

# 2023 CHINA



# SPORT SHOW

# INVITATION

中国国际体育用品博览会

XIAMEN | MAY 26-29, 2023



1993-2023

## OVERVIEW



第40届

# CHINA SPORT SHOW



As the largest and most influential sporting goods exhibition in the Asia-Pacific region, China International Sporting Goods Show (hereinafter referred to as "China Sport Show") has gone through 30 years, 12 cities and 40 sessions, and has always kept the same frequency resonance with the development pulse of China's sports industry for many years.

In recent years, China Sport Show has taken "innovation" and "cross-border" as the main line, optimized the exhibition system, enriched the exhibition content, created more dimensional scene display, and led the industry to innovate and seek change; Bring new and cutting-edge technology products to promote the industry's advancement and optimization; Provide wider communication and sharing to drive industrial transformation and upgrading; Create a more diversified communication mechanism to help all parties interact well.

At the same time, the China Sport Show has strengthened its content and services, focusing on "new exhibition positioning", "new exhibition categories", "new consumer markets", "new exhibition planning forms", "new technology trends" and "new marketing channels". We are committed to finding new development for the sports industry, helping the sports industry to generate new business forms, growing and developing together with the Chinese sports goods industry, and helping the Chinese sporting goods industry to forge the next "golden thirty years".



DATA

# 第40 CHINA SPORT SHOW



 EXHIBITORS

1300+

 EXHIBITION AREA

150000 m<sup>2</sup>

 BRANDS

3000+

 VISITORS

100000+

Commercial Fitness/ Home gym

89000 m<sup>2</sup>



Ballgames Equipment & Facilities

24000 m<sup>2</sup>



Sports Apparels, Outdoor, Leisure

12700 m<sup>2</sup>



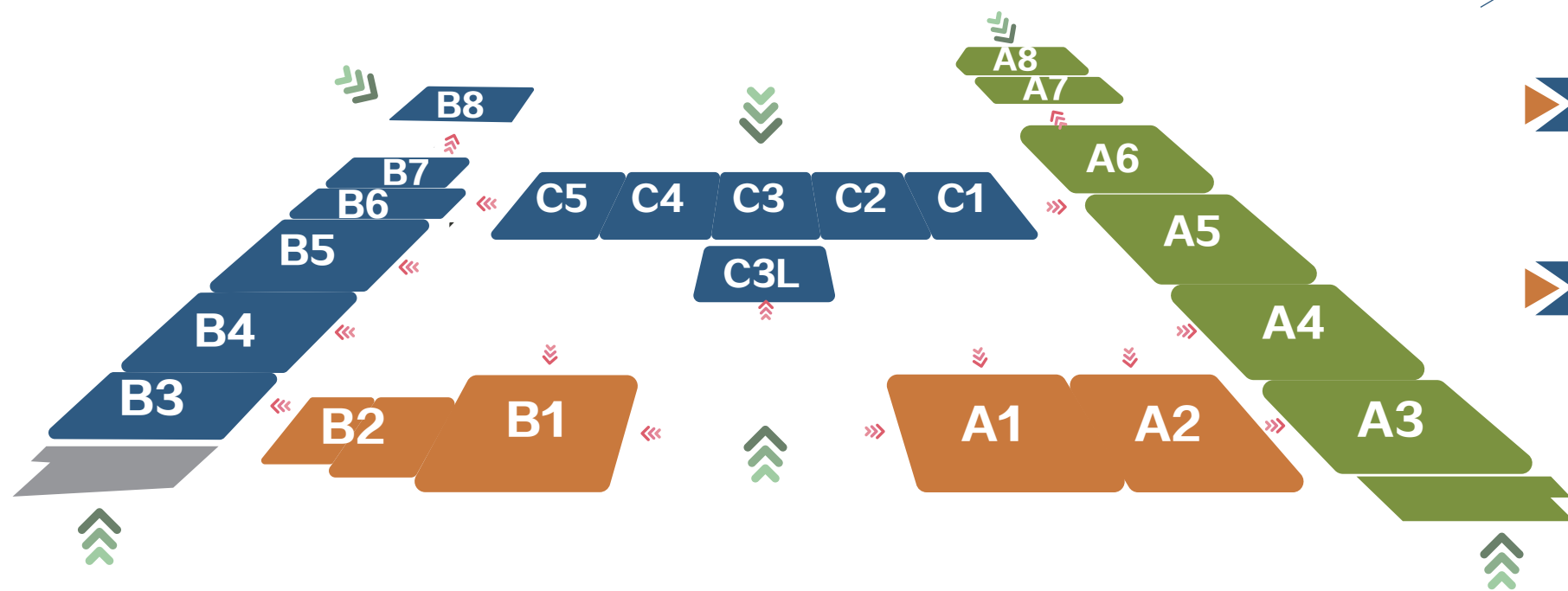
Stadium Facilities & Construction,  
Sports Flooring

24300 m<sup>2</sup>



# EXHIBITION PLAN

# 第40届 CHINA SPORT SHOW 中国国际体育用品博览会



- Fitness Zone
- Sports Consuming & Services Zone
- Sports Venue & Construction Zone

## Fitness Zone

**Theme** A Complex of Wellness Industry

**Categories** Focus on the development trend of the industry and create a healthy ecosystem of the industry. The exhibition area of fitness exhibition area is planned to reach 90000 sqm. Categories includes commercial/household fitness equipment, fitness equipment spare parts, home gym and fitness accessories, massage/healthcare equipment, public fitness facilities, junior playground, rehabilitation/physical monitoring instrument, fitness club facilities and services, etc.

