



CHINA SPORT SHOW 2019

5.23-26

Address: No.333, Songze Avenue, Qingpu District, Shanghai, China

REPORT

Sponsor: China Sporting Goods Federation
Organizer: ZhongTiLian (Beijing) Sports Industry development Co., Ltd
Supporting Unit: Shanghai Sports Federation

www.sportshow.com.cn

OVERVIEW

In China Sport Show 2019, 1480 exhibitors with 3000 brands from over 60 countries and regions participated as exhibitors. In the 4-day exhibition, 150,000 insiders and enthusiasts from over 80 countries and regions visited.

Over 50 concurrent events of 6 categories were held during China Sport Show 2019.

20 national media, 16 local media and 2 overseas media reported the whole course and over 60 media published China Sport Show through TV, printed and internet media.

Sports associations participating as exhibitors and professional visiting groups are the finest highlight of this year.

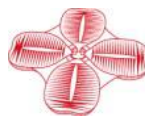


STATISTICS OF EXHIBITIORS



1480

Exhibitors



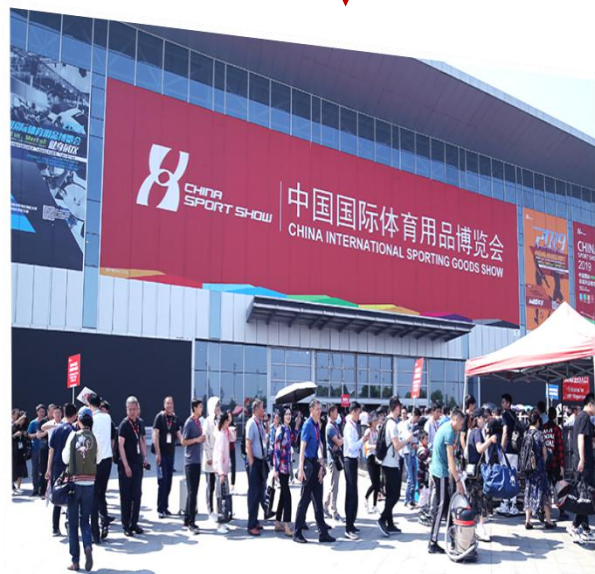
180000m²

Exhibition area



3000

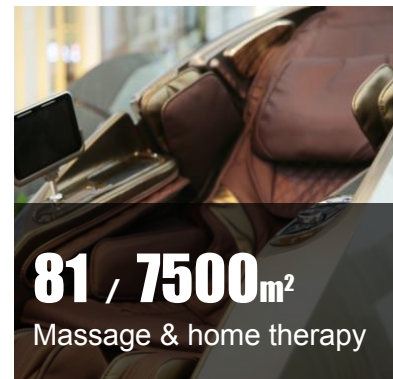
Brands



STATISTICS OF EXHIBITIORS

Number of exhibitors / exhibition area by sub-categories

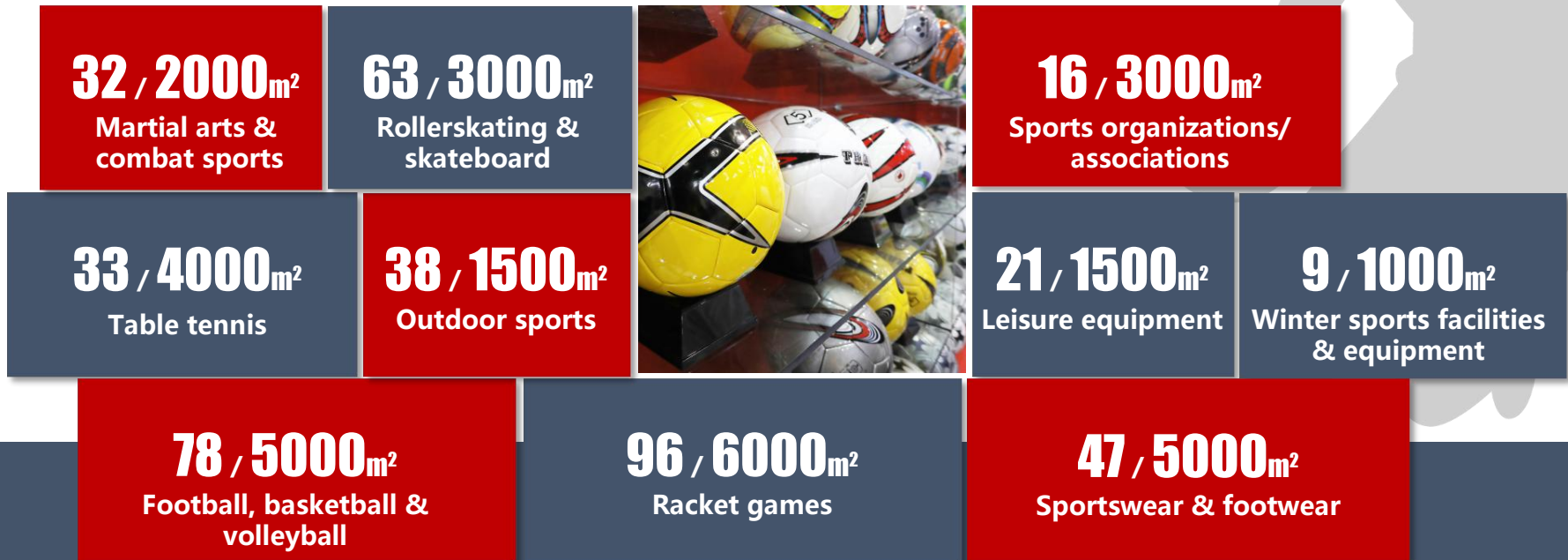
Fitness Zone



STATISTICS OF EXHIBITIORS

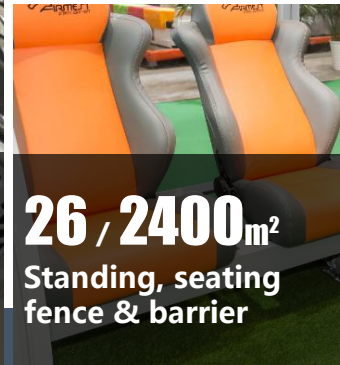
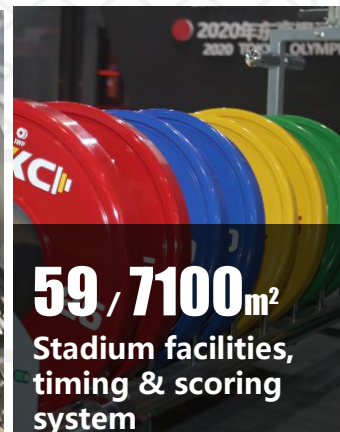
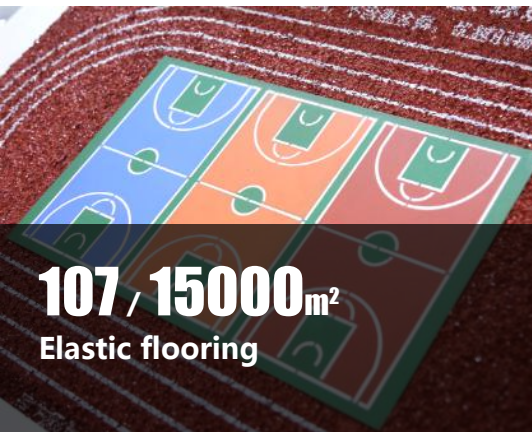
Number of exhibitors / exhibition area by sub-categories

Sports & Leisure



STATISTICS OF EXHIBITIORS

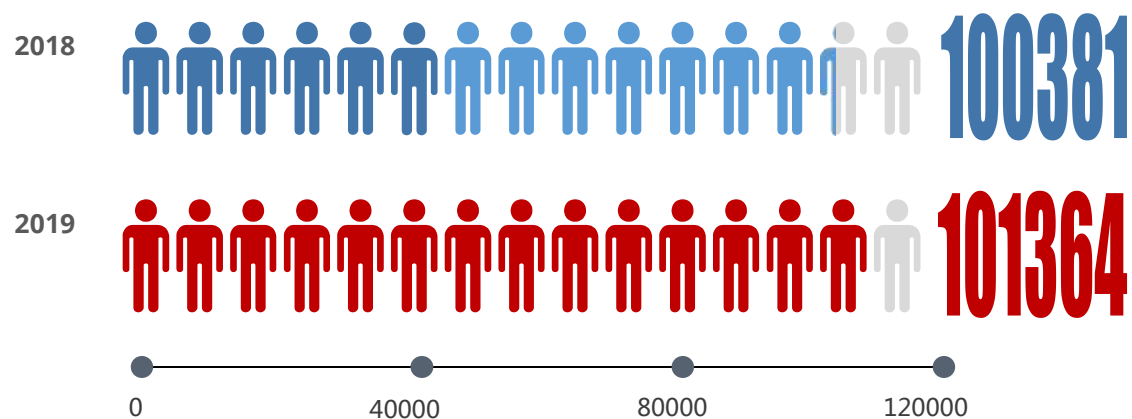
Number of exhibitors / exhibition area by sub-categories



