meiji SAVAS has a history of more than 40 years. We are honored to be invited to participate in the 2023 IWF Shanghai International Fitness Exhibition. Through the exhibition platform, we can not only understand the needs of users face to face, but also exchange information between industries. SAVAS will uphold the brand spirit and continue to strive to provide nutritional support to many professional athletes and fitness enthusiasts.

—— Meiji SAVAS



三体云动

用智能让世界更健康

IWF作为专业且重要的健身展会，为三体云动提供了与行业人士交流的平台。三体云动智能健身房解决方案受到国内外健身房老板、投资人的称赞。三体云动主办的《2023中国健身房运营管理论坛》吸引了众多从业者，共同探讨“如何在健身存量市场中挖掘增量业务”。未来，三体云动将继续与IWF深度合作，助力健身行业发展。

——三体云智能科技有限公司

As a professional and important fitness exhibition, IWF provides a platform for communication with industry professionals. San Ti Cloud smart gym solution has been praised by gym owners and investors. The "2023 China Gym Operation Management Forum" hosted by San Ti Cloud Movement attracted many practitioners to discuss "how to tap incremental business in the fitness stock market". In the future, San Ti Cloud will continue to cooperate deeply with IWF to help the development of the fitness industry.

—— San Ti Cloud Intelligence Technology Co., Ltd.



## 展商之声 EXHIBITORS' COMMENTS



### CPT 康比特®

转眼间IWF已经迎来十周年，十年间，IWF为国内外健身领域品牌提供了交流经验与展示实力的广阔舞台。康比特有幸十年来与IWF携手相伴，借助这个专业的行业盛会，得到业界更多的认可和消费者的青睐。十年坚守与热爱，康比特与IWF一路相伴，在壮大与发展国内健身事业的路上共同前行。未来，康比特希望能够继续携手IWF，共同续写国内健身事业的精彩未来。助力健身事业蓬勃发展！

——北京康比特体育科技股份有限公司

IWF has already celebrated its 10th anniversary, during which IWF has provided a broad stage for domestic and foreign brands in the fitness field to exchange experiences and display their strengths. CPT has been fortunate to work hand in hand with IWF for the past ten years, and with the help of this professional industry event, it has gained more recognition from the industry and favoured by consumers. With ten years of perseverance and love, CPT and IWF have been together all the way, and we are moving forward together on the road of strengthening and developing the domestic fitness industry. CPT hopes to continue to work with IWF to build a wonderful future for the domestic fitness industry!

—— Beijing Competitor Sports Science & Technology Co., Ltd.

### 马泰时刻 MARATHONTIME

马泰时刻，作为欧洲EFT食品科技公司旗下的专业运动营养品牌，非常荣幸又一次参加了IWF。恰逢十周年之际，展会规模、观众人数等都有前所未有的提升。马泰时刻展示了最新研发生产的产品，吸引了众多人士前来品鉴、试用，展位前人头攒动，产品品质赢得了客商的交口称赞，并当场签订了大量订单，取得了预期效果。感谢IWF搭建专业平台，助力提高我们品牌知名度，期待与你们的下一次合作。IWF SHANGHAI 2024见。

——上海安焯科技有限公司

MarathonTime, as a professional sports nutrition brand of EFT Food Science & Technology, was honoured to participate in IWF once again, which coincided with the 10th anniversary of the event and saw an unprecedented increase in the scale of the exhibition and the number of visitors. MarathonTime demonstrated the latest developed and produced products, which attracted many people to taste and try. Crowded in front of the booth, the product quality won the praise of customers, and signed a large number of orders on the spot, and achieved the desired effect. Thanks to IWF to build a professional platform, it helps improve our brand awareness, and we look forward to the next cooperation with you. See you at IWF SHANGHAI 2024.

—— MarathonTime



### RISING

首先感谢IWF多年以来为RISINGFIT提供了展示平台，让我司和业内客户朋友保持良好互动与合作支持。很荣幸在2023十周年成为荣耀合作伙伴，也借此机会展示了最新的系列产品，以模块化来解决用户需求的高性能机架。RISING-FIT会一如既往的创造功能性训练产品和整体解决方案，进一步提升品牌力，为中国制造添彩。

——南通锐思健身器械有限公司

Thanks to IWF for providing RISINGFIT with a display platform over the years, allowing our company to maintain good interaction and cooperation support with customers in the industry. It is an honor to be a Glory partner on the 10th anniversary of IWF. Also, we take the opportunity to present the latest series of products to modular high-performance racks to address user needs. RISINGFIT will continue to create functional training products and overall solutions to further enhance brand power and add luster to "Made in China".

—— RISINGFIT



## 展商之声 EXHIBITORS' COMMENTS



### FITTERGEAR

FITTERGEAR很高兴首次参加就见证了IWF SHANGHAI十周年，作为国内原创运动健身品牌，此次我们携品牌热销和全新装备与大家见面，并邀请签约运动员晁娜与粉丝进行互动；现场活动吸引了很多朋友参加，见识到大家对于运动健身的热爱，也让更多朋友认识以及喜爱我们的品牌。非常感谢IWF提供的专业平台，祝愿IWF越办越好。

——张家港保税区星瀚运动器材贸易有限公司

FITTERGEAR is glad to witness the 10th anniversary of IWF SHANGHAI for the first time. As an original sports and fitness brand in China, we meet to you this time with brand hot products and new equipment, and invite signed athlete Chao Na to interact with fans. The activities attracted a lot of friends to attend, and we saw that everyone's love for sports and fitness, and also made more friends know and love our brand. Thank you very much for the professional platform provided by IWF, and I wish IWF will be better and better.

—— FITTERGEAR

### ICOOOL TECH

母品牌ICOOOLTECH作为深耕于竞技体育领域的企业，今年是第二次受邀参与IWF。背靠母品牌ICOOOLTECH专业的运动科技设备研发技术，RE精英运动健康中心参与IWF2023十周年这样一个广结众多运动健身行业同仁的盛会，为追求运动健康的精英人群带来前所未有的科技体验。在未来，RE精英运动健康中心将不断创造人体机能的无限可能性。

——上海悟酷电子科技有限公司

Parent brand ICOOOLTECH, as a company deeply engaged in the field of competitive sports, was invited to participate in the IWF for the second time. Backed by ICOOOLTECH's professional sports technology equipment research and development technology, RE Elite Sports Health Center participated in the 10th anniversary of IWF2023 such a broad gathering of many sports and fitness industry colleagues, bringing unprecedented scientific and technological experience for the pursuit of sports health elite crowd. The RE Elite Sports Health Center will continue to create infinite possibilities for human function in the future.

—— Shanghai Wu Cool Technology Co., Ltd.



### Weldconn 威迪康科技

很荣幸受邀参加IWF上海国际健身展，此次厦门威迪康科技带来了新品商用型椭圆机。厦门威迪康Weldconn拥有20多年健身器材设计、工程、生产经验的核心团队，配备丰富的自动装配线，吸引了业内人士共同见证并参观洽谈。希望IWF平台越来越好，厦门威迪康科技有限公司将与IWF平台携手见证中国健身行业的发展。

——厦门威迪康科技有限公司

We are honoured to be invited to participate in IWF Shanghai, this time Xiamen Weldconn brought the new commercial elliptical machine. We has a core team with more than 20 years of experience in fitness equipment design, engineering and production, equipped with a wealth of automatic assembly lines, attracting industry insiders to witness and visit the negotiation. We hope that IWF is getting better and better, and Xiamen Weldconn Technology Co., Ltd. will witness the development of China's fitness industry together with the IWF.

—— Xiamen Weldconn Technology Co., Ltd.



## 展商之声 EXHIBITORS' COMMENTS

### 艾米乐

艾米乐参加盛大的IWF上海国际健身展，感受到大会对艾米乐的用心照顾。每一次都是怀着激动的心情在IWF展现我们精益求精的产品。艾米乐代表中国制造走向国际舞台，与进口品牌肩并肩，促进了世界健身行业的发展；产品与精品的展现，影响着健身器材制造业工匠精神的追逐。艾米乐和IWF签订了未来10年的战略协议。希望IWF越做越好！艾米乐伴随着IWF茁壮成长！

——山东艾米乐健康科技有限公司

Aimile attends the grand IWF Shanghai and feels the warm care of organizing committee. It is with excitement that we show our excellent products at IWF every time. Aimile represents MADE IN CHINA to the international stage, and promotes the development of the world's fitness industry together with imported brands. Aimile's exquisite products affect the pursuit of the spirit of craftsmen in the fitness equipment manufacturing industry. Emile and IWF have signed a strategic agreement for the next 10 years. We hope IWF will do better and better! Emile accompanies IWF to thrive and grow!

——Shandong Aimile Health Technology Co.,Ltd.



### 仕尔道

作为受邀参加2023IWF上海国际健身展的公司，在本次展会中，仕尔道展现的四款新品吸引了众多业内人士的关注，仕尔道18年来一如既往地专注格斗健身场馆设计和器材定制，通过IWF平台，我们更加了解行业动态以及客户需求，愿与IWF继续深入合作，致力于推动全球格斗健身行业的发展。

——THROWDOWN仕尔道

As a company invited to participate in the 2023 IWF Shanghai, the four new products presented by THROWDOWN attracted the attention of many industry insiders. THROWDOWN has been focusing on the design and equipment customization of combat fitness venues for over 18 years. Through the IWF platform, we have a better understanding of industry dynamics and customer needs. Also, we are willing to continue in-depth cooperation with IWF and are committed to promoting the development of the global combat fitness industry.

—— THROWDOWN



### IM BODY

很荣幸受邀参加2023年第十届IWF上海国际健身展，我司数智引力带来IM-BODY智能力量健身镜及IM-BODY健身周边，展现了丰富的产品矩阵，同时也通过IWF国际化展会平台展示健身设备行业智能化的发展动态，让我们受到众多国内外健身专业人士及爱好者的关注。数智引力也将打出国内国际双向组合拳，与IWF携手共踏全球健身市场，专于行业深度，同赴下一个10年健身行业发展新征程！

——IM-BODY数智引力

It is a great honor to be invited to participate in the 10th IWF Shanghai in 2023. Our company brings IM-BODY smart power fitness mirror and related fitness derivatives, showing a rich product matrix. At the same time, the IWF international exhibition platform also shows the development of intelligent fitness equipment industry, so that our company has received the attention of many domestic and foreign fitness professionals and enthusiasts. IM-BODY gravity will also play a domestic and international two-way combination, together with IWF to look at the global fitness market, focus on the depth of the industry, and go to the next 10 years of fitness industry development new journey.

—— IM-BODY



## 展商之声 EXHIBITORS' COMMENTS

### ELIGA 易力加

很荣幸受邀参加IWF2023，易力加运动科技作为集物联网、数字化、云平台、终端智能、基础设施于一体的整体供应商，此次携数字化场馆整体方案亮相展台，向众多专业人士展示了我们的创新技术和最新产品。感谢IWF搭建沟通交流平台，我们与客户建立了良好的联系，开拓了更广阔的市场。此次参展是一项非常有意义和成功的经历，易力加运动科技将秉持以数字科技提升运动表现的企业初心，为用户提供更智能、高效、便捷的运动健身体验。

——宁波易力加运动科技有限公司

It is a great honor to be invited to participate in IWF2023. As an comprehensive supplier integrating Internet of Things, digitalization, cloud platform, terminal intelligence and infrastructure, Eliga Sports Technology has brought the overall solution of digital venue to the booth, showing our innovative technology and latest products to many professionals. Thanks to IWF for building a communication platform, we have established good contacts with customers and opened up a broader market. This exhibition is a very meaningful and successful experience. Eliga sports technology will adhere to the digital technology to improve sports performance of the enterprises original intention, to provide users with more intelligent, efficient and convenient sports fitness experience.

—— Ningbo Eliga Sports Technology Co., Ltd.



