



CHINA 2018 SPORT SHOW

23-26 May, Shanghai

REPORT

-  <http://en.sportshow.com.cn>
-  <http://www.facebook.com/chinasportshow>
-  <http://www.instagram.com/chinasportshow>
-  <https://twitter.com/ChinaSportShow>
-  youtube: <https://www.youtube.com/channel/UCwmBxZ0y53PMgG84MP-49pw>

Overview



China Sport Show 2018, with an exhibition area of 18000 m² attracted 1446 companies and 5000 brands participated as exhibitors. 100,000 visitors from over 80 countries and regions visited in three and a half days, with a visiting person-time of 140,000. Nearly 50 concurrent events of 8 categories were held, including forums, workshops, business communication, competition, performance, interactive, etc. 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.



Statistics of Exhibitors

1. Data of this year

180,000m²
exhibition area

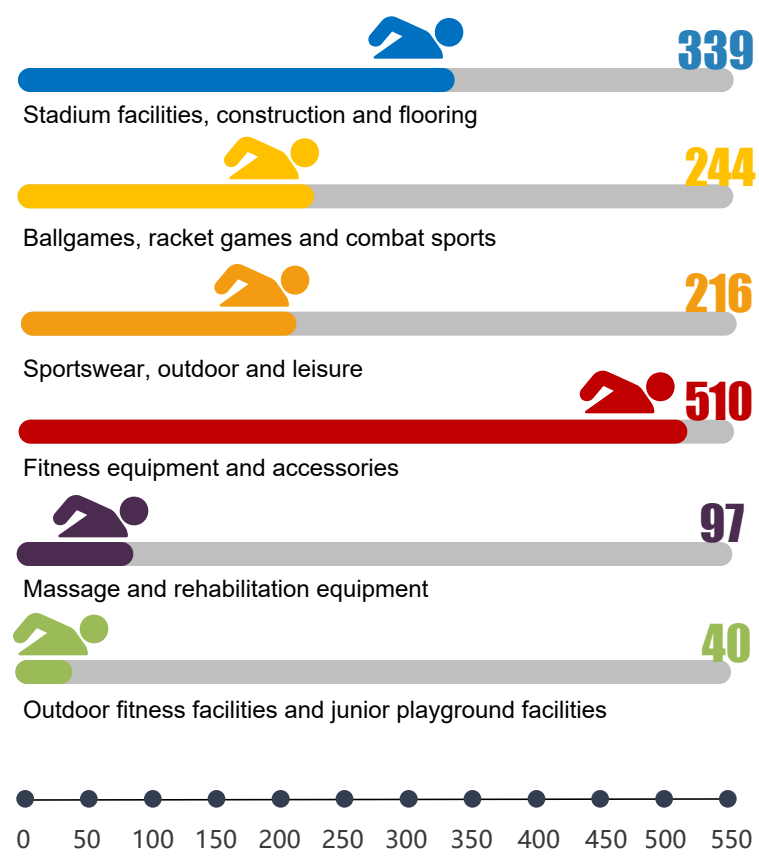


1446
exhibitors

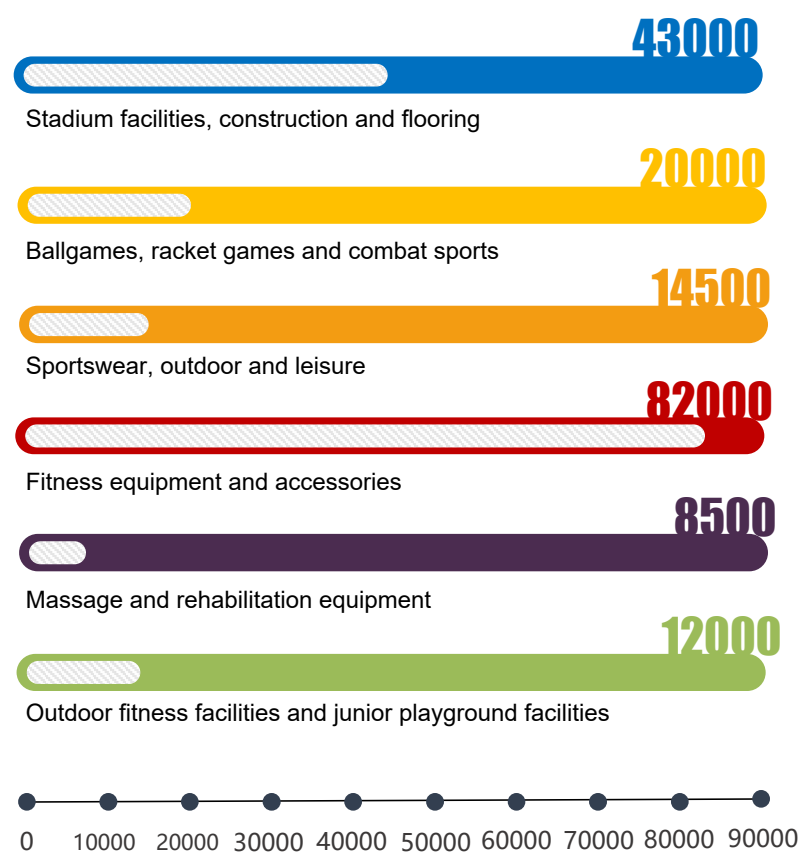


Statistics of Exhibitors

2. Number of Exhibitors by categories

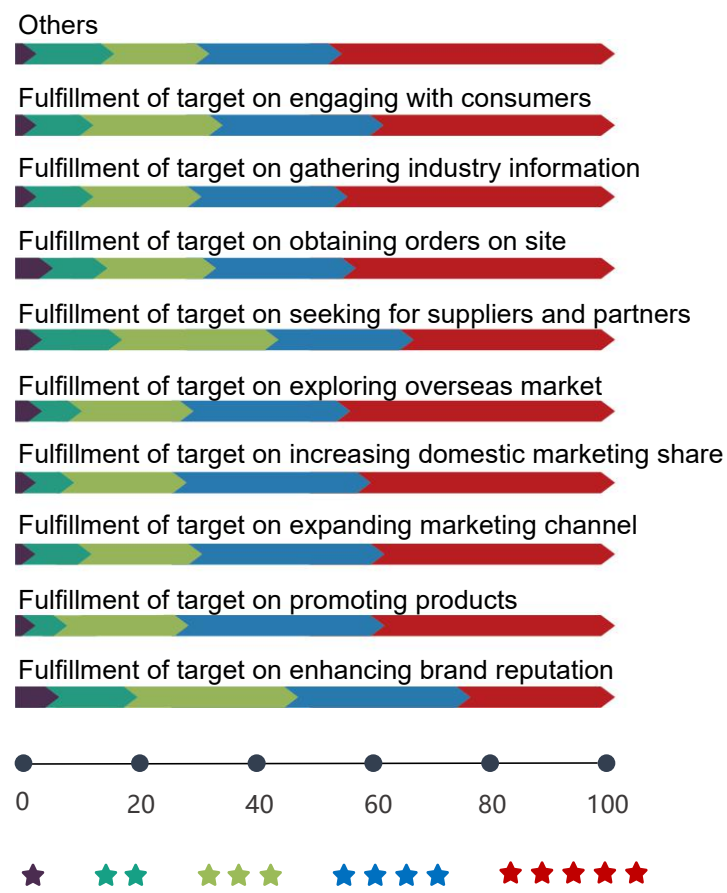


3. Exhibition Outdoor fitness facilities and junior playground facilities area by categories

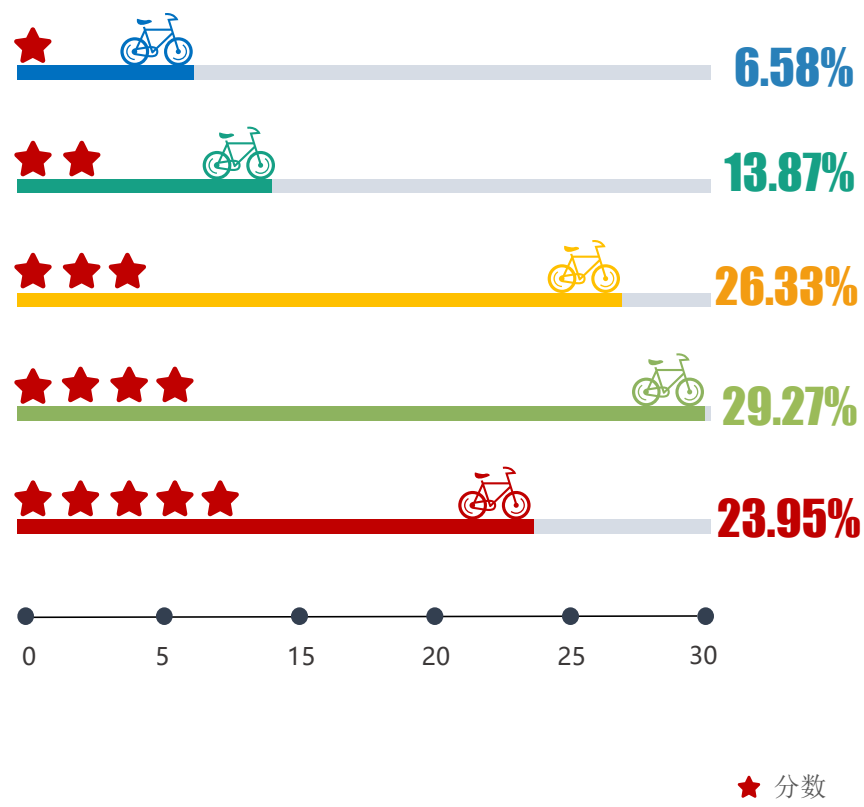


Statistics of Exhibitors

4. Overall picture on fulfillment of target (in %)