STATISTICS OF VISITORS

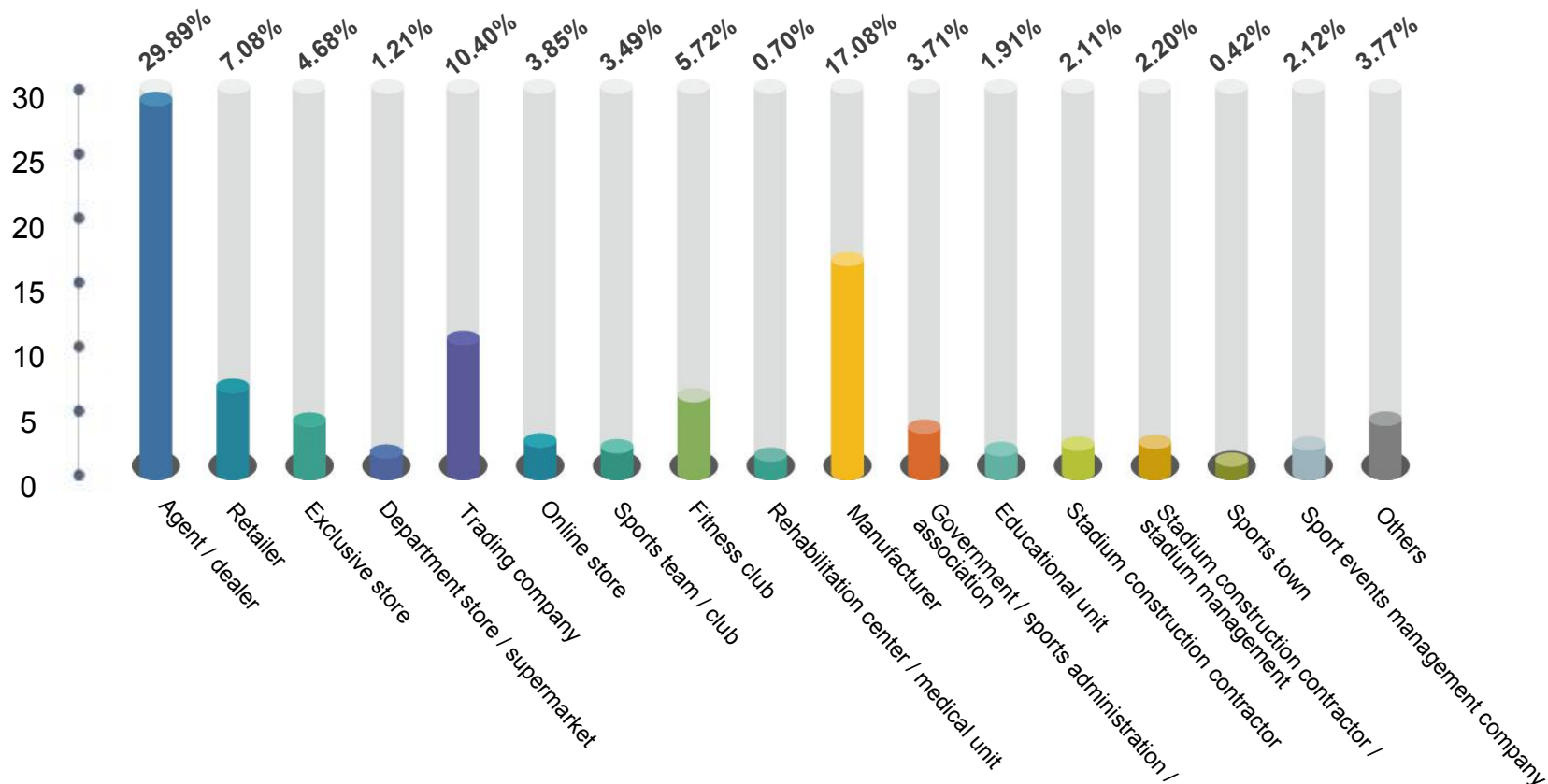


1. Number of visitors



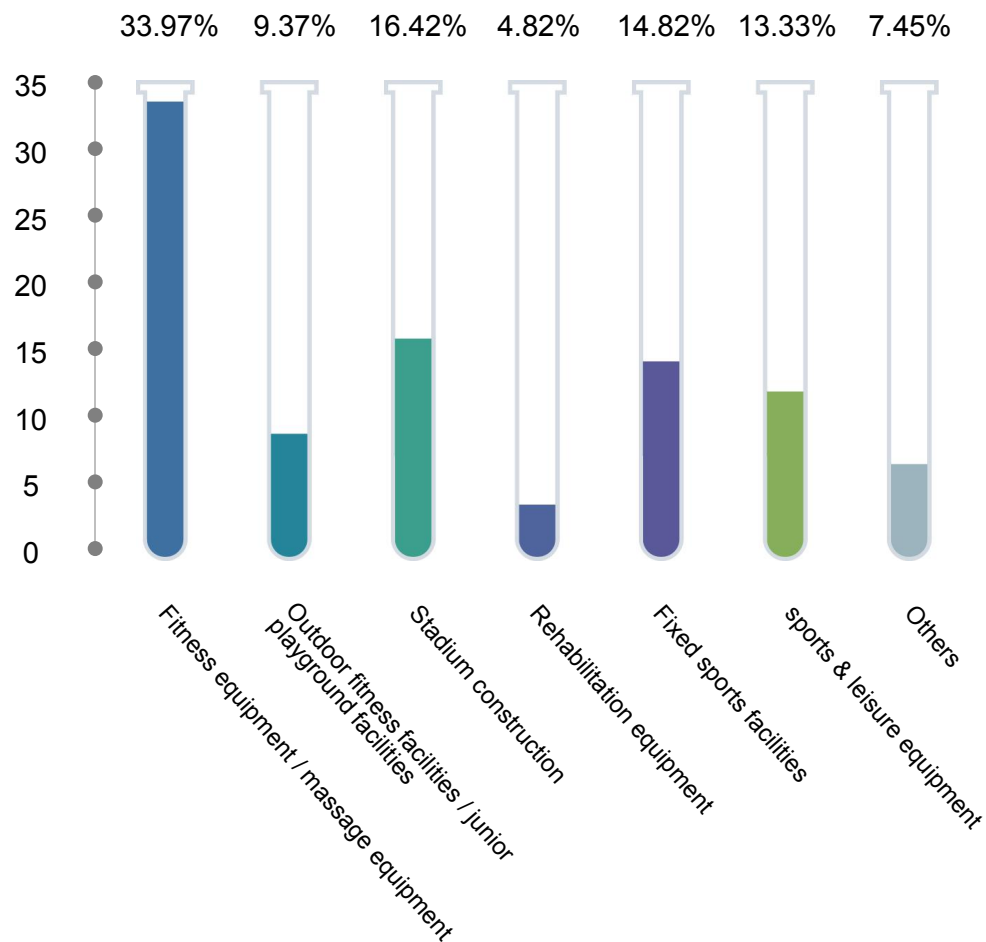