### 疯拿铁 FANATICS

很荣幸受邀参加IWF2023，三飞集团旗下品牌FANATICS疯拿铁亮相，展现了品牌丰富的产品线和创新活力，彰显了26年来深耕体育产业的匠心投入与再出发的决心和诚意。IWF十年磨砾，专于健身行业深度，不断超越，将整个行业紧密联系在一起，已然成为了健身行业的风向标，祝愿IWF下一个十年更辉煌！FANATICS疯拿铁将会秉承匠心进一步提升品牌力，与IWF继续深化合作，不止于健身，走向大体育大健康，共“健”未来。

——上海三飞企业发展有限公司

It is a great honor to be invited to participate in IWF2023 and Sanfei appeared with its brand FANATICS, showing the brand's abundant product line and innovative vitality, also highlighting the ingenuity (the determination) and sincerity of the 26 year's deep cultivation in the Sports industry. IWF specialized in the depth of the fitness industry in the decade, constantly surpassing, and closely linked the entire industry together. IWF has become the wind vane of the fitness industry. I wish IWF to become more brilliant in the next decade! FANATICS will uphold its ingenuity to further enhance its brand power, continue to deepen cooperation with IWF, move toward greater sports and health, and build a future together.

—— Shanghai Sanfei Enterprise Development Co., Ltd.

### 75派® 75 PAI

非常能荣幸作为展商来参加2023年IWF上海国际健身展，在本届展会中75派全新高端智能跳绳系列借此得到了有效的曝光，吸引了业内专业人士的参观洽谈。75派将继续提供更专业、更科学、更有效的运动健康解决方案，不断创新，让自由不可阻挡，期待与IWF携手合作，擦出更多的火花，共同推动行业进步。

——上海镭锶信息技术有限公司

It is a great honour for us to participate in IWF 2023 Shanghai as an exhibitor. 75Pai's new high-end smart rope skipping series has gained effective exposure and attracted industry professionals to visit and negotiate with us. 75Pai will continue to provide more professional, scientific and effective sports and health solutions, and continue to innovate, so that the freedom is unstoppable. We look forward to working with IWF to promote the progress of the industry.

—— Shanghai Laishi Information Technology Co., Ltd.



## 品牌大使之声 THE VOICE OF BRAND AMBASSADORS



大骏 Derek

很荣幸作为品牌大使来参加IWF，回顾ICOX偶像健身和IWF一起走过的七年，从创立之初参加的第一个健身行业大会就是IWF，之后经历了变革、升级、抱团、共创，在IWF十周年之际，惊喜地斩获“年度红人奖”还是奥运冠军、世界金腰带获得者，拳王邹市明老师亲自颁奖，不忘初心，希望这个行业能越来越好。

I am honored to participate in IWF as a brand ambassador, looking back on the seven years that ICOX Iconic Fitness and IWF have been together, it is the first fitness industry conference that we participated in at the beginning of our foundation, and then we have experienced change, upgrading, embracing, and co-creating. On the occasion of the 10th anniversary of IWF, we were surprised to win the "Red Man of the Year Award", which was presented by the Olympic champion, world gold belt winner and boxing champion Zou Shiming. I hope this industry will get better and better without forgetting its original intention.

祝IWF上海国际健身展十周年快乐，和IWF一起的第四年，有了新的身份，荣幸成为品牌大使，一起见证IWF至臻至善的十年时光，也感谢IWF颁发的“超级人气SUPER ICON”，被奥运冠军、世界金腰带获得者，拳王邹市明颁奖的感觉太酷辣！

Happy 10th Anniversary to IWF Shanghai International Fitness Exhibition! In my fourth year with IWF, I have a new identity, and I am honoured to be the brand ambassador, witnessing IWF's ten years of excellence together. Thanks to IWF for awarding the "SUPER ICON", it's so cool to be awarded by Zou Shiming, the Olympic champion, world gold belt winner and boxing champion!



陈海诺 Leo

感谢大会的认可和邀请，成为IWF的十周年品牌大使；很荣幸获得了今年的“潮流风向SUPER ICON”奖，在受邀参加的脱口秀和晚宴上见到了很多新老朋友，希望中国健身运动行业蓬勃发展，越来越多的朋友参与进来，共同推动全民健身计划。

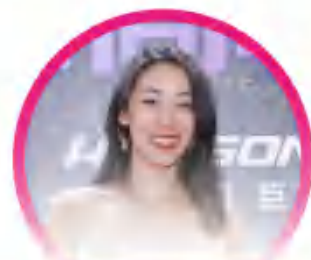
Thank you for the recognition and invitation to become IWF's 10th anniversary brand ambassador. I was honoured to receive this year's "SUPER ICON" award and met many friends at the talk show and dinner I was invited to. I hope China's fitness industry will flourish also more and more people will participate in it to promote the national fitness programme together.



叶子涵 zion

感谢IWF超级达人颁奖盛典给予的“年度红人SUPER ICON”，成为IWF品牌大使是对我的认可，更是对女性在健身行业的一份认可。作为一名妈妈，更作为热爱健身的一份子，愿行业欣欣向荣，期待IWF2024！

Thank you for the "Annual Celebrity SUPER ICON" at the IWF Awards ceremony. Being an IWF Brand Ambassador is a recognition for me and for women in the fitness industry. As a mother, but also as a member who loves fitness, I hope the industry will prosper and look forward to IWF2024!



粉红霏菲 Feifei

感谢IWF主办方，荣获今年的奖杯，在脱口秀上头脑风暴了“健身达人的十年”，逛展发现新兴品牌越来越多，遇见很多老朋友们，实现梦想的道路上有一群志同道合的朋友，共同进步只会越来越棒，期待下一届IWF！

Thank you IWF, I am honored to really honor to earn this prize and brainstorm the idea "Ten Years of Fitness Fanatics" at the talk show. During the exhibition, I found that there are more and more emerging brands, Meanwhile, I am so happy to meet lots of old friends, tomorrow will be better with like minded friends around to realize the dreams and make common progress, Can't wait for the IWF2024!



溪童 Serena

## 观众之声 VISITORS' COMMENT

很开心今年参加IWF十周年，现场接触到了根据客户需求定制的厂家，体验了好玩的游戏，观看了新奇的设备，让感受回归当下，期待明年再见。

——上海王女士

I am very happy to attend the 10th anniversary of IWF this year, to meet the manufacturers customized according to customer needs, to experience fun games, and to watch novel equipment. Enjoy the moment and look forward to seeing you next year.

——Ms Wang, Shanghai

第一次参加IWF，现场展商品牌大致分为三类——健身器械、健身补剂/食品、内容供应品牌等，一直有人说，中国健身行业发展落后国外十年左右，相信有这些会展的持续推动，越来越多人重视健康，行业能加速发展。

——北京陈先生

It was my first time to attend IWF, and the exhibitor brands on site were broadly categorised into three types - fitness equipment, fitness supplements/food and content supply brands. It has always been said that the development of China's fitness industry lags behind that of foreign countries by about ten years. I believe that with the continuous promotion of these exhibitions, more and more people will pay attention to their health, and the industry will be able to accelerate its development.

——Mr Chen, Beijing

今年是第五次来到IWF，每年都能看到新器材新展品，新增了很多与健身群体的互动环节，现场充斥着健康能量让人充满朝气，深深感受到了健身的魅力，活动都很精彩，也感谢展会幕后工作人员的辛苦付出。

——深圳潘女士

This is the fifth time I came to IWF, and every year I can see new equipment and products, and there are many new interactive sessions with the fitness community. The site was filled with healthy energy to make people full of vitality. I deeply felt the charm of fitness, also activities were very exciting, but also thanks to the hard work of the staff behind the exhibition.

——Ms Pan, Shenzhen

我们公司是做智能健身器械的，一方面想要在IWF寻找更好的合作伙伴，另一方面想要与行业同仁交流新的技术和产品，学习借鉴希望通过新技术可以更快迭代产品，提高生产效益。

——山东徐先生

Our company products smart fitness equipment. On the one hand, I want to find a better partner in IWF. On the other hand, we want to exchange new technologies and products with industry peers and learn from them. It is hoped that through the new technology, the product can be iterated faster and the production efficiency can be improved.

——Mr Xu, Shandong

IWF健身展本次的B2B洽谈会活动让我惊喜不已，我们的国外客户现采购一批健身服饰，正好来看看，希望有更多同类型的活动举办，这样直接对接洽谈很方便。

——浙江李先生

I was pleasantly surprised by the B2B meeting of the IWF Fitness Exhibition. Our foreign customers are now purchasing a batch of fitness clothing, just in time to have a look. We hope to have more activities of the same type, and it is convenient to negotiate directly.

——Mr Li, Zhejiang

今年我成为了健身从业人员，这次过来参观主要是想了解下健身行业，IWF现场人气很火爆啊！我见到了很多行业大咖，知名参展品牌，也聆听了论坛演讲以及部分课程，受益匪浅，现场与论坛嘉宾的互动和展商的交流，都替我很好地解决了实操中遇到的一些问题。总而言之，本次的参观收获不少。

——江苏秦先生

This year I join the fitness business, the purpose of my visiting is that I would like to know more about fitness industry. I notice there are lots of people at the expo. I meet a lot of fitness experts and know well-known brands, I benefit a lot from the speech and some lessons. Through the exchange of forum guests and exhibitors at the exhibition site, I have solved some problems in practical operation for me. All in all, it really worth it this time.

——Mr Qin, Jiangsu



## 海外专业观众之声

COMMENTS FROM OVERSEAS PROFESSIONAL VISITORS

The security guard is very up to standard, with a good attitude and meticulous inspections. There are also many equipment in the venue and a large visitors.

—SON YOUNJIN(韩国)  
TRADE CO., LTD.

The service at the exhibition was very up to standard, with many people helping me, and the sports equipment was also very intelligent. I am very satisfied.

—NARENDRA KUMAR YADAV(印度),  
TECH( CHANGZHOU ) CO., LTD.

I really like this grand and beautiful dinner and hope to have the opportunity to attend it again. And I also found my favorite product. Thank you very much.

—JESSYCA JIMENEZ(哥伦比亚),  
TRADE( TIANJIN ) CO., LTD.

The exhibition has a large scale and many exhibitors. This trip was very rewarding and I found my own favorite items.

—MUZALEVSKAIA DIANA  
(俄罗斯), HANGZHOU  
TRADE CO., LTD.

The exhibition team is very professional, with many well-known brands and many customers and new friends.

—DAVID ANTOINE DU  
PREEZ(南非)

## 感恩历届参展品牌/企业

THANKS TO ALL PARTICIPATING BRANDS/ENTERPRISES

### 九年·长久陪伴 NINE YEARS OF COMPANIONSHIP



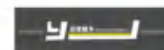
### 八年·出类拔萃 EIGHT YEARS OF EXCELLENCE



### 七年·未来可期 SEVEN YEARS WORTH LOOKING FOR



### 六年·戮力同行 SIX YEARS OF WORKING TOGETHER



## 中国健身盛典活动回顾 REVIEW OF CHINA FITNESS CEREMONY

### IWF十周年开幕典礼 IWF 10TH ANNIVERSARY OPENING CEREMONY



#### 开幕典礼出席嘉宾

- 中国健美协会主席 张海峰先生
- 上海市体育局副局长 许琦先生
- 上海市法学会体育法学研究会副会长、上海市体育局法规处处长 余诗平先生
- 宁津县委书记 高善玉先生
- 宁津县人大常委会主任、健身器材产业链链长 张会利先生
- 宁津县副县长 王逢阳先生
- 宁津县县委常委、县委办公室主任、开发区党委书记 蔡润先生
- 五星体育传媒有限公司党总支书记、总经理 李逸先生
- 北京体育大学体育培训有限公司董事长、博士 孙哲东先生
- 中国澳门体能总会主席 许锦辉先生
- 中国体育报业总社《健与美》杂志副主编 王凤娟先生
- 上海美国商会副会长 麦克 J. 罗森塔尔
- 奥运冠军、世界金腰带获得者、拳王 邹市明先生
- 华为智能穿戴与运动健康产品线副总裁 冀元松先生
- 京东消费及产业发展研究院秘书长 任威风先生
- 慕尼黑展览（上海）有限公司副总经理 张远渊女士
- 上海市健身健美协会秘书长 孙崇先生
- 安徽省健美健身运动协会秘书长 周虎先生
- 河南省健美操运动协会副会长 朱锴先生
- 乔山Matrix Fitness 中国区总经理 张群宜先生
- 必确Precor 亚洲区商务总监 丁景昆先生
- 莱美中国CEO 季嘉华先生
- 奥力来上海公司董事总经理 任海榕先生
- 舒华体育副总裁 李晓峰先生
- 候宇体育/汉臣上海公司总经理 胡伟先生
- 德纳会展董事长 潘伟先生
- 上海德纳展览董事总经理 彭冲先生等领导 and 嘉宾共同出席本次开幕典礼

