



2026

CHINA SPORT SHOW

May 21-24, 2026

Xiamen City, Fujian Province, China

Xiamen International Conference & Exhibition Center

Hosted by
China Sporting Goods Federation



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GOVERNMENT

FACTS AND FIGURES

China Sport Show (hereinafter referred to as the “Show”) is hosted by China Sporting Goods Federation (CSGF), ZhongTiLian (Beijing) Sports Industry Development Co., Ltd and ZhongTiLian (Hainan) Sports Technology Industry Development Co., Ltd, and organized by ZhongTiLian (Hainan) Sports Technology Industry Development Co., Ltd, stands as the largest and most authoritative comprehensive sporting goods exhibition in the Asia-Pacific region. It serves as a pivotal platform for Chinese sports brands to showcase their strengths to the world and a shortcut for global sports brands to enter the Chinese market. China Sport Show brings together sporting goods, sports marketing resources, sports culture, and technology to present the latest industry trends, acting as a vital hub for sporting goods enterprises to promote their brands and expand distribution channels both in China and globally.

The 2026 (43rd) China International Sporting Goods Show will further achieve professional and international upgrades in line with global sporting goods market trends and industry characteristics. It will place greater emphasis on the trade concerns of exhibitors and professional visitors as well as buyers at home and abroad, creating scenario-based display formats tailored to product and service characteristics. The exhibition area planning and category divisions will be more closely aligned with market demands, transforming China Sport Show into an international supply-demand matching trade platform and an industry exchange hub gathering cutting-edge technological trends in the sporting goods sector across the Asia-Pacific region.



Exhibition area
160,000+ m²



Exhibitors
1,600+



Visitors
120,000



TOP REASONS TO ATTEND CHINA SPORT SHOW

A vast array of new products

The three exhibition sections of China Sport Show encompass all sub-categories of the latest products and services in the sporting goods industry, guiding you into a new world of the industry.

A platform for exchanges

As the largest platform for international trading and exchange of the sporting goods industry in the Asia-Pacific region, China Sport Show brings together professionals of the industry from around the globe to share updates and jointly create a new future for the industry.

More overseas opportunities

After carefully analyzing the needs of exhibitors for overseas trade, China Sport Show sends out invitations to VIP customers in major markets of sporting goods around the world, attracting more and more overseas trade visitors to the event and helping enterprises expand into overseas markets and seize new business opportunities.

EXHIBITING CATEGORIES AND HALL PLAN

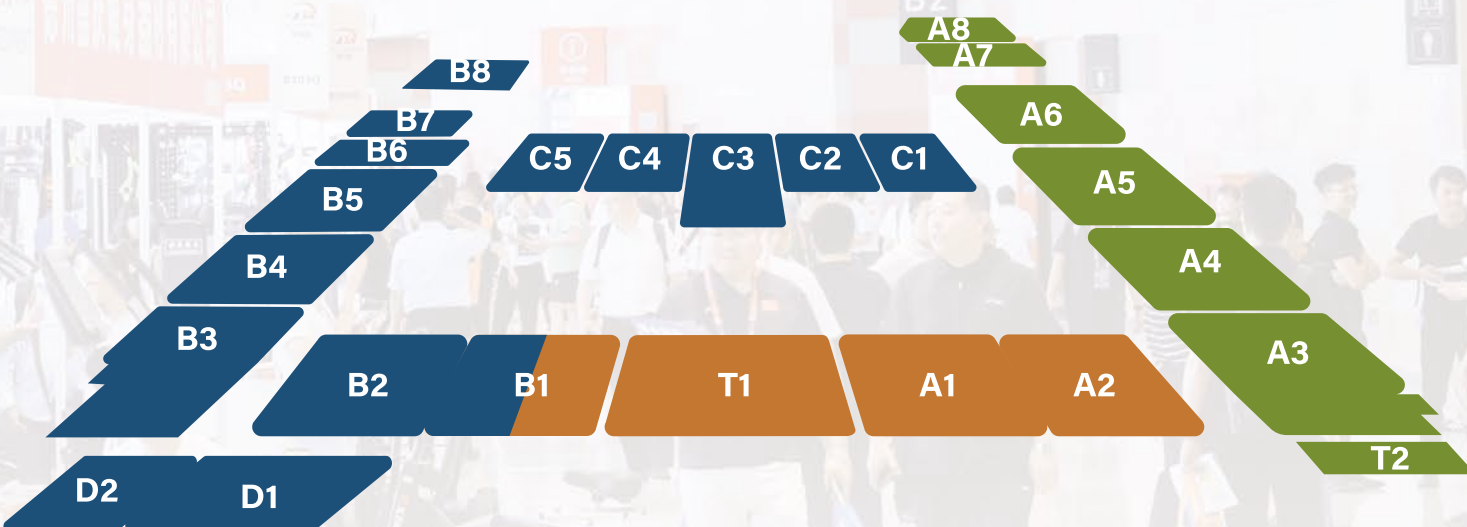
EXHIBITING CATEGORIES

- Fitness equipment and services
- Rehabilitation equipment and services
- Sports nutrition and sports supplement products
- Massage and healthcare products
- Public fitness facilities and Playground facilities
- Sports venue craftsmanship
- Sports flooring
- Sports equipment for elite sports
- Ice and snow sports facilities and equipment
- Ball sports equipment
- Fashion sports & emerging sports
- Outdoor sports and sports leisure equipment
- Sports footwear and apparel
- Sports organization & government sports service