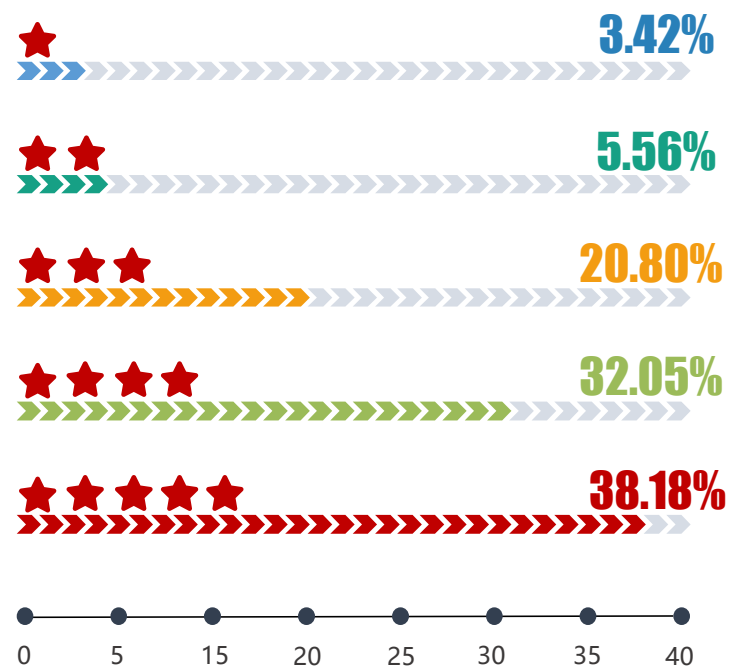


5. Fulfillment of target on enhancing brand reputation

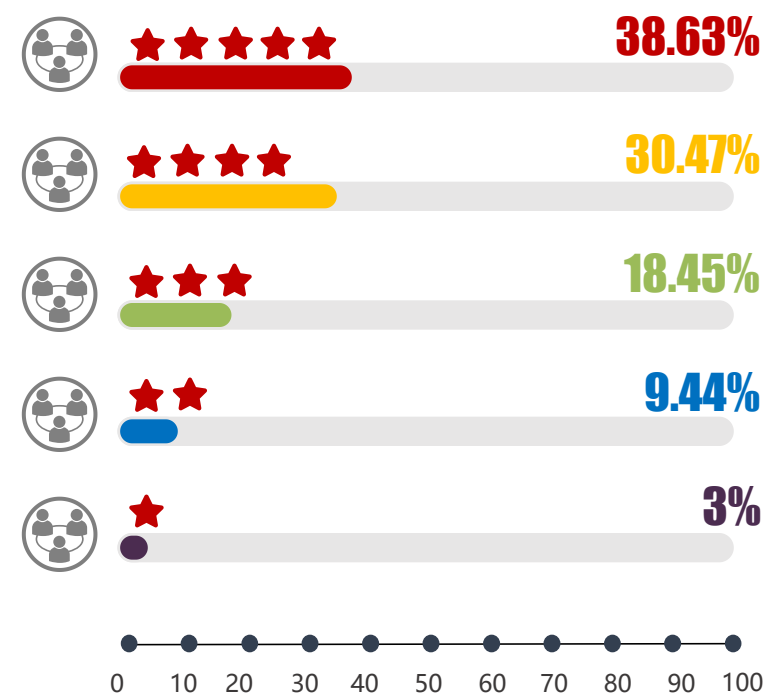


Statistics of Exhibitors

6. Fulfillment of target on promoting products

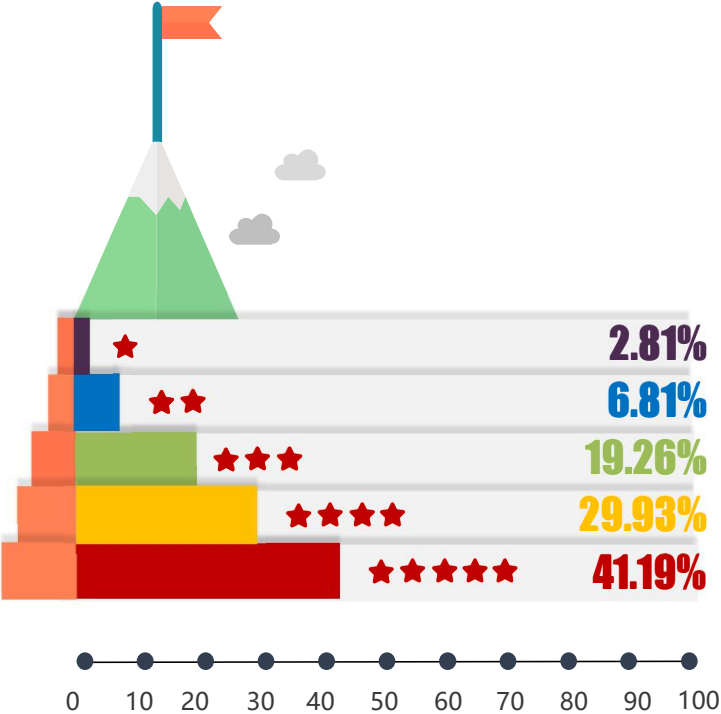


7. Fulfillment of target on expanding marketing channel

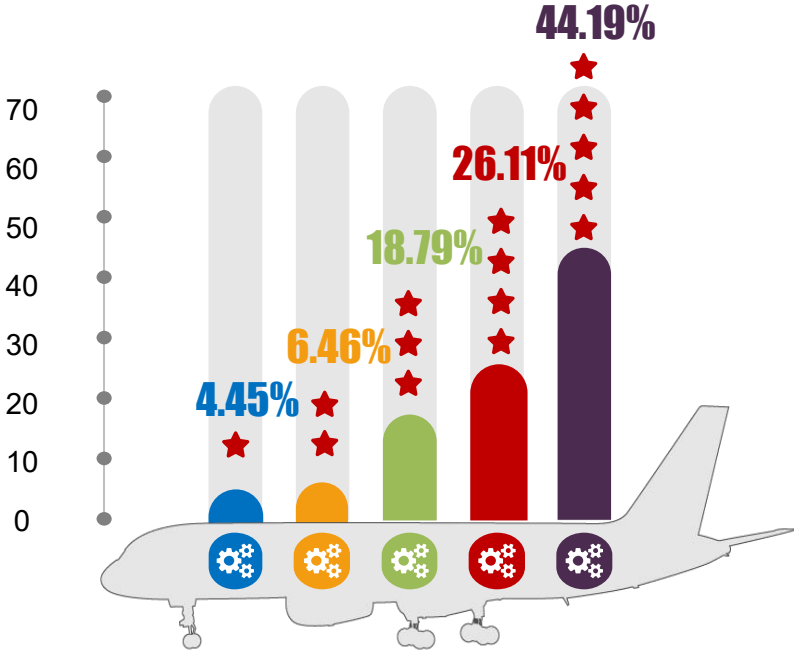


Statistics of Exhibitors