#### OPENING CEREMONY GUESTS

- Mr. Zhang Haifeng, President of Chinese Fitness and Bodybuilding Association
- Mr. Xu Qi, Deputy Director of Shanghai Sports Bureau
- Mr. Yu Shiping, Vice President of Sports Law Research Institute of Shanghai Law Society, Director of the Regulation Department of Shanghai Sports Bureau
- Mr. Gao Shanyu, Secretary of Ningjin County Party Committee
- Mr. Zhang Huili, Director of the Standing Committee of Ningjin County People's Congress and chain leader of the fitness equipment industry chain
- Mr. Wang Fengyang, Deputy Mayor of Ningjin County
- Mr. Cai Run, Member of the Standing Committee of the Ningjin County Party Committee, Director of the Office of the County Party Committee and Secretary of the Party Committee of the Development Zone
- Mr. Li Yi, General Party Branch Secretary and General Manager of Five Star Sports Media Co., LTD
- Dr. Sun Zhedong, Chairman of Beijing Sport University Sports Training Co., LTD
- Mr. Xu Jinhui, Chairman of the Macau Physical Fitness Association, China
- Mr. Wang Fengkun, Deputy Editor of *Health and Beauty* magazine of China Sports Press
- Mr. Michael J. Rosenthal, AmCham Shanghai Vice President
- Mr. Zou Shiming, Olympic Champion and World Gold Belt Winner, Boxing Champion
- Mr. Gong Yuansong, Vice President of Huawei Smart Wearable & Sports Health Product Line
- Mr. Ren Weifeng, Secretary General of Jingdong Consumption and Industrial Development Research Institute
- Ms. Zhang Yuanyuan, Deputy General Manager of Messe Munich (Shanghai) Co., LTD
- Mr. Sun Chong, Secretary General of Shanghai Fitness Association
- Mr. Zhou Hu, Secretary General of Anhui Fitness Association
- Mr. Zhu Kai, Vice president of Henan Province Aerobics Sports Association
- Mr. Zhang Qunyi, General Manager of Matrix Fitness China
- Mr. Ding Jingkun, Commercial Director of Precor Asia
- Mr. Brian, CEO of LESMILLS China
- Mr. Ren Hailong, Managing Director of Active Lifestyle Shanghai
- Mr. Li Xiaofeng, Vice President of Shuhua Sports
- Mr. Hu Wei, General Manager of Houyu Sports/HARISON Shanghai
- Mr. Pan Wei, Chairman of Donnor Exhibition
- Mr. Peng Chong, CEO of Donnor Exhibition Shanghai

## 智库论坛 THINK TANK FORUM

### IWF2023“洞见趋势·领航创新”高峰论坛

IWF2023 "Insight the Trends and Lead the Innovation" Forum

本次开幕典礼邀请了行业领导、同行代表、各路媒体，集聚体育行业头部智慧，共商发展之计，共享发展成果；更有行业专家学者现场分析行业数据、探讨趋势发展，为运动健身产业开辟新道路，提供新思路。

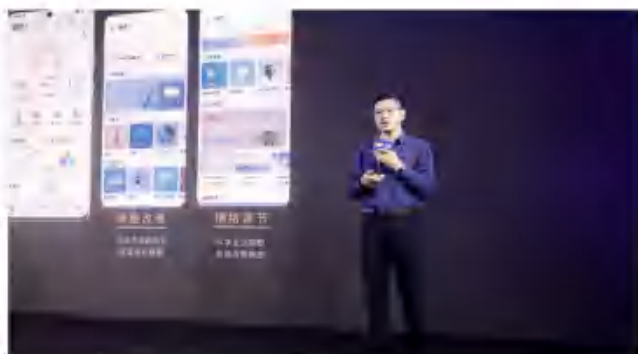
The opening ceremony invited industry leaders, peer representatives and various media to gather the wisdom of the head of the sports industry, To discuss the development plan, and to share the development results. There are even industry experts and scholars on the spot to analyse industry datas and discuss trend development, opening up new roads and providing new ideas for the sports and fitness industry.

#### 《以数字化创新普及科学运动，推进健康生活》

华为智能穿戴与运动健康产品线副总裁 龚元松

《Popularization of Scientific Movement and Promotion of Healthy Life through Digital Innovation》

Mr. Gong Yuansong, Vice President of Huawei Smart Wear and Sports Health product line



很多用户在不同场景下有不同硬件和软件需求，在这之上把底层OS技术和平台开放给大众，让更多硬件伙伴、软件伙伴持续进入到平台中来，进入到生态系统，形成整体不同跨平台体验，使用户在不同的场景享受更好的服务，让科技创新生活。

比如华为更进一步希望以更快速、更加高效的方式让您塑形，可以通过塑形计划。同时不仅要迈开腿还要管住嘴，通过饮食分析，通过手机一键拍照记录饮食，通过饮食吸收的热量和每天锻炼消耗的热量进行匹配，给出热量差的建议，让健身更加有效。同时如果想更进一步，可以运用技术，通过体脂秤更好地分析不同部位的脂肪，让锻炼更加高效，是要燃脂还是增肌。以量身的定制方案，让健身可量化、数字化、可管理。

华为运动健康产业希望通过不断的技术创新、开放的生态平台，能把消费者身体的很多信息数字化，数字化之后再引入更多的服务，形成一整套体系，把数字健康带给每个人、每个家庭、每个产业。

Many users have different hardware and software requirements in different scenarios. The underlying OS technology and platform are open to the public, so that more hardware partners and software partners continue to enter the platform, to enter the ecosystem, forming an overall different cross-platform experience. As a result, users can enjoy better services in different scenarios.

For example, Huawei expects to shape you in a faster and more efficient way. It is not only necessary to exercise but also to control diet, match the calories absorbed by diet with the calories consumed by daily exercise, and give suggestions on the difference in calories to make fitness more effective. If you want to go a step further, you can use technology to better analyze the fat in different areas through the body fat scale to make the exercise more efficient. With tailor-made customized programs, fitness can be quantified, digital and manageable.

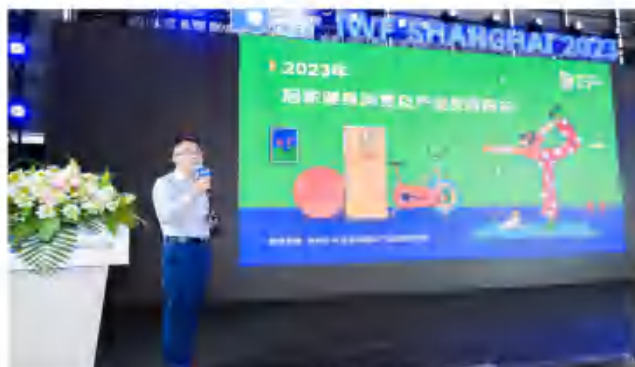
Huawei sports and health industry hopes that they can digitize a lot of information about consumers' bodies and introduce more services. Through continuous technological innovation and open ecological platform form a complete system to bring digital health to every person, every family, and every industry.

## 《2023居家健身产业及消费发展报告》

京东消费及产业发展研究院秘书长 任威风

### 《2023 Home Fitness Industry and Consumption Development Report》

Mr. Ren Weifeng, Secretary General of Jingdong Consumption and Industrial Development Research Institute



#### 一、居家健身市场持续扩容

第一，三年疫情影响对健身习惯产生了比较深刻的影响。

第二，科技进步，包括线上健身内容的火爆、智能技术的发展、社交分享的交织，健身人群市场在这三年取得了特别大的发展。

#### 二、居家健身人群消费特征

京东健身的成交用户仍然以男性为主，但女性增速更快，占比持续提升。

#### 三、居家健身带动健身产品细分升级

轻量化引领，居家健身进入智能时代。轻量化、便携化、可折叠化是近年来居家健身器材的显著特色，通过数字化赋能实现功能的灵活切换，在有限的空间实现多种运动方式和收纳方式受到欢迎。比如瑜伽、健身服饰、可穿戴设备及运动营养品等。

#### 四、未来可期，京东运动与行业共同成长

从2021年开始，中国拥有全球最大的健身人群，但目前还不是全球最大的健身市场，人群渗透率还有很大的提升空间。

#### 居家健身发展方向：

- (1) 硬件轻量化。采用高科技的轻量级材料与可折叠的设计，使健身器材更适合城市家庭摆放。
- (2) 场景精细化。根据不同场景、不同人群的健身器材和服务愈发专业和细分，针对细分场景的创新奖引领行业发展。不止是健身，所有行业细分产品升级和创新是行业的发展重大趋势。
- (3) 智能技术升级。AI、物联网技术的持续升级，使得智能健身和可穿戴设备持续升级，形成软硬件深度交互和沉浸式健身体验。
- (4) 社交圈层化。社交带动了健身市场的发展。

#### 1. Home fitness market continues to expand

Firstly the three-year epidemic has had a profound impact on fitness habits.

Secondly technological advances, including popular fitness content online, the development of smart technology, and the intertwining of social sharing. The fitness demographic has made a particularly big boost in the last three years.

#### 2. Consumption characteristics of home fitness group

Jingdong Fitness transaction users are still predominantly male, but the proportion of women is rapidly and consistently increasing.

#### 3. Home fitness drives the segmentation and upgrading of fitness products

Lightweight leads home fitness into the intelligent era. Lightweight, portable and foldable are the notable features of home fitness equipment in recent years. Through digital empowerment to achieve flexible switching of functions, to achieve a variety of sports and storage methods in a limited space are popular, such as yoga, fitness clothing, wearable devices and sports nutrition products.

#### 4. Jingdong Sports grows with the industry

China has the world's largest fitness population from 2021, but it is not the world's largest fitness market. There is still a lot of room for improvement in population penetration.

#### Development direction of home fitness:

(1) Hardware Lightweight. The use of high-tech lightweight materials and foldable design make the fitness equipment more suitable for urban home placement.

(2) Scene refinement. According to different scenes, different people's fitness equipment and services are more professional and fine. Not only fitness, all industry segments product upgrade and innovation is the development of the industry's major trends.

(3) Intelligent technology upgrade. The continuous upgrade of AI and IoT technology has led to the continuous upgrade of smart fitness and wearable devices, resulting in a deep interaction between hardware and software and an immersive fitness experience.

(4) Social Circling. Social drives the fitness market.

# 王牌IP: 中国健身领袖论坛和中国影响力俱乐部总裁私董会

ACE IP : CHINA FITNESS LEADERSHIP FORUM AND CHINA INFLUENTIAL FITNESS CLUB PRIVATE BOARD

这是一个抱团取暖的时代 这是一个交流共享的时代 这是一个锐意进取的时代

始终关注中国健身行业的成长之路，致力于成为引领中国健身品牌管理和实践的推动力量。

It's a time to get together

It's a time for communication and sharing

It's a time to be ambitious

We always focus on the growth path of China's fitness industry, and are committed to becoming a driving force in leading the management and practice of China's fitness brands.