STATISTICS OF VISITORS

2. Business Nature



STATISTICS OF VISITORS

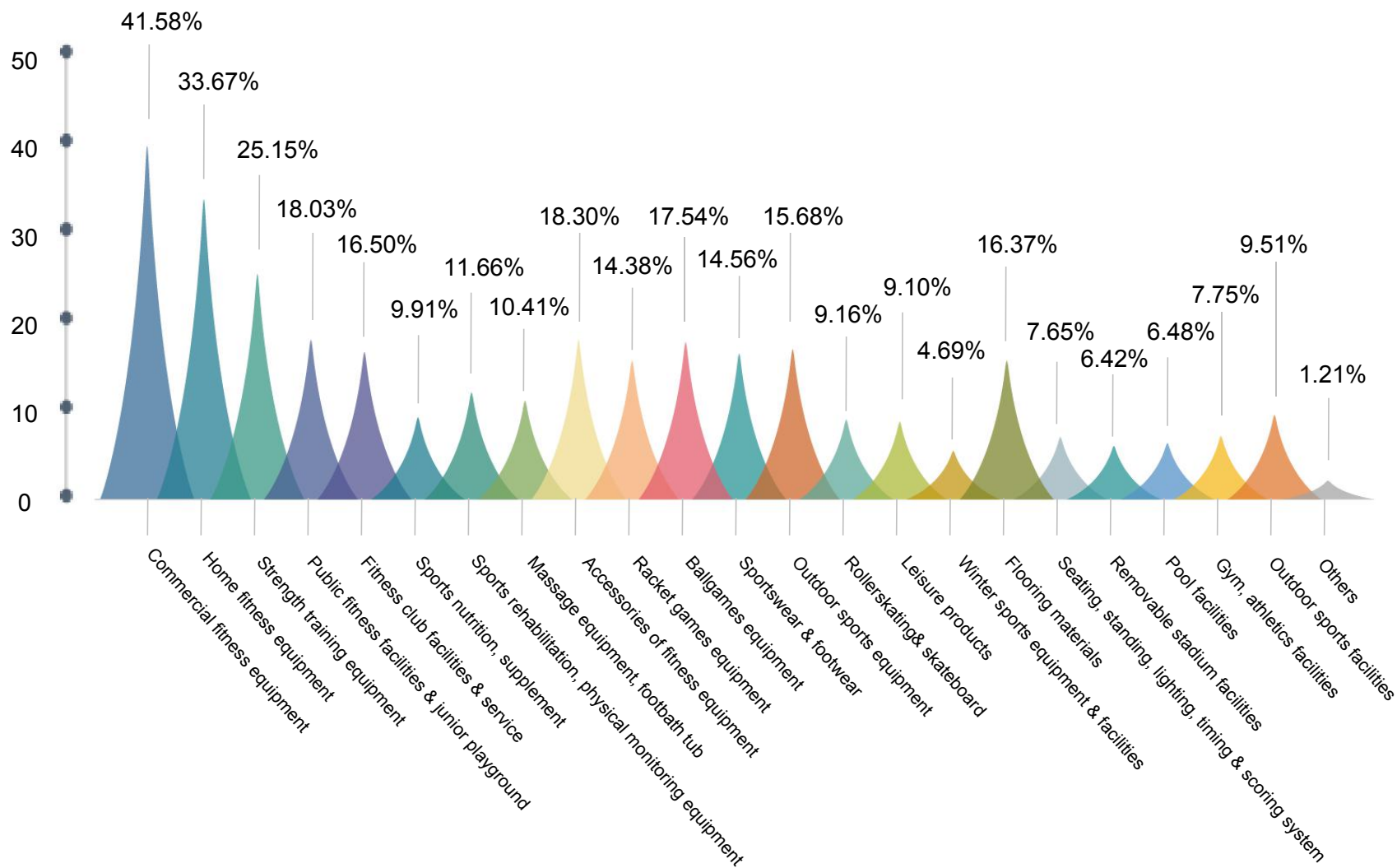
3. Main products



STATISTICS OF VISITORS

