

# CSE SHANGHAI 2025 上海国际泳池SPA展

[www.cseshanghai.com](http://www.cseshanghai.com) 

TIME/ 时间

**03.05-3.07**

ADD/ 地点

**上海世博展览馆**

**IWF**

国际健身展

**IWF**

中国健身盛典

**CIST**

运动休闲用品

**INE**

营养健康

**第七届中国（上海）国际泳池设施、游泳装备及温泉SPA展览会**

7<sup>th</sup> China (Shanghai) International Swimming Pool Facility, Swimming Equipment and SPA Expo



扫码了解展会资讯

## 展会概况 ORGANIZER

25,000m<sup>2</sup>

展出面积  
Exhibition Area

300+

参展品牌  
Exhibition Brands

30,000+

专业观众  
Professional Visitors

15+

精彩活动  
Events

## 引领全球专业口碑 探索泳池发展无限可能

### Leading the Global Reputation Exploring the Infinite Development

CSE上海泳池SPA展作为国内极具规模辐射泳池全产业链的专业展会之一，已经成功举办六届，与IWF上海国际健身展、CIST上海国际运动休闲用品展、多展联动，深受业界好评！

CSE SHANGHAI 2025将不断提升，继续深耕市场，通过“中国泳业盛典”、“游泳圈”pool B2B、“CSE游泳商学院”等特色服务，持续创新，推动企业对接产业资源、拓展市场，为行业提供高质量供应链和高效商贸服务。以公共泳池及私家泳池为支点，大力拓展场馆营造及别墅庭院两大门类，增加更多市场买方需求，为展商提供一个集展览展示、商贸促谈、宣传推广、拓展贸易、盛典颁奖的完整一体化商贸交易平台。CSE第七年，步履不停，见证改变的力量！

CSE Shanghai Pool SPA Expo, as one of the domestic professional exhibitions with a large scale radiating the entire pool industry chain, has successfully held six sessions. It has received high praise from the industry as it is linked with IWF Shanghai International Fitness Expo, CIST Shanghai International Sports and Leisure Supplies Expo!

CSE SHANGHAI 2025 will continue to improve and deepen its market presence. Through distinctive services such as the "China Swimming Industry Gala," "Swimming Circle" pool B2B, and "CSE Swimming Business School," continuous innovation will be promoted to facilitate enterprise connection with industry resources and market expansion, providing the industry with high-quality supply chains and efficient commercial services. With public pools and private pools as the pivot, efforts will be made to vigorously expand the two major categories of venue construction and villa courtyards, increasing more market buyer demands and providing exhibitors with a comprehensive integrated commercial trading platform that combines exhibition display, business promotion, publicity, trade expansion, and awards ceremonies.

## 五大版块 5 MAJOR SECTORS



国家体育总局、教育部提出加强学校体育工作，支持学校建立青少年体育俱乐部。CSE上海泳池SPA展顺应国家关于“加强全民健身场地设施建设”及“泳池进校园”的利好政策，加大买家邀约力度，疏通上下端口产业链条，提供一个高效的商贸展示平台。

The General Administration of Sport of China and the Ministry of Education have proposed to strengthen physical education in schools and support the establishment of youth sports clubs. CSE Shanghai Swimming Pool SPA Exhibition responds to the favorable policies of the country regarding "strengthening the construction of fitness facilities for the general public" and "bringing swimming pools into campuses". It increases efforts to invite buyers, smooths the industrial chain from top to bottom, and provides an efficient commercial exhibition platform.

在生活水平日益上涨的今天，公众对日常居住环境的要求也越来越高。私家泳池也早已走进千家万户，足不出户即可享受干净自在的泳池环境让每个人都心向往之，一片崭新的蓝海市场正在蓬勃发展。

In today's increasingly affluent society, the public's demand for daily living environments is also rising. Private swimming pools have already become commonplace in thousands of households, allowing everyone to enjoy a clean and comfortable swimming environment without leaving home. This has become a longing for many people, and a promising new market is flourishing.



三孩生育政策甫一登场，便是对婴幼儿健康产业重大利好，当天相关概念股票一片飘红。中国婴幼儿游泳作为近年来发展迅猛的新兴产业，在家庭扩容的前提下新的消费能力随之攀升，婴幼儿游泳的市场需求热情势必持续高涨。

With the enactment of the three-child birth policy, it immediately brings significant benefits to the infant and toddler health industry, causing related concept stocks to soar on the same day. Chinese infant swimming, as a rapidly developing emerging industry in recent years, is experiencing a surge in consumer spending power with the expansion of families. The market demand for infant swimming is expected to continue to rise enthusiastically.

2020年，健康服务业总规模超8万亿，到2030年预计可达16万亿。疫情渐稳后，每个人对健康的概念及相关产业保持高度的关注，第六届CSE上海泳池SPA展为推动沐浴水疗产业升级发展，以生态建设带动康养产业，助力温泉水疗行业的蓬勃发展。

In 2020, the total scale of the health service industry exceeded 8 trillion yuan, and it is expected to reach 16 trillion yuan by 2030. After the epidemic stabilized, everyone maintained a high level of attention to health concepts and related industries. The 6<sup>th</sup> CSE Shanghai Swimming Pool SPA Exhibition aims to promote the upgrading and development of the bathing and spa industry, drive the health industry through ecological construction, and support the booming development of the hot spring and spa industry.