8. Fulfillment of target on increasing domestic marketing share

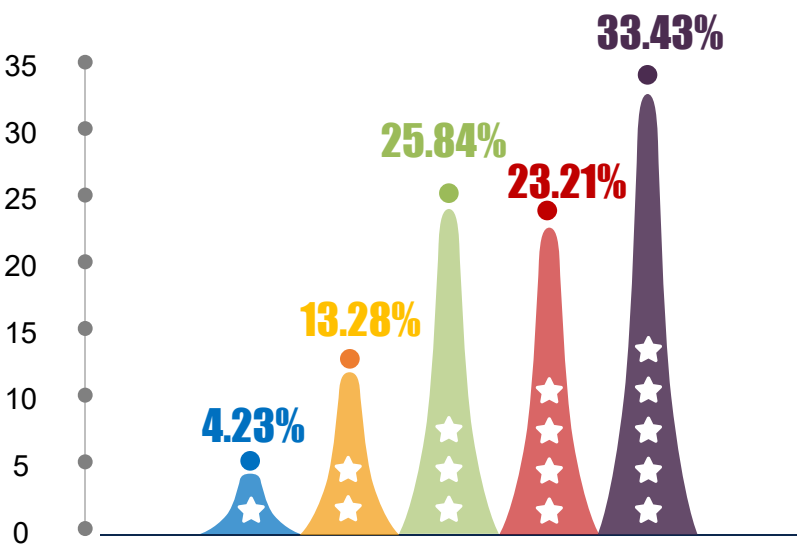


9. Fulfillment of target on exploring overseas market

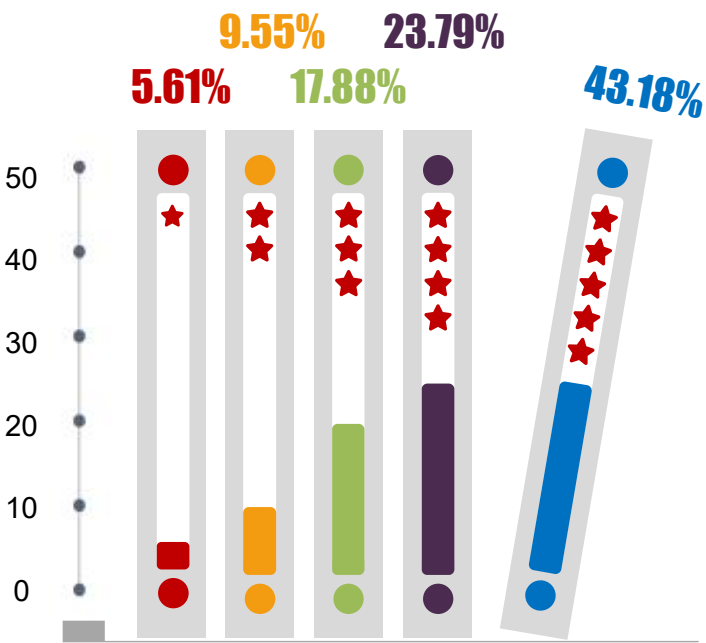


Statistics of Exhibitors

10. Fulfillment of target on seeking for suppliers and partners



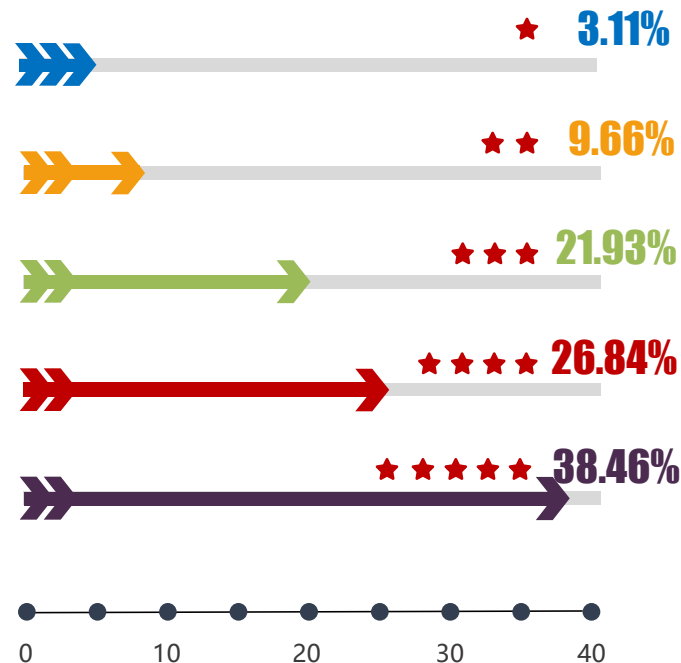
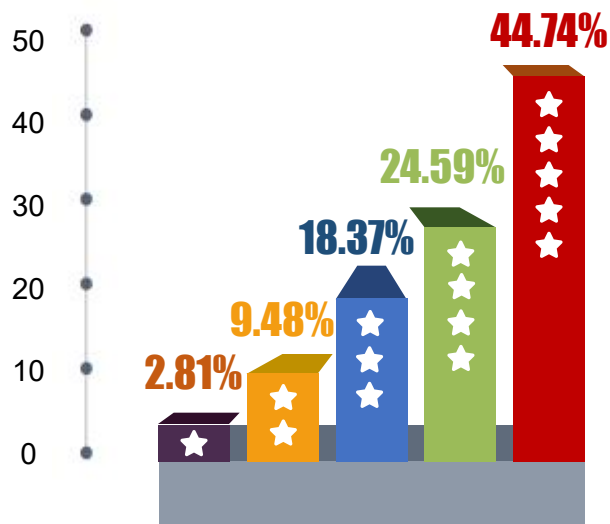
11. Fulfillment of target on obtaining orders on site