## 历届沿革概览

**2014** 迈宝赫·2014中国健身产业峰会

**2015** 2015年中国国际健身产业峰会

**2016** IWF2016中国健身俱乐部管理论坛——“解决俱乐部发展痛点”，由《健与美》杂志主办、健与美（北京）文化发展有限公司、上海德纳展览服务有限公司共同承办

**2017** CFLF2017中国健身领袖论坛：量身定制论坛专属品牌LOGO——CFLF (China Fitness Leadership Forum)，"IWF中国健身俱乐部管理论坛"升级为“中国健身领袖论坛”——“破解连锁健身俱乐部的财富密码”

**2018** 2018年“IWF中国健身俱乐部管理论坛”升级为“2018中国健身俱乐部管理峰会”。峰会分论坛：CFLF2018中国健身领袖论坛——“回归商业本质，多元生态共赢”；其圆桌会议围绕「出圈·跨界·健身行业新变革」主题，探讨行业破圈成功案例、行业发展困惑以及企业发展思考等健身行业新趋势所面临的问题。

**2019** 2019 IWF中国健身领袖论坛——“健身俱乐部商业资本之路”“回归服务，内容为王，是下一个健身20年的核心主题，也将是健身圈面临的新挑战”；其圆桌会议探讨「如何创建中国健身俱乐部核心价值」

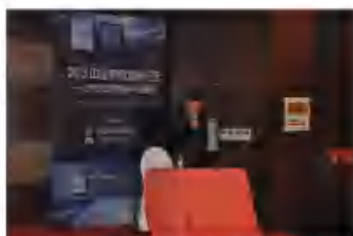
**2020** IWF2020第七届健身领袖论坛——「REBORN重生」，“不要浪费一场好危机，每一次危机都隐藏着机会”；其圆桌环节把话筒完全交给了台下的观众，提出“健身工作室扩张、健身房如何留住优秀教练、未来健身行业前景政策、在装修和运动设备的选择上颇为严格的高端健身房该有哪些运营建议”等四个问题

首届智健未来——中国影响力健身俱乐部战略发展研讨会

**2021** IWF2021第八届健身领袖论坛——「服务创造价值」，“现在是以人为本掌握的平台的载体，提供服务就能够利于先机”；沙龙分享会议以「出圈·跨界·健身行业新革命」为主题 中国影响力健身俱乐部战略发展私董会

**2022** 2022 IWF中国健身领袖论坛——「融合共生」，“健身行业不是一个资本驱动的行业，必然是一个使命驱动的行业。”；沙龙分享会议以「疫情常态化下场馆经营的策略调整」为主题，旨在调整营销方向及深挖市场潜力，展望更深层次的企业经营之道，洞见发展趋势，激发新路径的突破 中国影响力俱乐部总裁私董会

**2023** 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  
保持韧性于不确定性中蓄力  
独具创新于激烈内卷中突围  
远见未来于多元业态中焕新  
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



## OVERVIEW OF PAST HISTORY

- 2014** • MBHfitness • 2014 China Fitness Industry Summit
- 2015** • 2015 China International Fitness Industry Summit
- 2016** • IWF2016 China Health Club Management Forum — "Solving Club Development Pain Points" organised by *Fitness & Beauty* Magazine and co-organised by Fitness & Beauty (Beijing) Cultural Development Co. and Shanghai Donnor Exhibition Service Co., Ltd.
- 2017** • CFLF2017 China Fitness Leadership Forum: Tailor-made forum exclusive brand LOGO – CFLF (China Fitness Leadership Forum), "IWF China Fitness Club Management Forum" upgraded to "China Fitness Leadership Forum" – "Cracking the Wealth Code of Chained Fitness Clubs".
- 2018** • In 2018, "IWF China Fitness Club Management Forum" was upgraded to "2018 China Fitness Club Management Summit". The sub-forum of the summit: CFLF2018 China Fitness Leadership Forum - "Return to Business Essence, Win-Win in Multiple Ecologies". The roundtable focused on the theme of "Out of the Circle - Cross-border - New Change in the Fitness Industry", exploring the problems faced by the new trend of the fitness industry, such as successful cases of industry circle-breaking, confusion of industry development, and thoughts on enterprise development.
- 2019** • 2019 IWF China Fitness Leadership Forum - "The Road to Business Capital for Fitness Clubs" "Returning to service and content as king is the core theme of the next 20 years of fitness and will be a new challenge for the fitness community". The conference discussed the theme of "How to Create Core Values for Chinese Fitness Clubs".
- 2020** • IWF 2020 7th Fitness Leadership Forum - "REBORN" "Don't waste a good Crisis. Every crisis hides an opportunity." The session handed over the microphone to the audience and asked four questions, such as "fitness studio expansion, how to retain excellent coaches in gyms, future fitness industry prospects and policies, and what are the operational recommendations for high-end gyms that are quite strict in the selection of decoration and sports equipment".  
The First Smart Fitness Future - China's Influential Fitness Club Strategy Development Seminar.
- 2021** • IWF2021 8th Fitness Leadership Forum - "Service Creates Value", "It is now the carrier of the platform of human-centred mastery, and the provision of services can benefit from the first opportunity". The theme of the salon sharing conference was "Out of the Circle - Crossover - A New Revolution in the Fitness Industry".  
China Influence Health Club Strategic Development Private Board
- 2022** • 2022 IWF China Fitness Leaders Forum - "Integration and Symbiosis", "The fitness industry is not a capital-driven industry, it is necessarily a mission-driven industry." With the theme of "Strategic Adjustment of venue management under the normalization of the epidemic", Salon sharing Conference aimed to adjust the marketing direction and explore the market potential, look into the deeper way of enterprise management, insight into the development trend, and stimulate the breakthrough of new paths.  
China Influence Club Presidential Think Tank
- 2023** • IWF2023 10th China Fitness Leadership Forum & the 4th China Influential Fitness Club Private Board  
Struggling with Uncertainty  
Innovation in the face of fierce competition  
Renewal from Multiple Businesses  
Focusing on topics such as market modelling and new customer acquisition, explore the new way of fitness commercial brand under the change of The Times



## 王牌超级对话环节 ACE SUPER DIALOGUE SESSION



**刘平**  
Mr. Liu Ping

深圳普拉达董事长  
Chairman of Panatta Shenzhen



**跳跳**  
Ms. Taotiao

超级猩猩创始人  
Founder of SUPERMONKEY



**唐雅君**  
Ms. Tang Yajun

原亚历山大创始人  
台湾创业创新协会总会长  
Former Founder of Alexander and General  
President of Taiwan Entrepreneurship and  
Innovation Association

**唐雅君 (主持人):** 可不可以更具体一点? 以客户为中心是怎么样? 大家看过普拉达的介绍吗? 特别漂亮、特别高大上, 你觉得和以前有什么不一样? 课程, 收费方法等等。

**刘平 (嘉宾):** 从客户的使用角度考虑问题, 如果你是一个健身的人, 走到一家俱乐部需要什么样的温度、喜欢什么样的色彩? 包括你进到俱乐部训练的习惯, 包括你去更衣室、泳池, 使用是否是站在客户角度考虑的? 之前我是完全不考虑的, 自从自己健身之后, 我觉得一定要把细节做到位。

**Tang Yajun (Questionmaster):** Can you be more specific? What does customer centricity look like? Have you seen the Panatta introduction? What do you think is different from the previous course in terms of course fees and other aspects?

**Mr. Liu Ping (Distinguished guest):** Think about things from the customer's point of view of use. If you are a fitness person, what kind of temperature do you need and what kind of colours do you like when you walk into a club? Including when you go into a club to train, are the changing rooms and pools designed with the client in mind? Since working out, I think it's important to get the details right.

**唐雅君 (主持人):** 会所意味着很漂亮, 我看到确实很漂亮, 可是也意味着投资很重, 在我的想法中, 以前我那个年代大家不爱运动, 所以我必须把空间弄得很漂亮, 花了很多钱都在空间上, 等到不做的时候, 那都是送给房东, 房东也不要。这么重的投资, 又不能反映在收费, 每个月要开店就有钱的压力, 价格没办法守住很高的标准, 到底投资这么多的装修值不值得? 怎么回本?

**刘平 (嘉宾):** 其实这个行业有预售, 我现在的两个合伙人曾经在上海做预售非常牛的, 可能帮有些老板做过预售, 在预售的时候, 如果能展现给客户很好的空间, 描述很好的未来, 在我看来价格可以卖得高。而且我们每年会员卡都涨价的, 为什么每家店都花重金打造、设计? 我们就是想给客户、会员每家店带来不一样的感觉。并不是闭上眼睛一想, 普拉达又开店了, 我知道什么样, 我知道跑步机摆哪里, 我知道颜色是什么样, 我们每开一家新店, 客户是不知道新店是怎样的, 因为全新的设计。每年的审美、空间、客户需求都在变化, 所以每家店都是崭新的设计。

**Tang Yajun (Questionmaster):** Club means very beautiful, also means very heavy investment. In my mind, people didn't like sports in my time, so I had to make the space very beautiful, and spent a lot of money on the design. It's no use giving it to the landlord when it closes. Such a heavy investment can not be reflected in the fee. Every month to open a shop there is cost pressure, the price can not keep a high standard, investment so much decoration is worth it? How do I get my money back?

**Mr. Liu Ping (Distinguished guest):** In fact, there are pre-sales in this industry. My two current partners used to be very good at pre-sales in Shanghai and probably helped some bosses with pre-sales. In pre-sales, if you can show the customer a wonderful space and describe promising future, the price can be sold at a high price in my opinion. And our membership card goes up every year, why does every store spend so much money on design? We just want to make a difference to our customers. It's not about closing your eyes and wondering why Panatta is opening again. I know where the treadmills are, I know what the colors look like. Every time we open a new store, customers don't know what the new store is like. The aesthetics, the space, the customer needs change every year, so every shop is a brand new design.

**唐雅君 (主持人):** 我到上海三天, 第一天就遇到一个和你面试的教练, 他说我们是传统俱乐部, 传统俱乐部到底可不可以团课收费? 我说要看你们老板的决心, 他就说老板决心有, 可是业务头头不愿意, 你可不可以讲一下, 有没有可能在目前的健身场馆团操收费? 怎么做?

**跳跳 (嘉宾):** 今天讲到团课能不能做收费? 能做。我觉得明码标价, 把团课做出价值, 当你成本一致的时候, 租金毛利多出来的东西都是纯利。刚才唐老师讲的特别认可, 不是上上市的问题, 我们公司里经常有人讲: “我今天浪费了10万块钱, 哪家店几天的营收就能出来。” 我经常讲的是收入不等于利润, 我们真的能花的钱是你赚到的一块钱。

我就讲很漂亮的, 符合权责发生制, 净利润15%算是很健康的公司了, 集团净利润率15%, 就意味着真的可支配的15块钱要100块的收入才能支撑。但如果你的成本都一样, 多出来15块的租金毛利, 就让你的利润率提升。可以有一些过程, 比如做小团课有一些特别的课程、精品课程, 有免费、有收费。或者入会的时候, 根据他的会员卡送一些免费的, 超过之后上什么课可以优惠, 或者新开的店可以体验, 或者可以找超级猩猩跳跳合作超级猩猩的店中店。

**唐雅君 (主持人):** 刚才讲到可以从团课里引流到私教, 当然也要配套, 团课教练要有相当私教的培训, 他自己能够教私教, 可能不是一对一, 也是一对多。以前很多教练一对一很好, 但一对多就没有灵魂了, 但团课老师去培养私教, 他的课特别有趣, 怎么把团课引流到私教?

**跳跳 (嘉宾):** 首先团操教练和小团课教练是两种不同的教练, 我们去看私人教练, 他本身对教练是有反馈和指导的, 你让他一个人Hold三十个人的场子Hold不住, 所有私教标配的是一对四的小班课, 但如果他自己的控场能力、感染力强一点, 能够到十五人的话, 你会发现他的课一上线就约爆, 完全不缺客户。所以现在是产品化、标准化的逻辑, 80%的用户的需求是减脂、塑形, 我们也会发生教练员的离职、休假或者种种原因, 你的产品是标准化的, 他就不会退课, 因为找A教练和B教练都行, 都能完成他的训练计划和档案。

**Tang Yajun (Questionmaster):** The first day I came to Shanghai, I met a coach. He from a traditional club. Can a traditional club charge for group lessons? I replied it depended on your boss's determination, and he said that the boss was determined to do it, but the head of business was reluctant. Could you tell me if it is possible to charge for group exercises at the current gym? How to do that?

**Ms. Tiaotiao (Distinguished guest):** Can we charge for group classes? Yes. Mark the price clearly, the group class can make value. When your costs are consistent, anything that comes out of the rental margin is net profit. I particularly agree with what Mr. Tang said just now. People in our company often say: "I wasted 100,000 yuan today, which store's revenue can come out in a few days." What I always say is that revenue does not equal profit, and the money we can really spend is a dollar you earn.

I'm talking about complying with the accrual system, and 15 percent net profit is considered a very healthy company. A group net profit margin of 15% means that really \$15 of disposable money takes \$100 of revenue to support. But if your costs are all the same, an extra \$15 of gross rental profit gives you a margin boost. There can be processes like doing small group classes having some paid or free boutique classes. Or when he joined the club, according to the membership card to send some free services, what classes can be discounted, or the new shop can be experienced, or you can find the SUPERMONKEY co-operation shop.