随着国家加大对体育产业和旅游产业的扶持力度，国内场馆设施社会化程度的日益提高，游泳馆作为全民参与度极高的体育建筑类型，在体育运动消费需求升级中持续焕发新生。在这样的背景下，CSE致力于聚焦场馆设施的建造，推动游泳产业的蓬勃发展，并进一步推进体育综合化的新进程。

With the increasing support from the government for the sports and tourism industries, the level of socialization of venue facilities in China is continuously rising. Swimming pools, as a highly participatory type of sports architecture, continue to rejuvenate amidst the upgrading of consumer demand for sports activities. Against this backdrop, CSE is committed to focusing on venue construction, promoting the vigorous development of the swimming industry, and further advancing the new process of sports complex integration.

## 展品类别 EXHIBITS SCOPE

### 公共游泳池设施及技术

游泳场馆、泳池、浴池设施及技术循环过滤系统、水体消毒系统、保养清洁系统、水质检测设备、水处理药剂、泳池配件和设备、水池运动娱乐设备、泳池外围休闲设施、沙滩椅、遮阳篷、泳衣、救生设备、衣室锁具、浴室家具、瓷砖和马赛克、灯具、防滑设施、游泳池（馆）的通风换气设备、卫浴设备、热泵系统与热水设备、安全装置等配套设备泳池外围设施等配套设备等



### 私家泳池及配套设备、 别墅庭院景观及水景喷泉设备

恒温成品泳池、无边际泳池、户外SPA浴缸、按摩泳池、泳池配套附件、逆流器、水中健身设备、水处理设备及消毒药剂、恒温节能智能系统、假山鱼池水循环系统、泳池盖板、户外地板、阳光房、水下灯光、休闲家具、遮阳篷；别墅花园配套设施：别墅/民宿/花园及高端建筑设计与环境艺术等



### 游泳、救生相关设备、 器材、装备及用品

游泳衣、帽、抗菌毛巾、拖鞋、沐浴套装、蹼、镜、潜泳装备用品、游泳教学用具、游泳沐浴其它相关设备与用品、游泳池（馆）建设的材料与设备、防滑地、更衣柜、更衣凳与寄存设备等

### Public Swimming Pools Facilities and Technology

Natorium, swimming pool, bath facilities & technology for circulating and filtering system, water sterilization, maintenance and sanitation, water quality testing equipment, water treatment chemicals, pool equipment & accessory, water sports entertainment, pool periphery leisure facility, bench chair, awning, swimwear, life-saving facility, locker, bathroom related, ceramic tile & Mosaic, lamps and lanterns, anti-slipping facility, ventilation equipment, bathing equipment, heat pump & water heating equipment and safety device and related etc.



### Private Swimming Pools and Related, Villa & Garden & Fountain Equipment

Temperature-constant pool, infinity pool, outdoor spa bathtub, massage pool, swimming club related, endless pool, aqua fitness equipment, water treatment equipment and chemicals, smart system for temperature-constant and energy-saving, water circulation for rocky, pool cover, outdoor flooring, passiveroom, underwater light, leisure furniture, awning and villa & garden related: high-end design and art for villa, homestay and garden etc.

### Swimming, Lifesaving Equipment, Facilities & Supplies

Swimwear, cap, antibacterial towel, slippers, bathing set, flippers, goggles, diving facility, swimming teaching equipment, swimming, bathing and related equipment and facility, construction material and equipment, anti-slip flooring, locker, changing stool and storage etc.

## 桑拿、温泉、沐浴、SPA休闲设施及用品

水疗按摩池、水疗按摩浴缸、冲浪水床、蒸汽房、理疗浴设备、SPA水疗机、SPA水疗仪、水疗养生、温泉浴缸、温泉浴房、温泉机、温泉生成品、足浴熏蒸养生、远红外光波浴房、便携蒸汽桑拿房、桑拿蒸汽设备、沐足桶、护理品及康体设备等配套设施等



## 婴幼儿游泳配套设施及配套服务

婴幼儿泳池场馆、泳池浴池设施及技术等配套设备、婴幼儿游泳相关装备及配套延伸服务、婴幼儿游泳一次性耗材、亲子&水育课程等



## 儿童游乐、水上乐园、水上运动设备

儿童游乐设施及设备、无动力游乐设备、水上娱乐设备、冲浪划水装备、水上运动休闲产业、水上运动装饰用品、水上安全及救生用品、水上渔业休闲用品类等

## 工程设计、服务机构、媒体及行业协会

设计单位、施工公司、系统软件、培训机构、服务机构、媒体及行业协会等

## 场馆设施及营造配套

智慧运动场地、数字化管理系统、智能交互运动空间、气膜建造、声学及防震隔音材料、游乐游艺设备、场馆音响、水中音乐系统、智能报警系统、虚拟互动体感类设备、运动地面材料及配套设施等

## Sauna, Thermal Spring, Bathing, SPA Facilities & Supplies

SPA massage pool, SPA massage bathtub, surfing pool, sauna, therapy bathing equipment, SPA, hot tub, spring room, spring machine, spring derivative, foot bath aromatherapy, infrared sauna, sauna steaming equipment, foot bathtub, nursing and wellness related etc.