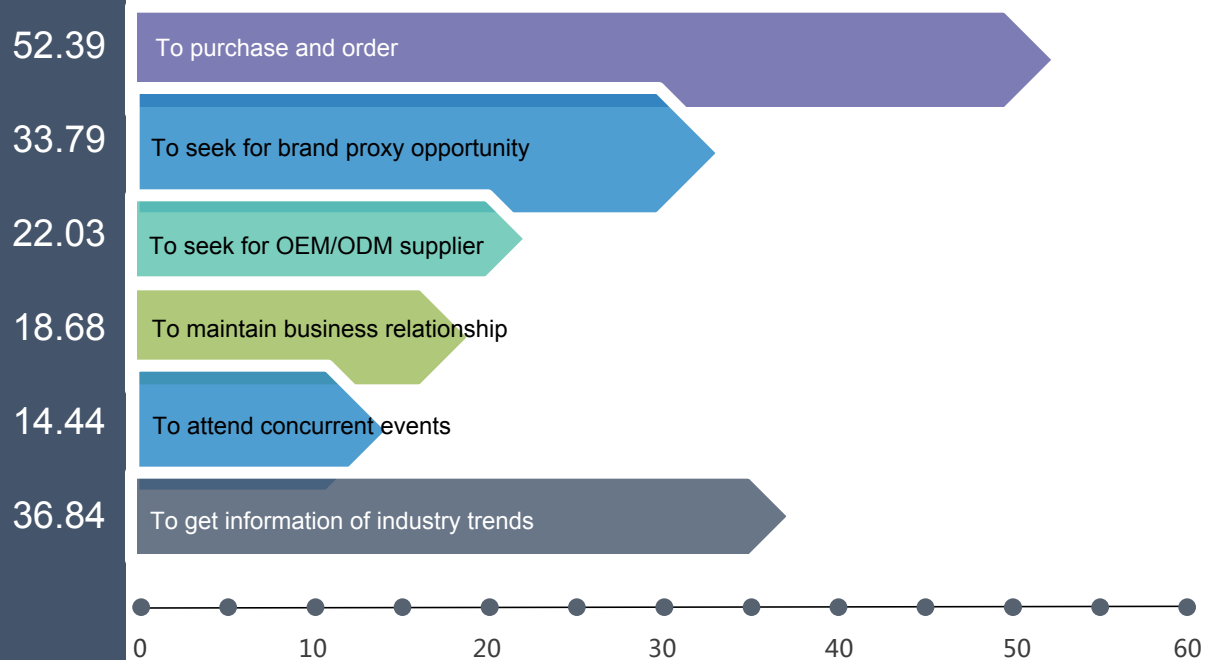
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4. Products that visitors are interested in