**Tang Yajun (Questionmaster):** Mentioned the need to support the diversion from the group class to private education, the group class coach must have quite private training, he can teach private education, may not be one to one, but also one to many. A lot of coaches used to be good one-on-one, but not one-to-many. Group class coach to cultivate private education, his class is particularly interesting, how to divert the group class to private education?

**Ms. Tiaotiao (Distinguished guest):** In fact, the group exercise coach and the small group class coach are two different coaches. The personal trainer itself has feedback and guidance for the coach, and you can't let him control 30 people by himself. All private teachers are standard with a small class of one to four, but if his own ability to control the field, infectious, can reach 15 people, you will find that his class is full as soon as it is online, there is no shortage of customers. So now it is the logic of productization and standardization, 80% of users' needs are shaping, and we will also have coach departures, vacations or various reasons. If your product is standardized, he won't drop the class because coach A or Coach B can complete his training plan and file.

## 西湖论“健”中国健身器材行业峰会之魔都对话 WEST LAKE FITNESS INDUSTRY SUMMIT CONFERENCE



2016年，余杭城里初见，开启产业共商之路；  
2017年，钱塘江畔雅集，思潮兴起“健”指未来；  
2019年，西子湖畔共商，拥抱行业的下一个十年；  
2023年，由IWF和乐健体育联合主办的第四届西湖论“健”于6月24日在上海新国际博览中心举行。本次峰会分为家用健身器材专场和商用健身器材专场，汇聚先锋领军人物，从解决行业痛点、打通产业堵点、寻找最新方向为切入点，为产业发展挖掘新洞见、新趋势、新谋略，共叙行业“生态”未来。

In 2016, Open the road of industrial consultation;  
In 2017, Build the future together;  
In 2019, Welcome the next decade of the industry;  
In 2023, The 4th West Lake Fitness event, co-sponsored by IWF and Enjoy Fitness, was held on June 24 at the Shanghai New International Expo Center. This summit is divided into home fitness equipment and commercial fitness equipment, bringing together pioneers and leaders. From solving industry pain points, opening up industry blocking points, and looking for the latest direction as the starting point, we will explore new insights, new trends, and new strategies for industrial development, and jointly describe the "ecological" future of the industry.

### 家用健身器材专场 HOUSEHOLD EQUIPMENT SPECIAL

#### 《健身行业白皮书》

嘉宾：中国运动健身内容品牌精练  
GymSquare创始人&CEO 唐欢



唐欢 Mr. Tang Huan

- (1) 疫情三年，物理的便利性是影响中国健身行为的重要因素。
- (2) 家庭健身正在从走量到走多元场景方向转化。
- (3) 健身房行业来到存量时代。商业健身房的场景依然是中国健身非常中流砥柱的场景，但是大浪淘沙，有可能会在未来2-3年看到中国线下健身房中很多品牌的更迭。
- (4) 户外健身，新增量，新生活方式。  
健身房正在从增量走向存量市场，健身的四个场景是此消彼长的状态。如果不在家庭健身，可能去健身房了，可能去户外了，可能去旅游健身了。在C端用户中，大家非常感兴趣飞盘、匹克球和新中产运动、滑雪场。用户对于健身房、商业健身从业者的要求会越来越高，需要在这四个场景中不断地创造新的体验或者新的布局，让用户在三个或者四个场景中自由地流动。
- (5) 健身四大场景未来将此消彼长，正态分布。

从家庭健身到商业健身房、到户外健身、到旅游健身，一个用户未来随着好玩的变化在四个场景自由的切换，未来需要重新思考四个场景如何流动。健身行业唯一最重要问题不是增长，而是留存。

**Distinguished guest:** Ms. Tang Huan, Founder &CEO of GymSquare, a Chinese sports and fitness content brand  
**Topic:** "Fitness Industry White Paper"

- (1) Due to the three-year epidemic, physical convenience is an important factor affecting China's fitness behavior.
- (2) Family fitness is transitioning from volume to diverse scenarios.
- (3) The gym industry has come to the age of inventory. Commercial gyms are still a very mainstay of China's fitness scene, but it is possible to see the change of many brands in China's offline gyms in the next 2-3 years.
- (4) Outdoor fitness is a new lifestyle.  
The gym is moving from incremental to stock market, and the four scenarios of fitness are in a state of ebb and flow. If not in the home fitness, may go to the gym, may go outdoors, may go to travel fitness. Among C-suite users, people are interested in Frisbee, pickleball and new middle-class sports, ski resorts. Users will demand more and more from gyms and commercial fitness practitioners, and they need to constantly create new experiences or new layouts in these four scenarios, so that users can move freely in three or four scenarios.
- (5) The four fitness scenarios are normally distributed in the future. From home fitness to commercial fitness, to outdoor fitness, to travel fitness, a user in the future with fun changes in the four scenes freely switch. We require rethinking how the four scenarios flow in the future. The single most important issue in the fitness industry is not growth, but retention.

## 如何用数字化管理找到可复制的致胜规律

嘉宾：维塑运动健康研究院院长 周颖



周颖 Miss Zhou Ying

总结出来新型健身房只要围绕着闭环，就是三点：线上+智能设备+赋能线下场景。

线上主要是通过线上APP或者品牌小程序获得一些约客工具、线上课程、用户数据的留存。到线下承接C端的客户，在线下场景客户使用的时候，更多用智能的健身设备收集客户的锻炼信息，录入及跟踪。最后反馈给所有的线上小程序做成门店的SaaS或者自己的端口。形成闭环。

在整体的品牌上，所有客户的数据留存、客户追踪、客户复盘、服务体系优化，就会有一个很好的底层逻辑在，我们至少会知道客户想要什么、我们应该往哪个方向更改、我们知道客户到底需要什么样的服务，以此来推荐。这是健身房比较好的运营机制和状态。

我们想将所有成功案例内容形成标准化的流程，赋能给所有购买维塑产品的客户。所以在此基础上，去年年底设立了维塑运动健康研究院部门，主要的目的是我们希望可以陪伴行业拥抱智能时代，一起掌握成功的规律，大家一起跨越行业周期，创造新时代携手共进。

**Distinguished guest:** Miss Zhou Ying, Director of VISBODY Sports Health Research Institute

**Topic:** How to find replicable winning rules with digital management

It is concluded that the new gym only needs to focus on three points: online + smart devices + enabling offline scenes.

Mainly through online apps or brand small programs to obtain some customer, online courses, user data retention. To undertake C-end customers offline, more intelligent fitness equipment to collect, input and track customer exercise information, and finally feed back to all online small programs to make the store's SaaS or their own ports, forming a closed loop.

In the overall brand, there will be a good underlying logic in all customer data retention, customer tracking, customer review, and service system optimization. We will at least know what the customer wants, which direction we should change, we know what kind of service the customer needs, in order to make recommendations, which is a better operating mechanism and state of the gym.

We will form a standardized process for all successful cases, enabling all customers to buy VISBODY products. Therefore, the VISBODY Sports Health Research Institute was set up on this basis at the end of last year. The main purpose is that we hope to accompany the industry to embrace the era of intelligence, grasp the law of success together, and cross the industry cycle together to create a new era.



## 健身用品出口的三个趋势和三个机遇

嘉宾：跨健通创始人 谢靓楷



谢靓楷 Mr. Xie Liangkai

**趋势一：**需求透支/消费保守/精准打击。

**趋势二：**价值传递链路缩短，“中间商”被淘汰。

(1) 从制造商直接到零售商，比如美国亚马逊、沃尔玛等开始做全品类，所以制造商只要具备好的产品，相应的服务人员和运营人员，他完全可以在平台开店，直接卖给消费者，中间的12345多余环节没有了。

(2) 在未来，我认为有非常大的可能性，直接从制造商到消费者。不用平台，或者你可以只做，这是这两年非常流行的独立站形式。

**趋势三：**时代、科技、互联网发展，效率猛增。

三个机遇：

(1) 产品开发。针对高端受众做差异化产品，针对低端群体做极致的性价比。

(2) 渠道建设。每个通路都要尝试，都要找到一条适合你的路。

(3) 营销策略。坚持线下，发力线上。

**Distinguished guest:** Mr. Xie Liangkai, Founder of KET Group

**Topic:** Three trends and three opportunities for fitness products exports

**Trend 1:** Demand overdraft/consumption conservative/precision strike.

**Trend 2:** The value transmission link is shortened, and the "middleman" is eliminated.

(1) From the manufacturer directly to the retailer, such as the United States Amazon, Walmart, etc., began to do the full category, so manufacturers as long as they have good products, corresponding service personnel and operating personnel, they can open a store on the platform and sell directly to consumers.

(2) In the future, I think there is a very big possibility to go directly from manufacturer to consumer without platform, or you can just do it, which is a very popular form of independent station in the past two years.

**Trend 3:** Relying on the times, technology and the Internet, the efficiency of development has soared.

Three opportunities:

(1) Product development. Do differentiated products for high-end users, and do the ultimate cost performance for low-end groups.

(2) Channel construction. Try every path and find a path that works for you.

(3) Marketing strategy. Stick to the offline and make efforts online.

## 沙龙对话：健身行业智能化发展趋势

### SALON DIALOGUE: INTELLIGENT DEVELOPMENT TREND OF FITNESS INDUSTRY

嘉宾：S计划CTO 陈岗

数智引力联合创始人 林方舟

宇树科技项目销售总监 邓招成

速境SPEEDIANCE国内事业部总监 汪彬彬

数字家庭健身的市场正在快速发展，具有很大的市场潜力，以下几点值得思考：

- (1) 要想脱颖而出，要么跑得比别人快，要么比别人挖得深一点，做好产品的差异化竞争，把你从同类中识别出来，更好的抓住用户。
- (2) 产品是一切品牌运营的基石，坚持做适合用户，能帮助用户运动、健身的一款好产品。口袋里的“健身房”产品设计以轻便、稳定性更高、美观更受大众欢迎。以用户为中心，培养用户思维，站在用户角度思考问题。
- (3) 品牌出海要做好本地化，尊重当地的文化背景和习俗，结合当地市场的消费习惯和用户需求进行战略部署。
- (4) 市场数据非常重要，可以帮助企业做出更加科学的决策，优化产品和服务，推动企业创新。

Distinguished guest:

Mr. Chen Gang, CTO of Plan S

Mr. Lin Fangzhou, Co-Founder of IM-BODY

Mr. Deng Zhaocheng, Sales Director of Unitree Project

Mr. Wang Binbin, Director of SPEEDIANCE's Domestic Division

The digital home fitness market is developing rapidly and has great market potential. The following points are worth thinking about:

- (1) To stand out, either run faster than others or dig deeper than others. Do a good job of product differentiation competition, identify you from the same class, and better seize users.
- (2) The product is the cornerstone of all brand operations, insist on doing a good product that is suitable for users and can help users exercise and fitness. The "gym" in the pocket is designed to be lightweight, more stable, and more attractive to the public. Take the user as the center, cultivate the user's thinking, and think from the user's perspective.
- (3) The brand should do a good job of localization, respect the local cultural background and customs, combined with the consumption habits of the local market and user needs for strategic deployment.
- (4) Market data is important to help companies make more scientific decisions, optimize products and services, and drive innovation.