## Infant & Children Swimming Facilities & Service

Infant natatorium, pool and bathing facility, technology and related, infant swimming related facility and service, infant swimming consumables, infant & children swimming training course etc.



## Children's Amusement, Aqua park, Aqua Sports Equipment

Children's amusement facilities and equipment, unpowered amusement equipment, aqua amusement facility, surfing facility, aqua sports leisure industry, aqua sports decoration, aqua safety & lifesaving supplies, diving supplies and fishing leisure supplies etc.



## Construction Design, Service, Media & Association

Design institute, construction, software, training institute, service agency, Media & association

## Venue Construction Sector

Smart sports facilities, digital management systems, intelligent interactive sports spaces, pneumatic construction, acoustic and seismic isolation materials, amusement equipment, venue audio systems, underwater music systems, intelligent alarm systems, virtual interactive sensory devices, sports flooring materials and ancillary facilities, etc.

# 2025 中国泳业盛典

## CHINA SWIMMING INDUSTRY GALA

## Exciting Trailer

### 精彩预告

CSE SHANGHAI 2025持续重磅打造“中国泳业盛典”，为游泳行业带来一场全新的集体轰动。并将根据市场动态及最新趋势，在智库论坛、课程培训、表演赛事、颁奖典礼、新品发布、买家之夜等方面内容升级，必将引爆行业讨论的热潮！

2025CSE China Swimming Industry Gala,  
A Big Party! Summit Forum, Training Courses,  
Performance, Competitions, Award Ceremony,  
New Product Release, and other activities!



### 高峰论坛

#### CSE中国游泳产业发展峰会

- 第六届中国游泳场馆运营大会 #IP
- 第五届中国游泳池水处理高峰论坛 #IP
- 第四届中国健身俱乐部游泳池经营管理峰会 #IP
- 第三届中国水中运动康复产业高峰论坛
- 第六届中国婴幼儿游泳产业发展论坛
- 第三届中国智慧体育场馆建设与运营高峰论坛
- 第四届中国游泳池工程商/系统集成商大会
- 第六届中国健身影响力联盟战略私董会
- 中国别墅花园设计趋势论坛
- 青少体育教育峰会

### Summit Forum

#### Aqua Fitness Carnival

- 6<sup>th</sup> China Swimming Venue Operation Conference #IP
- 5<sup>th</sup> China Swimming Pool Water Treatment Summit #IP
- 4<sup>th</sup> China Fitness Club Swimming Pool Operating and Management Summit #IP
- 3<sup>rd</sup> Aquatic Exercise and Aquatic Therapy Summit of China
- 6<sup>th</sup> China Infant Swimming Industry Development Forum
- 3<sup>rd</sup> China Smart Stadium Construction & Operation Forum
- 4<sup>th</sup> China Pool Constructors & System Integrators Summit
- The 6<sup>th</sup> China Fitness Influence Alliance Strategic Private Board Meeting
- Chinese Villa Garden Design Trends Forum
- Youth Sports Education Summit

## 赛事&表演

### Competitions & Performance

#### 水中健身嘉年华

- 桨板瑜伽/普拉提
- 美人鱼表演赛
- 水中芭蕾
- 水中自行车
- 水中拳击
- 水中蹦床
- 水中跑步
- 水中团操
- 水球运动
- 水中排球
- 水中篮球
- 水中徒手操
- 水中哑铃
- 水中尊巴

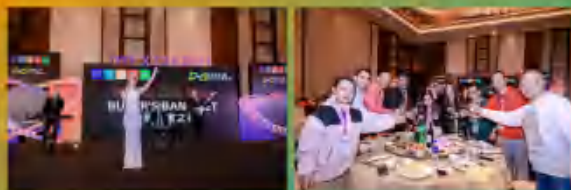
#### Aqua Fitness Carnival

- SUP Yoga/Pilates
- Mermaid Show
- Aqua Ballet
- Aqua Bike
- Aqua Boxing
- Aqua Trampoline
- Aqua Running
- Aqua Group Fitness
- Water Polo
- Aqua Volleyball
- Aqua Basketball
- Aqua Freestanding Exercises
- Aqua Dumb Bell
- Aqua Zumba



## CSE上海泳池SPA展买家之夜

### CSE Shanghai Buyer's Banquet



## 课程培训

### Training Courses

#### CSE游泳商学院

CSE2025组委会将汇聚所有水中项目培训佼佼者，重磅打造了CSE游泳商学院，覆盖学前早教、水中教育、水上休闲活动、水中康养、水质管理、游泳场馆运营等版块内容，并设职能、管理、营销等多类专业证书。

#### CSE Swimming Commercial College

The CSE2025 Organizing committee will gather all the training leaders in water projects to build the CSE Swimming Business School, covering pre-school education, water education, water leisure activities, water wellness, water quality management, swimming venue operation and other sections, and professional certificates are set up for functions, management and marketing etc.