HALL PLAN

Xiamen International Conference & Exhibition Center

- Fitness – Asia Pacific Fitness Section ■ Sports Consumption & Services Section
■ Sports Venue Craftsmanship & Equipment Section





2026

ASIA PACIFIC FITNESS SECTION

The previous Fitness Section will be upgraded to the Asia Pacific Fitness Section. The previous segments for equipment both of commercial fitness centers and home gyms will be divided based on various “decisions made by end-users”, which range from “what exercise regimes are needed” to “where to work out”, and then to “new ways to enhance the fitness experience”. Ultimately, a closed loop will be completed through supporting services. Combining core dimensions such as functions of the equipment, usage scenarios, targeted visitors, and industry trends, it will provide support for more precise matchmaking between exhibitors and visitors, gradually creating the largest and most professional fitness industry event in the Asia-Pacific region, which covers fitness equipment and services and items related to physical and mental health and well-being and which is presented through China Sports Show.



FITNESS & WELLNESS ASIA PACIFIC

FITNESS & BODY BUILDING

- ▶ Cardio and strength training equipment
- ▶ Smart fitness equipment
- ▶ Health training and solutions
- ▶ Gym operation consulting
- ▶ Group fitness class design
- ▶ Girls' Power-Women Fitness
- ▶ Fitness accessories and consumables
- ▶ Sports nutrition and supplements

LIGHTWEIGHT FITNESS

- ▶ Home / Workplace lightweight fitness equipment
- ▶ Lightweight strength training equipment
- ▶ Functional small-sized fitness equipment

REHABILITATION & WELL-BEING

- ▶ Massage chairs and massage equipment
- ▶ Sports medical rehabilitation
- ▶ Elderly-focused equipment

ELITE TRAINING & ATHLETIC PERFORMANCE

- ▶ Physiological monitoring devices
- ▶ Motion analysis devices
- ▶ Strength and power testing equipment
- ▶ Endurance and fitness assessment equipment
- ▶ Environment and rehabilitation support devices

FITNESS EQUIPMENT SUPPLY CHAIN

- ▶ Raw materials
- ▶ Core parts
- ▶ Production and manufacturing services
- ▶ Product quality inspection/testing services
- ▶ Warehousing and transportation services
- ▶ R&D services

FITNESS & WELLNESS ASIA PACIFIC

CONCURRENT EVENTS

- Asia Pacific Fitness Summit 2026
- CSS AWARDS 2026 & CSS TRENDS 2026
- China Sport Show E-Commerce Selection
- JD.com Platform Business Recruitment Conference
- Release of Tmall White Book on Fitness and New Brand Matchmaking Event
- Exchange Dialogue among Founders of Chinese Fitness Studios
- Home Fitness Trend Forum
- Fitness Equipment Distributor Conference
- Collaborative Competitions with the Chinese Fitness and Bodybuilding Association
- Group Fitness Live Interactive
- Sports Nutrition Conference



VISITOR TARGET GROUPS

Buyers and Distributors

- Fitness clubs / Studio operators
- Distributors / Agents for sporting goods
- Government procurement and institutional procurement

Fitness Professionals

- Fitness instructors and trainers
- Training agencies and certification institutions in the fitness industry

End Consumers and Fitness Enthusiasts

- Buyers of home fitness equipment
- Fitness enthusiasts and athletes

Cross-border Procurement

- Overseas buyers and brand representatives
- Cross-border e-commerce professionals

Manufacturing Enterprises and Supply Chain Enterprises

- Manufacturers of fitness equipment
- Suppliers of spare parts
- Suppliers of supporting services

Decision-makers and Researchers

- Industry associations and organizations
- Scientific research and design institutions
- Investors and media agencies



SPORTS VENUE CRAFTSMANSHIP & EQUIPMENT SECTION

The exhibition section serves as a hub for the construction of professional sports venues and related facilities and equipment, featuring a collection of professional sports equipment manufactured in China. Sports Venue Craftsmanship & Equipment Section of China Sport Show, under the theme of “Looking Into the Future Sports Spaces” and “Promoting Sustainable Development through New Technologies”, demonstrates the following five highlights: a new trend of enhancing resilient sports grounds through digital technologies; driving the development of the industry of artificial turf used for sports with the help of innovative systems; a new trend of construction-friendly + material upgrade in the industries of wooden floors used for sports and outdoor wooden flooring; driving a great leap forward in the operation of venues through digital intelligence; and focusing on the renovation, refurbishment, and recycling of existing sports venues after major events.