## 商用健身器材专场

### 300项健身房经营数据 解读与分析

嘉宾：三体云动创始人 窦赢



窦赢 Mr. Dou Ying

#### 一、健身产业规模

健身人口在增加，付费用户在增加，但是消费开始分化了，他们愿意消费其他运动方式和运动内容，会用其他的消费取代原来的运动方式，但市场份额没有变大，这是我对目前中国市场的理解。

#### 二、健身从业者规模

从业者规模在减少，运营比重占得越来越大。行业从业者学历在发生变化，人员素质不断提高，会带来行业往正规、更正向的方向发展。大家对数据的了解更重视了，经营者对会员的信息关注度比以前增加。现在当前年轻人不是不愿意花钱，而是消费结构在发生变化，对于对从业者来说，怎么找到这个年龄阶段，这个用户群体最喜欢最想要的东西是什么，我提供给他就行了。对于他不太喜欢的东西不会花很多钱，这是我对消费市场的理解。

#### 三、健身消费数据

女性还是健身行业的主力消费群体；80后和90后是目前最大的消费群体，老龄康复也有空间，但目前不是最大的消费群体。

消费动机：内在动机强于价值动机

消费者做出购买和消费行为的直接原因和动力，消费动机是快乐和满足感是主要目标，具有高自主性。价格和质量是决定消费者持续参与健身项目的重要因素。

### 健身产品与客户体验

嘉宾：奥力来运动健身学院首席运营官 陈嘉骏



陈嘉骏 Mr. Chen Jiajun

如何让会员不把健身当做减肥的工具，而是当做生活方式？

**一、产品** 很多人都认为综合性健身俱乐部里的拳击课、拉伸课、常规课都是产品，错，这不是产品，而是工具。什么是产品？产品是能解决客户问题的人、事、物。怎么样帮助跑者从不能跑步完成半马，这就是产品，解决了诉求和问题。

**二、客户体验** “产品”的每一个环节都需要不同人去执行。现在做法大多数商健、健身工作室教练要完成课程销售、规划课程，课程上课三件事，在其他行业里你是看不到的，这就是为什么我说我们的行业是完全没有客户体验的行业。如果我们要有完善的产品，产品一定要完整的标准化流程配套，做到能够教销分离。

解决15个字“客户进不来，进来不消费，消费不升级”的原因在于餐厅的核心是菜，菜好吃他才会来，菜好吃才会推广。商健的核心是会员养成运动习惯，这才是最关键的。

## COMMERCIAL EQUIPMENT SPECIAL

**Distinguished guest:** Mr. Dou Ying, Founder of San Ti Cloud  
**Topic:** Interpretation and analysis of 300 gyms operation data

#### 1. Fitness industry scale

The fitness population and paying users are increasing, but consumption is beginning to differentiate. Replace the original sports mode with other consumption, but the market share has not increased.

#### 2. Scale of fitness practitioners

The scale of practitioners is reduced, and the proportion of operations is larger. The academic qualifications of industry practitioners have changed, and the quality of personnel has been continuously improved, so that the industry has developed in a formal and positive direction. People pay more attention to data, and operators are more concerned about members' information. It is not that young people are unwilling to spend money, but that the consumption structure is changing. For practitioners, how to find this age stage, find out what this user group likes most and wants most, and don't spend a lot of money on things they don't like very much. This is my understanding of the consumer market.

#### 3. Fitness consumption data

Women are also the main consumer group in the fitness industry, with the post-80s and post-90s generation being the largest consumer group by far. There is also room for elderly rehabilitation but it is not the largest consumer group at present.

Consumption motivation: intrinsic motivation is stronger than value motivation

The direct reason and motivation for consumers to make purchases and consumption behaviors, and the consumption motivation is that happiness and satisfaction are the main goals. Price and quality are important factors in determining consumers' continued participation in fitness programs.

**Distinguished guest:** Mr. Chen Jiajun, Chief Operating Officer of Active Lifestyle Sports and Fitness Academy  
**Topic:** Fitness products and customer experience

How do you get members to think of fitness not as a tool to lose weight, but as a lifestyle?

**1. The product.** Many people think that boxing classes, stretching classes, and regular classes in a comprehensive health club are products. This is wrong, because it is not a product but a tool. What is a product? A product is a person, thing, or object that solves a customer's problem. How about helping a runner go from not being able to run to completing a half-marathon, which is the point of solving the claim and the problem.

**2. Customer experience.** Each part of the "product" requires a different person to execute. Now most fitness trainers have to complete the course sales, planning the course, course teaching, you don't see in other industries, which is why I say our industry is completely no customer experience industry. If we want to have a perfect product, the product must have a complete standardized process, so that it can be separated from sales.

The reason for solving the problem of "customers can't come in, they don't consume, and they don't upgrade their consumption" is that the core of the restaurant is the content. Only when the content is of high quality will he pay the bill and promote it. The core of business health is that members develop the habit of exercise, which is the most critical.

## 商用品牌的创新之路

嘉宾：上海途健体育Sevenfiter品牌  
总经理 林成坤



林成坤 Mr. Lin Chengkun

### 一、终端用户需求分析

- (1) 优质产品。对产品的性能、品质，包括符合训练的目标。
- (2) 智能创新。对于新型的智慧健身房模式兴起，智能化的软硬件产品需求。
- (3) 个性定制。健身房同质化比较严重，需要做一些定制或者打造个性、辨识度高的场所。
- (4) 整体方案。从布局规划到装修设备、设备供应、整体运营管理、软硬件系统等，需要提供一套整体的解决方案。

### 二、经销商的需求分析

- (1) 产品供应。优质商用全系列产品线不完善。
- (2) 项目开发。获客渠道比较单一，项目信息的开发比较困难。
- (3) 项目报备。报备机制会有不可控的情况产生。
- (4) 业务支持。需要更多服务支持，包括一些招投标的工作等。
- (5) 培训辅导。对销售人员的专业培训辅导，行业内还是比较欠缺这样的培训机会。
- (6) 队伍建设。销售队伍的建设还是比较薄弱。

### 三、关于SevenFiter

品牌的定位是国际化、专业化、智能化、定制化；经营的商业模式主要是整合供应链，通过集成产品、集成服务、集成资源，一起赋能给合作伙伴，服务终端的用户。

## 老年康养的市场趋势

嘉宾：尚体董事 王亮



王亮 Mr. Wang Liang

### 一、行业内的适老化运动健身场所的探索

上海在推“长者运动健康之家”，就是在街道的社区里，以运动康复健身为主题，同时兼具社交属性和娱乐属性，解决老年人孤独的部分。为老年人提供体质测试、基础健康检测、科学健身指导、慢性病运动干预、运动康复训练、健康知识普及、休闲社交。一部分是出自受过专业训练的社区运动健康师，一部分是社区全科医生，还有一部分是具有康复资质的康复师，为老人的慢病和康复需求提供支持。目前为止，已经开了100多家，服务了270万人次以上的老人，数字还在不断增加中。大部分店铺在上海，外地相对比较少一些，今年在陆续拓展当中。

### 二、未来市场的趋势

- (1) 从专业机构向社区型转变
- (2) 设备在原有中青年设施设备的基础上向适老化设备转变
- (3) 粗放型向精准技术型转变
- (4) 从单一性向多功能性转变
- (5) 市场空间越来越大

**Distinguished guest:** Mr. Lin Chengkun, General Manager of Sevenfiter Brand

**Topic:** The road to innovation for commercial brands

### 1. End-user demand analysis

- (1) Quality products. Performance and quality of the product, including compliance with the objectives of training.
- (2) Intelligent innovation. For the rise of the new smart gym model, intelligent hardware and software product are demanded.
- (3) Personalized customization. The homogenization of the gym is more serious, and it is necessary to do some customization or create a personalized and recognizable place.
- (4) Overall plan. From layout planning to decoration equipment, equipment supply, overall operation and management, hardware and software systems, etc., need to provide a set of overall solutions.

### 2. Demand analysis of dealers

- (1) Product supply. The full range of high-quality commercial product lines is not perfect.
- (2) Project development. The channels to obtain customers are relatively simple, and the development of project information is more difficult.
- (3) Project preparation. The reporting mechanism will have uncontrollable situations.
- (4) Business support. Need more service support, including some bidding work.
- (5) Training and counseling. Professional training and guidance for sales personnel, the industry is still relatively lacking such training opportunities.
- (6) Team building. Sales force building is still weak.

### 3. About SevenFiter

The positioning of the brand is international, professional, intelligent, customized. The business model is mainly to integrate the supply chain, through the integration of products, services and resources together with the empowerment of partners to serve the end users.

**Distinguished guest:** Mr. Wang Liang, Director of Shangti

**Topic:** The market trend of elderly health care

### 1. The exploration of suitable aging sports and fitness places in the industry

Shanghai is promoting the "Elderly sports and health home", which is the theme of sports rehabilitation and fitness in the community of the street, with both social and entertainment attributes, to solve the loneliness of the elderly. Provide physical fitness testing, basic health testing, scientific fitness guidance, chronic disease exercise intervention, exercise rehabilitation training, health knowledge popularization, leisure and social interaction for the elderly. Some are trained community sports health practitioners, some are community general practitioners, and some are qualified rehabilitation practitioners to provide support for the chronic illness and rehabilitation needs of the elderly. So far more than 100 stores have been opened, serving more than 2.7 million elderly people, and the number is still growing. The majority of the shops are in Shanghai, with relatively few outside the city, and expansion is underway this year.

### 2. The future market trend

- (1) From a professional organization to a community-based transformation
- (2) The equipment is transformed into aging equipment on the basis of the original young and middle-aged facilities
- (3) The transformation from extensive to precision technology
- (4) From single to multi-functional transformation
- (5) The market space is growing



## 沙龙对话：商用健身器材发展趋势

### SALON DIALOGUE: TRENDS IN COMMERCIAL FITNESS EQUIPMENT

**嘉宾：**MATRIX中国区总经理 张群宜先生

上海三飞总经理 陈伟先生

广州力动总经理 丘志州先生

武汉新力康体育董事长 吴勇先生

**Distinguished guest:**

Mr. Zhang Qunyi, General Manager of MATRIX China

Mr. Chen Wei, General Manager of Shanghai Sanfei

Mr. Yau Chi Chau, General Manager of RIDO

Mr. Wu Yong, Chairman of Wuhan Xinlikang Sports

1. 虽受疫情影响发展暂缓，但由于市场越来越规范，群众的健身意识越来越强，国家大力度的开展全民健身等原因，健身行业仍属于朝阳行业。

2. 聚焦行业下的某一领域，做内容的精细化运营，结合自身的优势深挖客户的需求，抓住痛点，同时注重差异化的品牌竞争，做好清晰长远的规划，帮助企业在竞争激烈的市场中脱颖而出。

3. 市场的变化风云变幻，企业家需具备良好的心理建设，下坡时要处之淡然，保持愉快，调整好自己的脚步，储备好能量；上坡时则应拼搏进取，积极应对。

4. 关注团队的合作和协调，重视人员的利益分配，实现互惠互利、互助共赢的良好生态局面，只有注重合作共赢，才能赢得自己的成功。

(1) Although the development is delayed due to the impact of the epidemic, the market is becoming more and more standardized. People's fitness awareness is getting stronger and stronger, and the state has made great efforts to carry out national fitness.

(2) Focus on a certain field of the industry, do the fine operation of the content, and combine their own advantages to dig the needs of customers. Distinguish differentiated brand competition and make clear and long-term planning to help enterprises stand out in the highly competitive market.

(3) The market changes quickly, entrepreneurs need to have a good psychological construction. Stay happy and calm, strive for progress, and respond positively.

(4) Pay attention to the cooperation and coordination of the team, pay attention to the benefit distribution of personnel, and achieve a good ecological situation of mutual benefit and mutual assistance.

### ● 2023中国健身房运营管理论坛

由三体云动主办，以“如何在健身存量市场中挖掘增量业务？”为主题，通过演讲的方式，就具有代表性的中国健身房经营管理方式，展开了深度剖析、分享经验教训，为众多的行业从业者搭建拓宽思路和提升经营管理水平的学习交流平台。

### ● 2023第五届中国运动营养食品市场行业论坛

汇集众多大咖，在IWF现场展开了友好交流，通过对运动营养食品市场的分析和对最新营养食品的分析，碰撞出极富创造力的新思路，为从业者答疑解惑。

### ● 2023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，由中国电子商会跨境电商工作委员会与IWF共同推出。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。

### ● 2022运动健身行业达人发展趋势论坛

汇聚众多行业头部达人、平台机构，沙龙将围绕“越来越多的新人入局，如何留住铁粉？”和“内容为主OR流量为王？”两大主题，以运动健身行业达人发展趋势为主题展开分享，给现场健身健美及运动健身爱好者人群，带来更多经验分享，同时也为促进运动健身行业及直播周边产业发展增添更多力量。

### ● 2022亚马逊全球开店专场论坛

作为跨境电商引领者之一，亚马逊以强大的品牌公信力和大量海外优质客群的核心优势，帮助众多国内企业成功实现品牌出海。围绕“出海正当时，一站通全球”展开主题演讲，为企业深度解答亚马逊平台的运营流程和新商机，助力中国企业货通全球！

### ● 2021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IWF开设专场，向现场展商和观众介绍以上问题。



### ● 2023 China Gym Operation & Management Forum

Organised by San Ti Cloud, the conference was themed "How to tap incremental business in the fitness stock market?". Through speeches, we will share lessons learnt from representative Chinese gym operation and management styles, and set up a learning and exchange platform for many industry practitioners to broaden their thinking and improve their operation and management levels.