## 泳业之星颁奖典礼

### Star Award of Swimming



## 专业渠道买家

- 生产商
- 代理商/经销商/别墅庭院配套产品资材商
- 工程师/设计院/设计师
- OEM/ODM
- 进/出口贸易公司
- 游泳馆(会所)/健身房/体育中心
- 温泉水疗(沐浴)会所
- 水上乐园/亲水游乐场
- 婴幼儿游泳馆/儿童水育馆
- 母婴生活馆/产后康复机构
- 游泳爱好者/游泳教练
- 游泳培训机构/运动研究机构/游泳赛事机构
- 学校/军警系统/职业运动队
- 协会/商会/政府机构
- 管理/服务咨询公司
- 媒体/新闻/出版发行机构
- 民宿业主/房地产开发商/承建商/投资商
- 文旅/民宿/酒店/度假村



## PROFESSIONAL BUYERS

- Manufacturer
- Agents/Dealers/Villa Courtyard Products & Materials
- Engineer/Design Institute/Designer
- OEM/ODM
- Import/Export Trading Company
- Swimming Pool (club)/Gym/Sports Center
- SPA (bath) Clubs
- Water Park / Water Playground
- Infant Swimming Pool/Children's Aquatic Center
- Maternal and Child Life Center/Post-natal Rehabilitation Institutions
- Swimming Enthusiasts/Swimming Coaches
- Swimming Training Institutions/Sports Research Institutions/Swimming Competition Organizations
- Schools/Military and Police Systems/ Professional Sports Teams
- Associations/Chamber of Commerce/ Government Organizations
- Management/Service Consulting Firms
- Media/News/Publishing and Distribution Organizations
- Residential Property Owners, Real Estate Developers, Contractors, Investors
- Cultural Tourism, B&B, Hotel, Resort





## 有效及全面的商贸平台 EFFECTIVE & COMPREHENSIVE TRADE PLATFORM

### 精准的观众定位

PRECISE TARGETABLE AUDIENCE

市场进入双循环，如何在有限的资源下找到合适的合作伙伴？CSE SHANGHAI是品牌寻找高质量行业合作伙伴的最佳平台。

### 提供整合营销的解决方案

PROVIDE INTEGRATED MARKETING SOLUTIONS

不受展会的时间和地域限制，CSE SHANGHAI为更多想要开拓国内、国际市场的企业提供更精准、更完善的全方位营销解决方案。

### 展现行业蓝图

SHOW BLUEPRINT OF SWIMMING POOL & SPA INDUSTRY

CSE SHANGHAI 通过展会论坛、新品发布、课程培训、设计分享等系列活动，发布行业新动态、新理念、新科技，打造行业新格局。

# 参展商尊享服务 EXHIBITORS SERVICES



## 全面周到的展商服务

- 展台搭建服务商推荐
- 展品运输商推荐
- 展馆会议室租赁
- 《参展服务手册》

## Comprehensive Exhibitor Services

- Recommending Booth Builders
- Recommending Transporters
- Renting Meeting Room
- Exhibitor Manual



## 便捷的在线服务

- 各类参展观展资料下载
- 展前预览刊登公司展品信息
- 定制客户电子邀请函
- 商贸配对提前确定现场会谈

## Convenient Online Services

- Download Exhibiting/ Visiting Information
- Publishing Item Information In Exhibition Preview
- Customizing E-invitation
- Procurement Meeting Confirmation before Exhibition

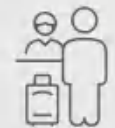


## 有效的宣传服务

- 广告赞助服务
- 会刊宣传
- 媒体宣传报道
- 展商活动宣传推广

## Effective Promotion Service

- Advertisement Sponsor
- Show Directory
- Media Report
- Activity Promotion



## 便利的商旅服务

- 签证服务 (提供展会商务邀请函)
- 协议酒店优惠预订
- 协议酒店 (部分) 展馆穿梭巴士
- 展会现场地图及信息手册

## Helpful Business Travel Service

- VISA Assistant ( Exhibition Invitation)
- Discounted Hotel Booking
- Shuttle Bus
- Floorplan And Brochure



## 游泳圈交易生态平台

产品发布、采购询价、行业新闻、在线交流  
B2B采购新模式, 成为企业开拓国内外市场的有利渠道, 打造“线上配对”、“需求发布”、“商家展示”等主题版块, 协助移动端、网页端、线下支持多种终端展示, 协助引导在线展会的企业通过专业的线上平台做好商贸对接, 线上推介会和远程洽谈签约。

[www.poolb2b.cn](http://www.poolb2b.cn)

## CHINA POOL B2B

Product release, Purchase inquiry, Industry news, Online communication  
The new B2B procurement model has become a favorable channel for enterprises to explore domestic and foreign markets, create theme sections such as "online matching", "demand release" and "supplier display", assist mobile terminals, web terminals, support a variety of terminal displays offline, and help guide online exhibition enterprises to do business docking through professional online platforms, online promotion meetings and remote negotiation and signing.