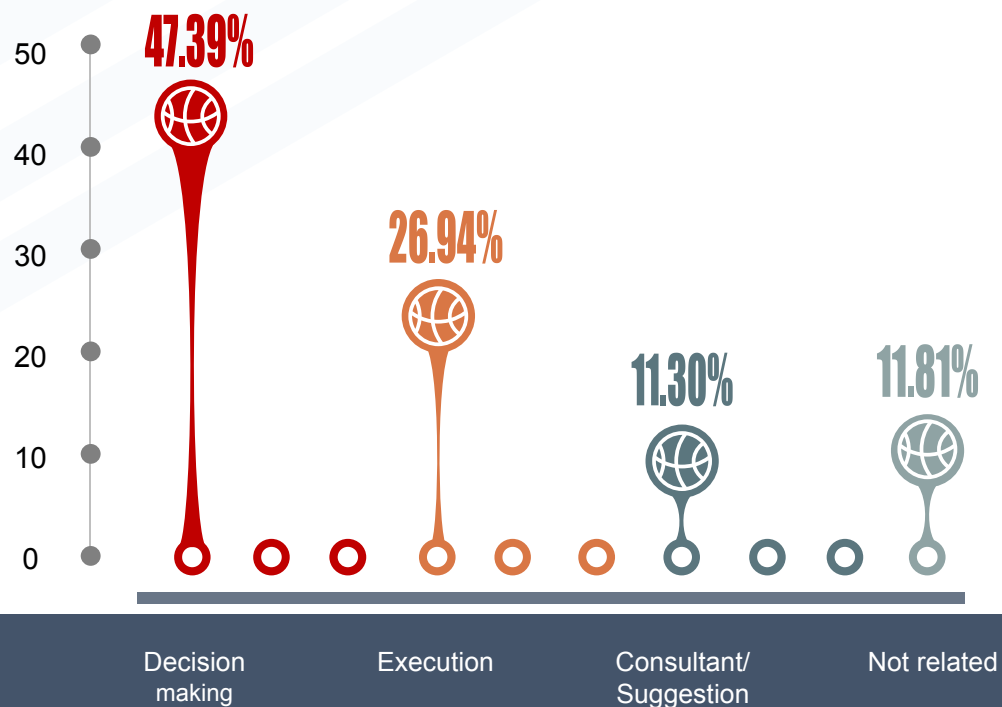
STATISTICS OF VISITORS

5. Visiting intention



STATISTICS OF VISITORS

6. Role in purchase process



BUSINESS COMMUNICATION

In total over 10 events of 4 categories were held during China Sport Show 2019.



01

One-to-one matchmaking

02

Round-table business communication

03

Venue tour

04

Luncheon party



CONCURRENT EVENTS

During China Sport Show 2019, over 50 concurrent events of 6 categories were held.



MEDIA COVERAGE

During China Sport Show 2019, over 50 concurrent events of 6 categories were held.

01

Over 60 media reported China Sport Show through TV, printed and internet media.

02

20 national media (CCTV, Xinhua News Agency, China Sports Daily etc.) and nearly 30 local media of Shanghai (Five-Star Sports, Xinmin Evening News, Wen Wei Po, etc.) reported the whole course.

03

10 portal website (Sina, netease, sohu etc.) published report on main page of sports section homepage.





Thank you for your supporting. See you in Shanghai in 2020.



CHINA SPORT SHOW

National Exhibition & Convention Center (Shanghai)
No.333, Songze Avenue, Qingpu District, Shanghai, China

21-23 May, 2020