### ● 2023 The 5th China Sports Nutrition and Food Market Industry Forum

Many professionals have launched friendly exchanges in IWF, through the analysis of the sports nutrition food market and the sharing of the latest nutrition food, to create new ideas for practitioners to answer questions.

### ● 2023 China Fitness Equipment Brands Cross-border Forum

In order to gain insight into the status quo and trend of global fitness equipment development, help cross-border e-commerce enterprises develop and cast their own brands. Under the guidance of the China Electronic Chamber of Commerce, the Cross-border E-commerce Working Committee of the China Electronic Chamber of Commerce and IWF jointly launched this forum. The forum shared the overall market scale analysis, market segmentation exploration, independent brand building, overseas logistics and transportation, and overseas compliance of enterprises.

### ● 2022 Sports and Fitness Industry Talent Development Trend Forum

Bringing together many industry heads and platform institutions, the salon will focus on "More and more new people into the game, how to retain loyal iron fans?" And "Content is king OR traffic is king?". Sharing on the theme of the development trend of experts in the sports and fitness industry will bring more experience sharing to the crowd of on-site fitness and sports and fitness enthusiasts, and also add more power to promote the development of the sports and fitness industry and the surrounding industries.

### ● 2022 Amazon Global Open Store Special Forum

As one of the leaders of cross-border e-commerce, Amazon has helped many domestic enterprises to successfully achieve brand internationalization with its strong brand credibility and the core advantages of a large number of high-quality overseas customers. Answer the operation process and new business opportunities of Amazon platform for enterprises in depth, and help Chinese enterprises to communicate with the world.

### ● 2021 Cross-border E-commerce Global Trend Forum — Analysis of opportunities for sports and fitness products in Amazon overseas sites

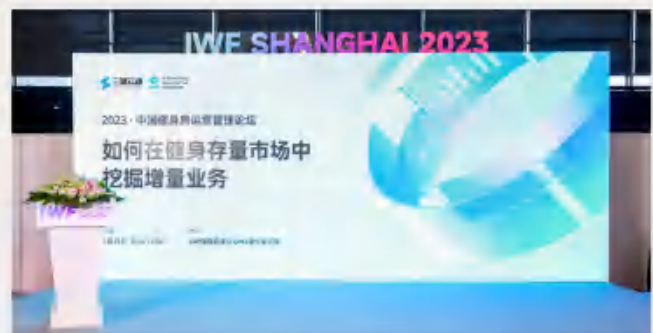
How to seize overseas consumers through Amazon global store? How do you view cross-border business? China's fitness equipment industry chain is perfect, no matter from the design, production or other aspects, China's fitness products have a huge advantage. Amazon Global store opened a special session in IWF to introduce the above issues to on-site exhibitors and visitors.

## 更多系列高峰论坛

- 中国健身器材行业营销峰会
- 2021加盟商大会——共创价值，共享荣耀
- 京东健康运动营养行业峰会
- 2023CYSE青少体育教育交流大会暨俱乐部泛营地产业峰会
- 2022中国健身俱乐部智能化发展趋势论坛
- 北体大培训中心普拉提教练培训发布会
- 莱美健咖说-健身行业团课数据报告
- 中国自研团课的发展趋势——乐刻运动Q2自研课发布仪式
- 瑜言伽·中国（上海）第四届普拉提投资人大会
- 新政策、新生代、新模式下的儿童体能发展趋势

## More Series of Summit Forums

- China Fitness Equipment Industry Marketing Summit
- 2021 Franchisee Conference — Create value and share glory
- Jingdong Health Sports Nutrition Industry Summit
- 2023CYSE Youth Sports Education Exchange Conference and Club Camp Industry Summit
- 2022 China Fitness Club Intelligent Development Trend Forum
- Beijing Sports University Training Center Pilates Coach Training Conference
- Lesmills Fitness Cafe Said - Fitness Industry Group Class Data Report
- The Development Trend of China's Self-research Group Course — the launch ceremony of Letke Q2 self-research course
- Yu Yanjia · China (Shanghai) 4th Pilates Investor Conference
- The Development Trend of Children's Physical Fitness Under New Policies, New Generation and New Models



## 颁奖典礼 AWARD CEREMONY

### “拾·光” 2023 IWF·汉臣闪耀魔都周年晚宴

6月24日晚，IWF国际健身展携手独家冠名赞助——汉臣集团共同打造“拾·光”2023 IWF·汉臣闪耀魔都周年晚宴，以“星球派对”为主题，邀请400+行业及协会领导、行业领袖、媒体等，感恩十年战略合作伙伴，与嘉宾共话未来。

#### 10YEARS · IWF2023 SHINING SHANGHAI ANNIVERSARY PARTY

IWF and the exclusive title sponsor — HARISON invited 400+ industry and association leaders, industry leaders, media, etc., to thank the partners of the past ten years and talk about the future with guests.



### IWF十周年战略合作伙伴

公司名	颁奖人
亚健体育	程丹彤
京东健康	许梦铃
快手健身	高婷婷
抖in全民健康计划	



### IWF十周年金牌合作伙伴



公司名	颁奖人
美国HARISON	叶勇
PRECOR必确	丁景昆
邦吉洛德斯	张佑瑛
北体大普拉提	周雄为
国体认证	
万瑞机电	
劳拉之星	

## IWF十周年荣耀合作伙伴

奥力来中国	RISINGFIT锐思
Precor必确	山西力士健身
舒华体育	清华同方
MATRIX FITNESS CHINA	JOINFIT
南通铁人	亚新鸿运动科技SWORDSMAN
英吉多	CROSSMAX科迈斯
巍康体育Fitness Solutions	广东博森 Berson
康比特 CPT	佳美体育GAMAY
英派斯impulse	踏行天际
大胡子DHZ	摩登巴弟 MDBuddy
InBody	一恋普拉提
宁波东胜	欧诺特
宁波葆蕾	布莱特威
新力港科技	ND运动营养



## IWF十周年荣耀合作机构



公司名	领奖人
OneFit健身学院	陈蕴
3HFIT健身学院	姚宁
舒华运动研究院	张良
心淳健康	庞亦君
李欣普拉提	张然

## 2023年健身行业卓越品牌

公司名	领奖人	公司名	领奖人
大世界健身	周虎	金力量健身	范立红
奇迹健身	高鹏	海口艾利克斯健身	夏海豪
西安零距离健身	刘玉哲	Life Turbo健身工作室	衡熙阳
新疆嘉佑健身	张智	上海珀曼健身	吴健
古德菲力健身	张春山	中田健身	朱兴亮
乐刻运动	韩伟	PT健身联盟	陈加辉
全时健身	胡丹	超级猩猩	跳跳
普拉达健身	刘平	新疆A曼健身	陆俊池
思锐健身	张仁杰	海克力斯健身	鲍兵伟
黄金时代健身	高炎	合肥魁加健身	何帅
浙江舒适堡健身	侯建明	合肥金仕堡健身	谢亚欢
云南好佰健身	汤家福	马尔苏健身	李勇
重庆海悦荟健身	杨琨	菲特健身	李明哲
重庆飞洋健身	秦远洋	普菲斯游泳健身	董海罗



## 中国健身器材行业卓越贡献奖



### 公司名

石家庄市新生活运动器材场地有限公司  
 郑州市全家福健身器材有限公司  
 山西新生活健身器材有限公司  
 杭州乐健体育休闲设备有限公司  
 济南锐强体育用品有限公司  
 沈阳健源体育器材有限公司  
 重庆康尔美健身器材有限公司  
 上海伟克体育休闲设备有限公司  
 金华四海文化用品有限公司  
 合肥市浩森体育用品有限公司  
 北京舒体体育用品有限公司  
 广州力动健康科技有限公司  
 内蒙古思达文体设施有限公司

### 领奖人

张俊波  
 朱楷  
 高卫国  
 吴奇云  
 王进华  
 李遂源  
 高梓忠  
 韦国良  
 付自力  
 王洵良  
 郭玉华  
 丘志州  
 李梅松

## 中国健身器材行业精英突出奖

### 公司名

上海格致体育发展有限公司  
 杭州乐健体育休闲设备有限公司  
 浙江创体健康科技有限公司  
 郑州乐健体育用品有限公司  
 武汉乐行乐健体育发展有限公司  
 北京市体科健体育科技有限公司  
 体楷体育用品(杭州)有限公司  
 长沙海明健身器材有限公司  
 盐城市露达体育设施有限公司  
 天津优动体育用品科技有限公司  
 上海楼宇体育用品有限公司  
 苏州运属体育休闲设备有限公司  
 上海赫托健身器材有限公司  
 福州乐健体育用品有限公司  
 湖南兆菲特体育发展有限公司  
 石家庄鑫龙体育器材有限公司  
 武汉新力康体育科技发展有限公司

### 领奖人

姜东  
 张华  
 郑建平  
 李涛  
 王祖杰  
 洪子和  
 徐德银  
 苏涛明  
 高善东  
 张清国  
 胡伟  
 叶遇春  
 钟成委  
 刘少方  
 陈明堂  
 王辉  
 吴勇



## 2023年最佳合作协会



### 公司名

安徽省健美健身运动协会  
 上海市健身健美协会  
 温州市健美健身协会  
 江西省健美协会  
 浙江省健美(操)协会  
 山东青岛市健身健美协会

### 领奖人

周虎  
 孙崇  
 叶锋  
 简铁军  
 吴奇云  
 谢剑

## SUPER ICON超级达人颁奖盛典

周年晚宴上，设置颁奖环节，互动达人、KOC/KOL、博主等实现内容流量双赢。

## SUPER ICON AWARDS CEREMONY

Achieve win-win content with KOC/KOL, bloggers, etc.



## 更多颁奖典礼

- 2021 In玩法·快手运动健康时尚之夜暨JSC SUPER ICON 中国超级达人颁奖盛典
- 运动科技新势力颁奖
- 2023瑜言·伽·中国（上海）普拉提行业超级盛典颁奖典礼

## MORE AWARD CEREMONIES

- 2021 In·Kuaishou Sports Health Fashion Night and JSC SUPER ICON China Super Talent Award Ceremony
- New Forces in Sports Science and Technology Award Presentation
- 2023 Yu Yanjia · China (Shanghai) Pilates Industry Super Awards Ceremony



## 赛事竞技 COMPETITIONS

### ● 2023上海城市业余联赛上海市青少年旱地冰球3V3争霸赛暨IWF旱地冰球青少年3V3邀请赛

IWF携手上海市旱地冰球协会共同献上一场旱地冰球争霸赛。旱地冰球在强身健体的同时也用蓬勃的精神风貌和积极的生活态度构筑着健康中国的美丽风景线。希望在全民健身的道路上，旱地冰球也可以越来越多地受益于大众，实现全民参与、全民健康。

### ● DMS冠军经典赛（上海站）

比赛现场火热，线上线下载量爆表。台上，健身达人和爱好者们展示着自己的好身材；台下观众围观，喝彩声不断，气氛火爆。

### ● 2022第六届Modern Sports Style”中国运动健身空间设计大赛

IWF国际健身展组委会从年度主题“美学碰撞”出发，迎接更具建设性的各种健身空间设计层面的可能，通过碰撞释放出更多元的价值能量，激励各位健身领域的设计师以超越日常地视角去看待我们已知的事物。

### ● 2023 CFD Floorball Junior 3V3 Championship Challenge

Floorball not only builds a strong body, but also builds a beautiful landscape of healthy China with vigorous spirit and positive life attitude. It is hoped that on the road to national fitness, floorball can also benefit more and more from the public, and achieve national participation and national health.

### ● DMS Champions Classic (Shanghai)

Fitness enthusiasts and enthusiasts show off their bodies on stage. The crowd was cheering and the atmosphere was hot.