[www.poolb2b.com](http://www.poolb2b.com)



## 高效的新媒体服务

**微信: WeChat**  
30500 微信粉丝交流互动  
行业趋势、展会动态、新品发布及重大行业新闻论坛播报  
关注我们: CSE-CHINA



**微博: Weibo**  
实时展会及行业互动  
关注微博: @CSE上海游泳SPA展



**抖音: Tik Tok**  
实时分享展会信息及行业动态  
抖音企业号: CSE上海泳池SPA展

## Efficiency New Media Service

**WeChat**  
30,500 Active Followers  
Broadcasting Industry Trend, Exhibition Dynamics, New Products And Big Industry News  
Join Us: CSE-CHINA

**Weibo**  
Interact Within Exhibition And Industry  
Follow Us: @CSE上海游泳SPA展

**Tik Tok**  
Sharing Exhibition Information And Industry Trends  
Follow Us: @CSE上海游泳SPA展

# 专业观众邀约海外推广 OVERSEAS PROMOTION



# 上届回顾 PROFESSIONAL BUYERS

## 2024展品分类及占比 Exhibit Data

18.31%	泳池场馆、泳池、浴池设施及技术类 Swimming Pool Venue, Swimming Pool, Bath Facilities and Technology
7.04%	游泳相关装备、器材及用品类 Swimming Equipment, Facilities & Supplies
25.62%	泳池水处理设备及技术类 Swimming Pool Water Treatment Equipment and Technology
2.11%	温泉设备类、水上乐园类 Aqua Park, Thermal Spring Equipment
2.82%	游泳救生相关设备器材、装备及用品 Swimming Lifesaving Equipment, Facilities & Supplies
15.06%	私家泳池、沐浴水疗设备类 Private Swimming Pool and Facilities, Bath and SPA Equipment
8.45%	热泵系统与热水设备类 Heat Pump & Water Heating Equipment
5.63%	婴幼儿游泳设施及配套类 Infant & Children Swimming Facilities & Supplies
2.11%	更衣柜与寄存设备类 Locker and Storage Equipment
2.82%	工程设计、服务机构、媒体及行业协会 Construction Design, Service, Media & Association
10.03%	别墅配套设施、庭院与花园园艺产品及材料 Villa Facilities, Garden Facilities & Decoration and Materials



## 历届品牌 BRANDS COLLECTION



以上排名不分先后，感谢支持！

## 观众数据分析 VISITORS DATA

74

国家和地区  
74 Countries  
and Regions

24,052

专业观众  
Professional  
Buyers 24052

### 国内观众分布

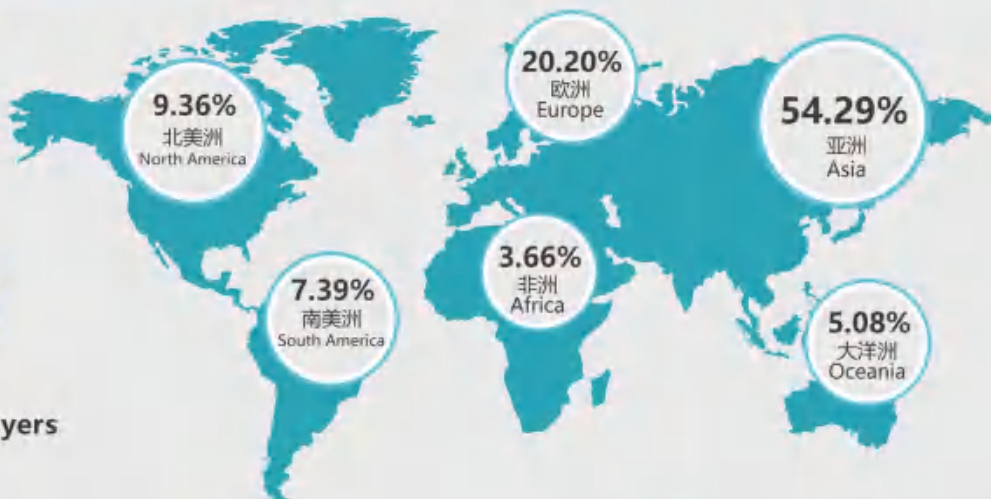
### Domestic Buyers Source



### 海外观众区域分布 Overseas Buyers Source

1,066

海外专业观众  
1066+Oversea Buyers



### 观众类别分析 Visitors Category



### 参观目的 Purpose of Visit



# 2024中国泳业盛典活动回顾

## CHINA SWIMMING INDUSTRY GALA REVIEW

### 智库论坛

围绕公共泳池、私家泳池、婴幼儿游泳、温泉水疗四大版块，同期举办十几场聚焦行业前沿热点，探索行业发展趋势，探讨经营策略调整的高峰论坛。覆盖游泳场馆经营、泳池水处理、游泳池工程/系统集成、温泉SPA工程、婴幼儿游泳、健身俱乐部游泳池经营与管理、水中运动康复等领域。