Statistics of Exhibitors

12. Fulfillment of target on gathering industry information

13. Fulfillment of target on engaging with consumers



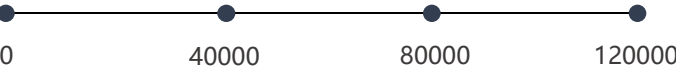
Statistics of visitors

1. Comparison of 2017 & 2018

Number of visitors of 2017



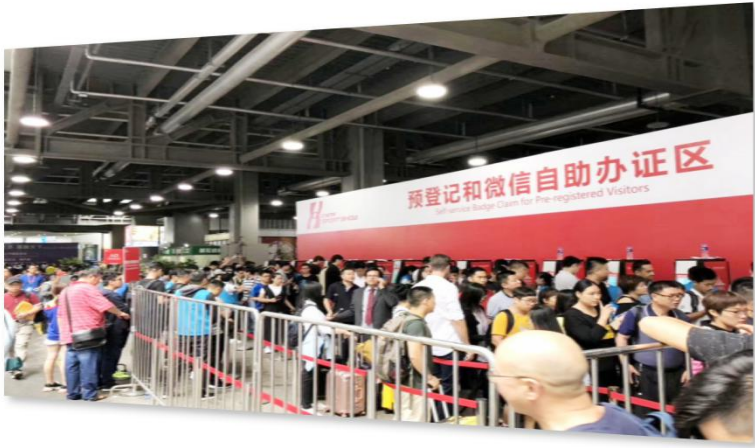
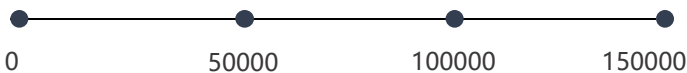
Number of visitors of 2018