SPORTS VENUE CRAFTSMANSHIP

- ▶ Elastic sports flooring
- ▶ Artificial Turf
- ▶ Wooden sports flooring & other sports flooring
- ▶ Lighting
- ▶ Timing & scoring system
- ▶ Seating
- ▶ Prefabricated facilities
- ▶ Smart venue solutions
- ▶ Pool & SPA equipment

SPORTS EQUIPMENT FOR ELITE SPORTS

- ▶ Track and field equipment and facilities
- ▶ Gymnastics equipment
- ▶ Weightlifting equipment
- ▶ Professional equipment for football, basketball, and volleyball

PUBLIC FITNESS FACILITIES

- ▶ Public fitness equipment
- ▶ Playground equipment
- ▶ Integrated solutions for sports parks
- ▶ Military outdoor fitness equipment
- ▶ Sports organization & Government sports services

CONCURRENT EVENTS

- ▶ CSS AWARDS & CSS TREND
- ▶ China Sport Show Product Selection
- ▶ FIBA Certified Venue Award Ceremony and Venue Evaluation PR Event
- ▶ FIFA Forum and Tour
- ▶ Conference for Entrepreneurs in Sports Venue Facilities
- ▶ Government Investment Promotion for the Sports Industry
- ▶ Public Fitness Conference
- ▶ Conference on Sustainable Development in Sports Venue Construction
- ▶ Technical Seminar on Professional Sports Equipment

VISITOR TARGET GROUPS

- ◎ Government bodies and industry organizations
- ◎ Investors and contractors for sports venues
- ◎ Venue operation and service institutions
- ◎ Organizations both within China and abroad related to sports events
- ◎ Educational institutions
- ◎ Other related industries

SPORTS CONSUMPTION & SERVICES SECTION

The exhibition section is positioned as a one-stop service platform regarding sports equipment and sports consumption for sports enthusiasts. Under the theme of “Driving Advancement of Sports Consumption”, the exhibition section introduces special areas for vertical segments of sports for all, showcasing emerging sports around the world, trendy equipment, and outdoor sport products and related merchandise that are popular in urban areas. It creates scenarios for immersive experience, allowing consumers to appreciate the charm of extreme sports through virtual reality and interaction technologies.



FASHION SPORTS & EMERGING SPORTS

- ▶ Outdoor sports and accessories
- ▶ Ultimate frisbee
- ▶ Sports bicycles and cycling gear
- ▶ Roller skating and skateboarding
- ▶ Water sports
- ▶ Combat sports
- ▶ Wearable sports devices
- ▶ Aerial Sports

CONCURRENT EVENTS

- ▶ CSS AWARDS 2026 & CSS TRENDS 2026
- ▶ China Sport Show E-Commerce Selection
- ▶ China Sport Show Festival (Roller-skating / Pickleball)
- ▶ JD.com Platform Business Recruitment Conference
- ▶ Release of Tmall White Book on Fitness and New Brand Matchmaking Event
- ▶ New Product Launch for Sports Equipment for All
- ▶ Emerging Sports Development Forum
- ▶ Roller Skating and Skateboarding Sports Development Conference

BALL SPORTS

- ▶ Badminton, table tennis, and tennis
- ▶ Football, basketball, volleyball
- ▶ Pickleball

SPORTS FOOTWEAR & APPAREL

- ▶ Road running
- ▶ Outdoor
- ▶ Fitness
- ▶ Fabrics for sports footwear and apparel



VISITOR TARGET GROUPS

- ◎ Agents, distributors, and wholesalers of sporting goods for all
- ◎ Relevant personnel from leading e-commerce platforms
- ◎ Sports enthusiasts
- ◎ Media
- ◎ KOLs / KOCs / Fashion influencers
- ◎ Cross-industry organizations



BUSINESS MATCHMAKING & TOUR SERVICE

ExShow (Show & Matchmaking Platform)

Exhibitor-Buyer One-to-One Matchmaking

Supply & Demand Meetings

MEDIA COVERAGE

Main overseas paid marketing channels and publicity methods

						
No. of Followers	/	90,000+	/	2,700+	1,300+	80,000+
Homepage Visits	/	212,000	/	126,000	/	21,000
Level of Exposure	1,100,000+	16,000,000+	14,200,000	13,000,000+	/	16,200,000
People Covered	/	11,800,000	10,220,000	6,660,000	3,600	5,400,000



SPACE RENTAL

Raw Space **300** USD/m², Minimum stand space size **36** m²

Standard Booth **3,000** USD/unit, 1 unit = **9** m²

HOW TO PARTICIPATE

• As an Exhibitor

To apply for a booth, go to official website of China Sport Show (en.sportshow.com.cn), click "Booth Application" and submit online application form.

Then please wait for staff of organizing committee to contact you for the next steps of agreement, payment and booth arrangement.

• As a Visitor

Enter the official website of China Sport Show (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 or save the captured screenshot in cellphone.

Collect your entrance permit on site by presenting the barcode.

■ CONTACT US

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