#### 第四届中国游泳产业发展峰会

本届峰会以“探寻——泳业迭变时代新逻辑”为主题，从硬件设备到配套服务、泳池运维到泳池赋能、水质管理到水育培训、泳池市场到泳池国际贸易，覆盖行业多个细分领域新兴前沿和热点话题。在危机中育新机、于变局中开新局，聚焦创新创造、转型升级，共同推动中国泳池SPA行业在爬坡过坎中前行。在攻坚克难中奋进，走出了一条回升向好的复苏曲线。

#### 北体运动技能评定儿童游泳项目第三版标准发布暨首批北体运动技能评定儿童游泳行业导师颁奖

本次大会由CSE组委会&北体运动技能评定儿童游泳项目委员会联合主办。为推动国内儿童游泳市场的健康发展，并引导行业实现长远、稳健的成长，依托北体大的师资优势，制定出科学、系统、权威的儿童游泳教学与考评体系。大会旨在全方位赋能儿童游泳行业，内容囊括门店引流与销售的话题分享、2024年北体运动儿童游泳考评项目介绍，此外，现场并颁发了2023年度北体运动儿童游泳优秀考评单位组织奖及2024年首批北体运动技能评定儿童游泳行业培训师证书等，现场300余位与会人士覆盖国内儿童游泳行业优秀人士。

#### 中国红十字基金会儿童安全教育防溺水水公益论坛

本次论坛从儿童游泳安全出发，满足儿童游泳行业门店经营者、儿童游泳行业运营指导、技能课程/防溺水教学培训工作者、儿童游泳门店的泳池建造/水质消毒/教学器材供应商、儿童游泳行业品牌推广商的学习需求。内容涵盖游泳设备安全、教学安全、水质安全、环境安全和场馆安全等方面的话题分享，旨在提升儿童游泳行业的整体安全水平，确保儿童在游泳过程中的安全与健康。此外，现场还颁发了首批中国红十字基金会儿童安全教育防溺水水培训讲师证书，进一步推广儿童防溺水教育，提升讲师队伍的专业素养，为更多儿童提供科学有效的防溺水知识和技能。

### Think Tank Forum

Over a dozen summit forum was held around the four sectors: the public and private swimming pool, infant swimming, and thermal spring spa, focusing on the forefront of the industry, exploring the development trend and discussing the adjustment of business strategies, while also covering swimming venue management, swimming pool water treatment, swimming pool engineering/system integration, thermal spring SPA engineering, infant & child swimming, fitness club swimming and management system, sports rehabilitation and other fields.

#### The 4th China Swimming Industry Development Summit

Themed "Exploration: New Logic in the Era of Swimming Industry Evolution", this summit covers various emerging frontiers and hot topics in multiple subdivisions of the industry, ranging from hardware equipment supporting services, pool operation and maintenance to pool development, water quality management to aquatic education training, and from the pool market to international pool trade. Amidst crises, new opportunities are nurtured, and amidst changes, new situations are opened up. Focusing on innovation and transformation, this Summit aims to collectively promote the advancement of the Chinese pool and SPA industry, overcome obstacles and challenges, and charting a path of recovery and improvement.

#### Release of the Third Edition Standards for the Beijing Sports Skills Assessment Children's Swimming Project and Award Ceremony for the First Batch of Industry Instructors

The conference was jointly organized by the CSE Organizing Committee and the North Sports Skills Assessment Children's Swimming Project Committee. To promote the healthy development of the domestic children's swimming market and guide the industry towards long-term and steady growth, relying on the teaching resources of North Sports University, scientific, systematic, and authoritative children's swimming teaching and assessment system has been developed. The conference aims to empower the children's swimming industry comprehensively, covering topics such as store traffic and sales, introduction of the 2024 North Sports Children's Swimming Assessment Project, and the presentation of awards to outstanding assessment centers in 2023 and the first batch of North Sports Skills Assessment Children's Swimming Industry Trainers in 2024. Over 300 attendees from the domestic children's swimming industry were present at the event.

#### China Red Cross Foundation Children's Safety Education Drowning Prevention Public Forum

This forum focuses on child swimming safety, catering to the learning needs of child swimming industry store operators, operational guides of the child swimming industry, skill course/drowning prevention teaching centers, pool construction/water disinfection/teaching equipment suppliers, child swimming stores, and brand promoters in the child swimming industry. The content covers topics such as swimming equipment safety, teaching safety, water quality safety, environmental safety, and venue safety, aiming to improve the overall safety level of the child swimming industry and ensure the safety and health of children during swimming. Additionally, the first batch of China Red Cross Foundation Children's Safety Education Drowning Prevention Instructor Certificate was presented at the event to further promote drowning prevention education for children, enhance the professionalism of instructors, and provide more children with scientifically effective drowning prevention knowledge and skills.