**Highlight** Rehabilitation for senior, professional physical training, female fitness, smart sports

# EXHIBITION PLAN



## Sports Venue & Construction Zone

### Theme

**Build an Integrated Supply Chain for Smart Venues**

### Categories

Leading the trend of "Made in China" in the industry, the exhibition area is planned to reach 34,000 sqm. Categories includes stadium construction, Seating, ightingning system, pool system, timing & scoring system, sports flooring material & maintenance, ballgames facilities/net/pole/court, track & field facilities, weightlifting court, sports park.

### Highlight

A new pool zone will be added to gather exhibitors of pool construction, circulating filtration system, pool accessories and other supporting facilities.  
Urge the industry to form the concept of environmental protection and promote the development trend of integration and digitalization of venues and facilities.



## Sports Consuming & Services Zone



### Theme

**Leading the rise of new mass sports**

### Categories

Help to realize the "integration of sports and industry" and promote the birth of new business forms in the market. The exhibition area is planned to reach 27000 square meters.  
The exhibition area covers equipment for group ballgames, table tennis, tennis, badminton, combat sports, outdoor, roller skates, winter sports, sports shoes, sportswear, accessories, sports protectors, sports nutrition, etc.

### Highlight

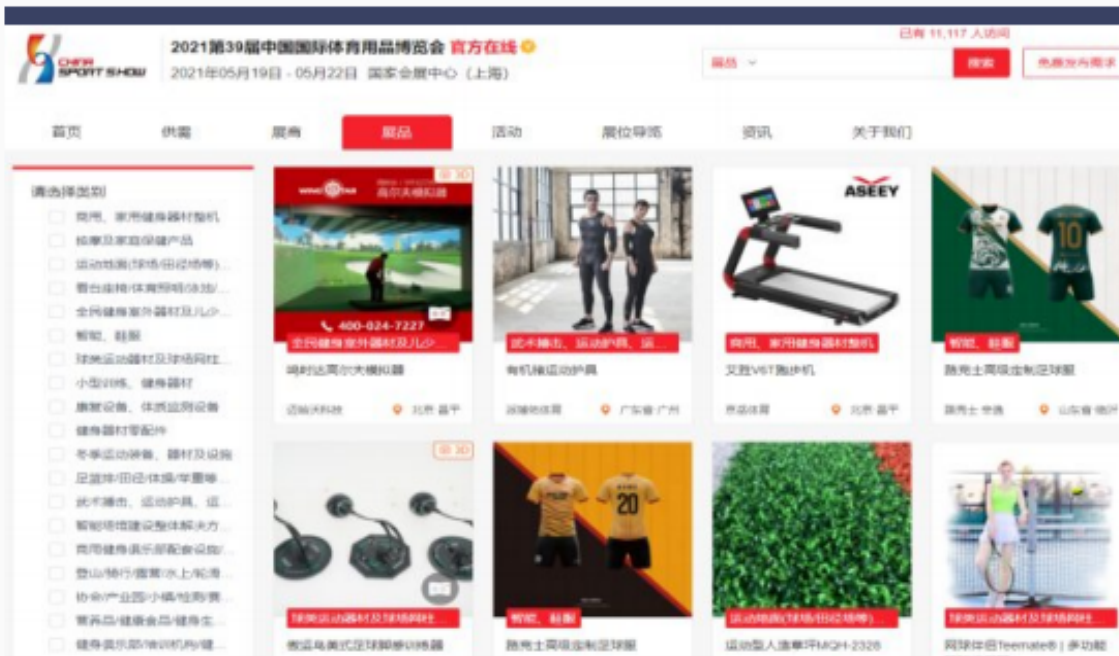
The collection of all categories has become the best choice of one-stop shopping for online stores and offline retailers.  
The rich and colorful on-site interactive and performances can more intuitively display the product features and use scenarios for the public enthusiasts and professional buyers.  
Intelligent interactive technology and private customized products help youth physical education.



### Precise one-to-one matchmaking service



### Round-the-clock online show and negotiation platform



### Various on-site business matchmaking

Various types of business communications will be held, including one-to-one matchmaking between VIP buyers and exhibitors, matchmaking meetings for sporting goods distributors, procurement seminars for school sports equipment and facilities, Cross-boarder e-commerce purchasing meeting, etc.



## To be an exhibitor

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Enter the official website of China Sport Show:

<http://en.sportshow.com.cn/>

Click Booth Application, fill in application form and submit.

Please wait for our staff to contact you for the next steps of agreement, payment and booth arrangement.

## To be a visitor

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Enter the official website of China Sport Show:

<http://en.sportshow.com.cn/>

Click Visitor Registration

Follow the steps to fill in the registration form and submit.

Print out a confirmation letter with the barcode and serial number.

Collect your entrance permit on site by presenting the printed barcode.

\* Do remember to bring your valid travel document (original, print copy , or e-copy in your cell phone) with you.

## CONTACT US

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