### ● 2022 The 6th "Modern Sports Style" China Sports Fitness Space Design Competition

Starting from the annual theme "Aesthetic Collision", the IWF International Fitness Exhibition Organizing Committee welcomes the possibility of more constructive fitness space design. Through the collision, more diverse value energy is released, inspiring designers in the field of fitness to look beyond the daily perspective of what we know.



## 更多赛事竞技

- 怦怦健身《我的好私教》第二季——上海站
- 英国BodyPower Fit Factor大赛
- 斯巴达DEKA室内体能赛
- "ONE FIRST"2020年CBBA PRO中国健美健身精英职业联赛（上海站）
- 邹市明搏击健身中心CYBU拳盟青少年CBU拳盟中华
- 最美中国健身瑜伽秀幸福主题赛暨2022江苏省第四届健身瑜伽俱乐部联赛
- 第二届长三角体育节跳绳比赛暨第四届长三角跳绳锦标赛启动仪式
- 南京“少年行”跑酷挑战赛
- IWF x 老虎中国首届泰拳比赛

## MORE COMPETITIONS

- "My Good Personal Education" Season 2 — Shanghai Railway Station
- BodyPower Fit Competition
- Sparta DEKA Indoor Fitness Competition
- "ONE FIRST"2020 CBBA PRO China Fitness Elite Professional League (Shanghai)
- Mr. Zou Shiming Fighting Fitness Center CYBU Boxing League Youth CBU Boxing League China
- The Most Beautiful China Fitness Yoga Show Happiness theme competition and the 4th Fitness Yoga Club League of Jiangsu Province in 2022
- The launching ceremony of the 2nd Yangtze River Delta Sports Festival Jump Rope Competition and the 4th Yangtze River Delta Jump Rope Championship
- Nanjing "Youth" Parkour Challenge
- IWF x Tiger China's first Muay Thai Match

## 互动体验 INTERACTIVE EXPERIENCES

### ● 2023首届SUPER ICON超级达人脱口秀

邀请运动博主、时尚达人，网红KOL在现场和大家一起玩梗互动，专注运动健身相关话题，打造出轻松愉快的畅聊氛围，以高级幽默探讨时尚健康的生活方式。

### ● ZUMBA x IWF 尊巴夏日派对

作为国内唯一认证的尊巴项目培训机构，尊巴中国秉持着专业态度和极高的水准。伴随编曲的节奏，三名教练带领台上的学员热情开舞、挥洒汗水，用轻松快乐的方式传递健康生活的态度。

### ● 莱美中国发布会

在IWF上海国际健身展上，莱美中国隆重宣布成立莱美中国学院，旨在培养与输出更多专业人才和培训服务，“让健身变得更专业、更简单、更快乐”，从而提升健身行业的教育标准，并推动体系化的建立。当天的发布会上，莱美中国还发布了《2023莱美——健身行业团课报告》、小团体课程Strength Development等全新产品，为健身行业带来更多创新和突破。

## 更多互动体验

- 打卡活动——解密IWF十周年之旅
- “十全十美”运动健身直播快闪
- F-Market运动市集
- 陆地冲浪体验区

### ● 2023 1st SUPER ICON Talk Show

Invite sports bloggers, fashionistas, and Internet celebrities to interact with everyone at the scene and focus on sports and fitness related topics. Create a relaxed and pleasant atmosphere to talk about fashion and healthy lifestyle with high-level humor.

### ● ZUMBA x IWF Summer Carnival

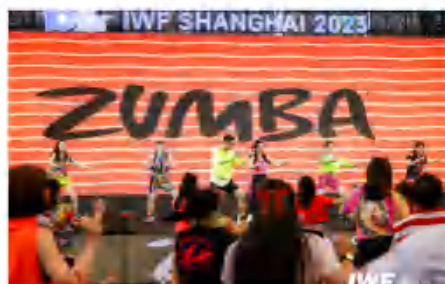
As the only certified Zumba program training organization in China, Zumba China maintains a professional attitude and high standards. With the rhythm of the music, three coaches led the students to dance enthusiastically, conveying the attitude of healthy life in a relaxed way.

### ● LESMILLS China Press Conference

LESMILLS China announced the establishment of Lesmills China Academy, which aims to train and export more professional talents and training services to "make fitness more professional, easier and happier". To improve the education standards of the fitness industry, and promote the establishment of the system, Lesmills China also released new products such as "2023 Lesmills — Fitness Industry Group Class Report" and small-group course Strength Development to bring more innovation and breakthroughs to the fitness industry.

## MORE INTERACTIVE EXPERIENCES

- Punch Card Event — Decoding IWF's 10th Anniversary Journey
- "Perfect" Sports Fitness Live
- Fitness — Market
- Land Surfing Experience Zone



## 教育培训 EDUCATION AND TRAINING

### 2023年回顾 REVIEW OF 2023



#### ● 核心普拉提课程专场

核心普拉提培训学院创办于2019年，由陈辉先生组织课程研发团队合作创编的普拉提教练培训体系，结合国际传统及现代普拉提体系、康复手法、筋膜训练、身心教学技法等，在传承普拉提技术的基础上完成创新融合，为普拉提运动产业的发展贡献力量！

#### ● 3HFIT课程专场

由全球顶尖的健身专家联合呈现，3HFIT在健康和健身领域拥有广泛的影响力。此次3HFIT开设的课程靶向教学，高效而不失趣味，旨在提升健身教练的专业技能，从而提高行业实力和影响力。

#### ● 科学运动处方论坛

为“提升全民健康素养，推动全民健身和全民健康深度融合”，论坛聚焦科学运动方法，助推行业专业知识普及与创新。

#### ● 吴婷普拉提课程专场

吴婷普拉提以“私人订制”为主题和理念通过分析会员的身体结构来定制专属训练计划，用筋膜思路帮会员解决各类身体疼痛问题。

#### ● 心淳ACE课程专场

心淳健康身为IWF上海国际健身展金牌合作伙伴，课程由经验丰富的教师团队亲自授课，教师们不仅在学术研究上具备扎实的背景，而且在实践中也积累了丰富的经验。无论是健身教练、运动爱好者还是健身行业从业者，都能收获有价值的专业知识和实用技能。

#### ● 康德普拉提（KANT PILATES培训学院）

康德普拉提一直秉持着助力客户成长，持续传播健康经营的宗旨，坚持专注、服务、高效的制造服务理念，为客户提供优质的产品以及器械课程培训，场馆预售运营等一条龙服务，努力确保客户买了会用，用了盈利，持续增值的效果。

#### ● Core Pilates Course Special

The Core Pilates Training Academy was founded in 2019. The Pilates instructor training system organized by Mr. Chen Hui and co-created by the course research and development team combines the international traditional and modern Pilates system, rehabilitation techniques, fascia training, physical and mental teaching techniques, etc., to complete innovative integration on the basis of the inheritance of Pilates technology, and contribute to the development of the Pilates sports industry!

#### ● 3HFIT Courses

Presented jointly by the world's leading fitness experts, 3HFIT has a wide range of influence in the health and fitness field. The targeted teaching courses offered by 3HFIT are efficient and fun, aiming to enhance the professional skills of fitness coaches, so as to improve the strength and influence of the industry.

#### ● Science Exercise Prescription Forum

In order to "improve the health literacy of the whole people, promote the deep integration of national fitness and national health", the forum focused on scientific sports methods to promote the popularization and innovation of industry expertise.

#### ● Ms. Wu Ting's Pilates class

Ms. Wu Ting Pilates uses the theme and concept of "personal customization" to customize an exclusive training program by analyzing the body structure of members. Use fascia ideas to help members solve various physical pain problems.

#### ● Xinchun Wellness ACE Course

Xinchun Wellness is the gold partner of IWF. Teachers not only have a solid background in academic research, but also have accumulated rich experience in practice. Whether you are a fitness trainer, an exercise enthusiast or a practitioner in the fitness industry, you will gain valuable expertise and practical skills.

#### ● KANT PILATES

KANT Pilates has always adhered to the purpose of helping customers grow and continuing to spread healthy business. Adhere to the focus, service, efficient manufacturing service concept, to provide customers with quality products and equipment course training, venue pre-sale operation and other services.

## 2021年英雄大会回顾 REVIEW OF THE 2021 HERO CONFERENCE

# 20

20间培训教室

20 training classrooms

# 3000

3000名培训学员

3000 trainees

# 300+

300+位培训导师

300+ training instructors

# 240

240节培训课程

240 training sessions

**英雄大会：**数十大主题教室，将上百节课程内容细分成当今最热门的瑜伽、普拉提、孕产科学、康复理疗、功能性训练、拳击格斗、运动营养、健美竞技、运营与管理等十大主题，专项技术学习和从事运营与管理两大类。现场座无虚席，百位导师倾囊相授，上千位学员五湖四海齐相聚，课堂现场变身“粉丝见面会”。

首次推出国际认证学分课程，课程范围更广，内容更新颖。设置了20+满足认证资质的课程，凡是持有NCCA体系国际认证的学员来英雄大会上满指定课时，都可成功获得2.2个国际学分，在现场为大家提供一站式续证服务。

**Hero Conference** is consist of dozens of theme classrooms, hundreds of courses are subdivided into the most popular yoga, Pilates, maternity science, rehabilitation physiotherapy, functional training, boxing fighting, sports nutrition, bodybuilding competition, operation and management and other ten themes.

The first internationally certified credit course was launched, with a wider range of courses and more novel content. Set up 20+ courses that meet the certification qualifications, and any student who holds the international certification of NCCA system can successfully obtain 2.2 international credits when attending the designated class hours at the Hero Conference, and provide one-stop renewal services for everyone on site.



## 媒体报道与品牌宣传 MEDIA COVERAGE AND BRAND PROMOTION

360°全媒体矩阵，平台曝光量累计达**11亿**

IWF/CSE/CIST/CSE等公众号触达**132,653+**人群，

展会周期累计阅读量**105万+**

短视频平台定制了《嘉宾访谈》《吃喝玩练in IWF》《展商系列》

《达人逛展》等专题内容，其中《展商系列》**83+**条，《达人逛展》系列共**15**位KOC，**8**位KOL，**6**位达人进行直播或发布

The cumulative exposure of the platform reached **1.1 billion**

IWF/CSE/CIST/CSE public accounts reached **132,653+** people

Cumulative readership of **1.05 million+** during the exhibition

Short video platform customised *Guest Interview Eat, Drink, Play and Train in IWF Exhibitor Series Well-informed person*

*Stroll in the Exhibition* and other thematic content, of which

*Exhibitor Series* **83+** articles, *Well-informed person*

*Stroll in the Exhibition* series of a total of **15** KOCs,

**8** KOLs, **6** Insiders to live broadcast or release.



## 媒体合作 MEDIA COOPERATION



以上为部分品牌排名不分先后  
The above are some of the brands, ranked in no particular order.

# 私域流量营销

PRIVATE TRAFFIC MARKETING

#iwf上海健身展等话题累计播放量**5.83亿+**

联合快手健身，发起**#我健身的十年**tag话题，同时在体育频道露出，打卡发布赢好礼线上+线下的教育培训平台构建，丰富观展体验。  
**30+私域商贸社群**触达行业专业人群，线上线下全年VIP服务

#iwf Shanghai Fitness Expo and other topics with a cumulative total playback volume of **583 million +** Jointly launched the hashtag topic of # **MyFitness 10years** with KUAISHOU, revealed in the sports channel, punch the card release to win the gift Build an online + offline education and training platform to enrich the exhibition experience  
**30+ private business community** to reach industry professionals, online and offline year-round VIP service



**100+** 运动达人参与现场话题发声  
全网传播热度累计达**4亿**  
累计粉丝体量**1.1亿**

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!

**100+** fitness fanatics share opinions about on-site topic  
Popularity grows more than **400 million** across social media platforms  
Accumulate over **110 million** fans

Little Red Book, KOL/KOC, Tik Toker, Weibo  
The support from all platforms like WeChat Public Account, Official Website



**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.

SHANGHAI NEW INTERNATIONAL EXPO CENTER (SNIEC)

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



扫码领取展会门票  
Scan the QR code to receive  
tickets for the expo.



扫码了解展会资讯  
Scan the QR code to learn  
more about the expo.