## CSE游泳商学院

### ——场馆运营与教学管理研修班

课程培训  
Training Course

近年来由于消费习惯改变、政策调整等诸多因素的影响，游泳行业正在经历快速的变革，同时催生出新的商业机遇。但游泳市场在高速发展过程中仍然面临诸多痛点，如何有效地运营和管理这些场馆？如何科学教学和打造个性化教学？成为了摆在相关管理人员面前的重要课题。

本次培训锚定场馆运营、游泳教学两个关键词展开精准深度的内容输出，为场馆运维和教学管理提供先进理念和方法，提升场馆的效益，构建场馆运营与游泳教学的点面聚合效应。突围“内卷”竞争，展望就业与创业之路，更好促进全国业界交流、学习和资源对接。

## 行业评选——泳业之星

CSE不仅是中国泳业资源融合的大平台，更持续推动着泳池SPA领域的新发展、新突破。本届“泳业之星”颁奖盛典现场见证了众多有分量重磅大奖的诞生。共89家企业荣誉上榜，包含泳业领军品牌奖、泳业优秀品牌奖、泳池优质工程奖、泳池最佳创意设计奖、泳池产品质量奖五大奖项，助力中国产业的科技创新、产品升级与责任建设。这些奖项代表着来自行业的高度认可，是一种时尚殊荣，彰显企业的担当与魄力。

## 水中健身嘉年华

作为CSE上海游泳展的王牌活动，今年的“水中健身嘉年华”表演依旧吸金指数爆表，在原有水中单车和水中蹦床表演的基础上，新增水中ZUMBA、桨板瑜伽等水中健身项目，将产品与表演完美融合的同时，水中表演的活力无限，燃动展会全场，带来更多的前沿水中运动新玩法。

## B2B商贸对接会&2024国际买家之夜

## CSE Swimming Business School – Venue Operation and Teaching Management Workshop

In recent years, due to changes in consumer habits, policy adjustments, and various other factors, the swimming industry has faced unprecedented changes, while also giving rise to new business opportunities. Despite the rapid development of the swimming market, there are still many pain points to address. How to effectively operate and manage these venues? How to implement scientific teaching methods and create personalized instruction? These have become important topics facing venue management personnel.

This training course focuses precisely on venue operation and swimming teaching, providing advanced concepts and methods for venue operation and teaching management. It aims to enhance the efficiency of venues and establish a synergy between venue operation and swimming teaching. Breaking through the competitive environment, looking ahead for cooperation and entrepreneurship opportunities, and promoting better national industry exchanges, learning, and resource integration are the goals of the training course.

## Industry Selection - Stars of Swimming Industry

CSE is not only a major platform for the integration of swimming industry resources in China but also continuously promotes new developments and breakthroughs in the field of pool and SPA. The "Stars of Swimming Industry" award ceremony witnessed the birth of many significant and weighty awards. A total of 89 companies were honored, including awards such as the Leading Brand Award, Excellent Brand Award, High-Quality Pool Engineering Award, Best Creative Design Award, and Pool Material Quality Award, all of which contribute to technological innovation, product upgrades, and corporate responsibility in the Chinese industry. These awards represent a high level of recognition from the industry and are a prestigious honor, showcasing the commitment and courage of the enterprises.