Visiting person-times of 2017

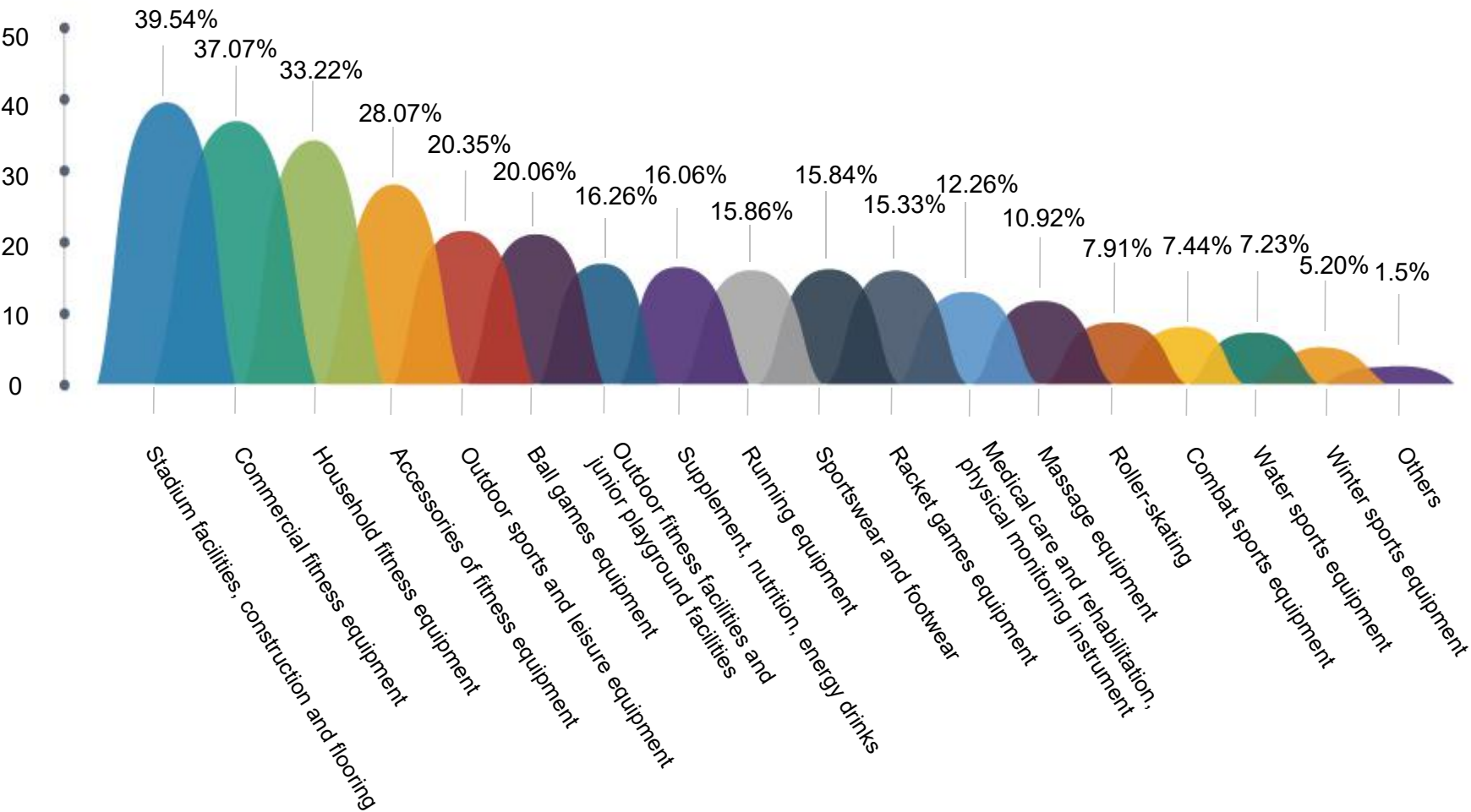


Visiting person-times of 2018



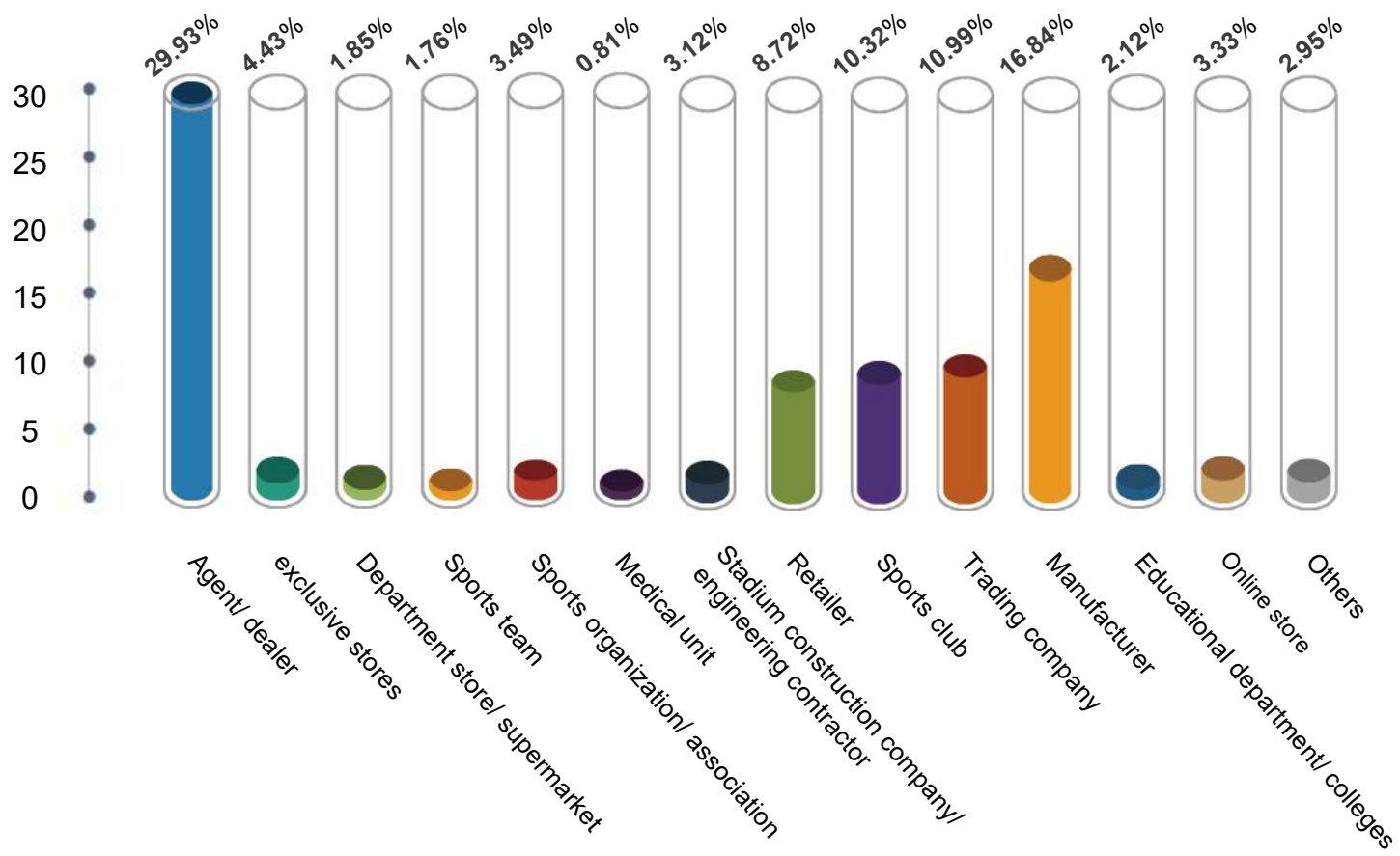
Statistics of visitors