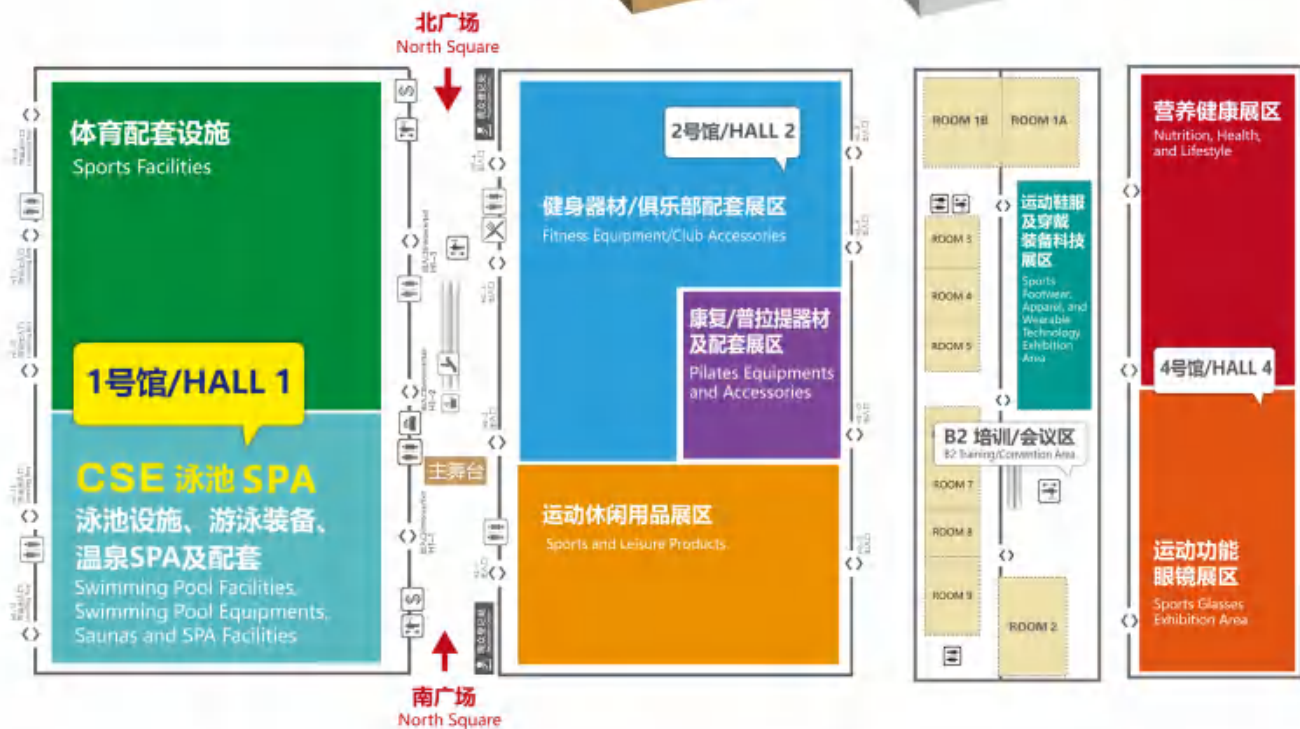
## Aquatic Fitness Carnival

As the flagship event of the CSE Shanghai Swimming Expo, the 2024 "Aquatic Fitness Carnival" continues to attract a high level of attention. Building upon the existing performances of aquatic cycling and aquatic蹦床 (aquatic trampoline), new aquatic fitness activities such as aquatic ZUMBA and paddleboard yoga have been added. This perfect integration of products and performances, along with the boundless energy of aquatic performances, ignites the entire exhibition hall, bringing forth more cutting-edge aquatic sports innovations.

## B2B Trade Matchmaking & Buyers' Banquet



# 展馆平面图 FLOOR PLAN



## 产品展区 Product Pavillion

- 泳池设施及游泳配套产品展区
- 温泉沐浴SPA及配套产品展区
- 婴幼儿游泳设备及配套产品展区
- 私家泳池景观材料展区
- 场馆设施及营造配套展区
- Swimming Pool Facility, Swimming Equipment
- Therma & Sauna & SPA Facility and Equipment
- Infant Swimming Facility and Equipment
- Private Villa & Garden Facility and Material
- Venue Facilities and Construction Supporting Exhibition Area



## 展台类型及费用 BOOTH TYPE AND COST

### 展位配置

#### Standard Booth Furniture Package

- 一张方桌
  - 两把椅子
  - 一块中英文公司楣板 (双开口提供两块楣板)
  - 一个220V电源插座
  - 两支射灯
  - 三面间板
  - 展位内满铺地毯
- 
- One Table
  - Two Chairs
  - Exhibition Lintel (Bilingual)  
(Two Side Open With Two Lintel)
  - One 220v Socket
  - Two Spot Lights
  - Three Panels
  - Space And Carpet



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



**光地 (36m<sup>2</sup>起租)**  
Raw Space (Minimum 36m<sup>2</sup>)

备注：展位效果图仅供参考，具体以现场实物为准

Note: The picture is for your reference, the real booth comply with release onsite

### 展位费用 Cost

展区/规格 Exhibit Area/Specifications	精装展位 Boutique Booth (3m×3m)	双开精装展位 Boutique Standard Booth (3m×3m)	光地 Raw Space (36m <sup>2</sup> 起租) (Minimum 36m <sup>2</sup> )
<b>国内企业</b> Domestic Companies	15800 元/9m <sup>2</sup> 15800 RMB/9m <sup>2</sup>	16800 元/9m <sup>2</sup> 16800 RMB/9m <sup>2</sup>	1400 元/m <sup>2</sup> 1400 RMB/m <sup>2</sup>
<b>国外企业</b> Overseas Companies	2600 美元/9m <sup>2</sup> 2600 USD/9m <sup>2</sup>	2900 美元/9m <sup>2</sup> 2900 USD/9m <sup>2</sup>	260 美元/m <sup>2</sup> 260 USD/m <sup>2</sup>

◎标准/精装展位配置详见《参展服务手册》


◎双开及以上展位另加1000元

◎光地：不含任何展具、地毯、电力、用水等，展位搭建自理

◎For details of standard/finish booth configuration, please refer to the "Exhibitor Service Manual".

◎Additional 1000RMB for double-open and above booths.

◎Raw space: no exhibition equipment, carpet, electricity, water, etc., booth construction is at your own expense.



# 打造国际泳池SPA领域 一站式专业采购平台

BUILD UP AN INT'L  
ONE-STOP PURCHASING  
PLATFORM FOR POOL & SPA

## 展会垂询

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