2. Categories of exhibits that visitors are interested in



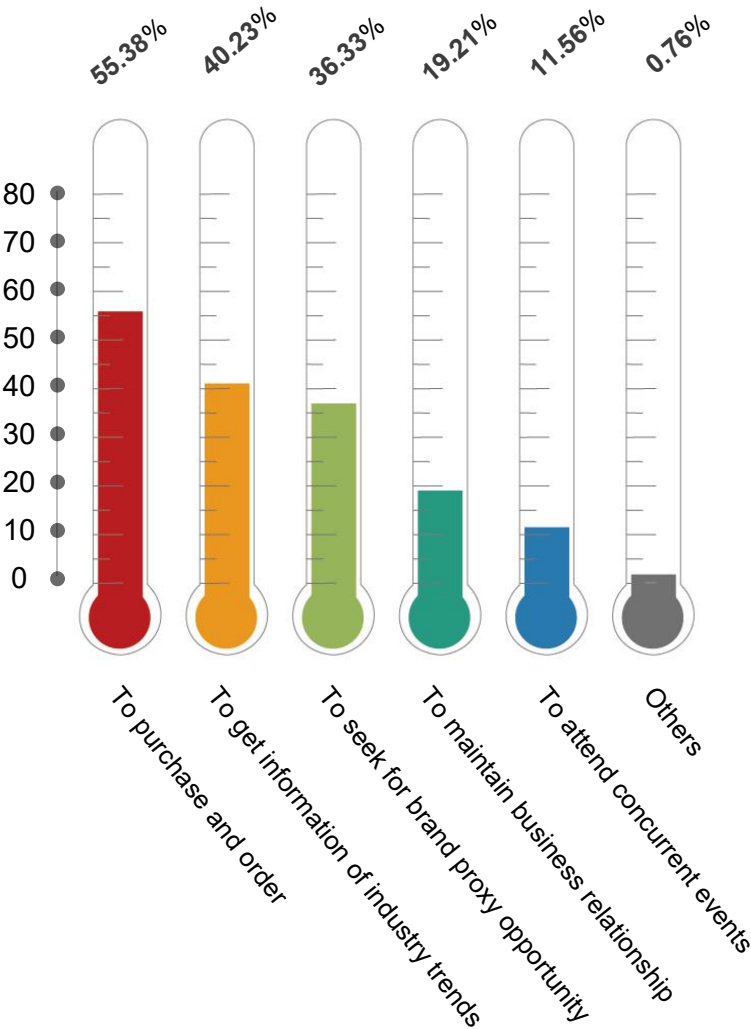
Statistics of visitors

3. Categories of visitors

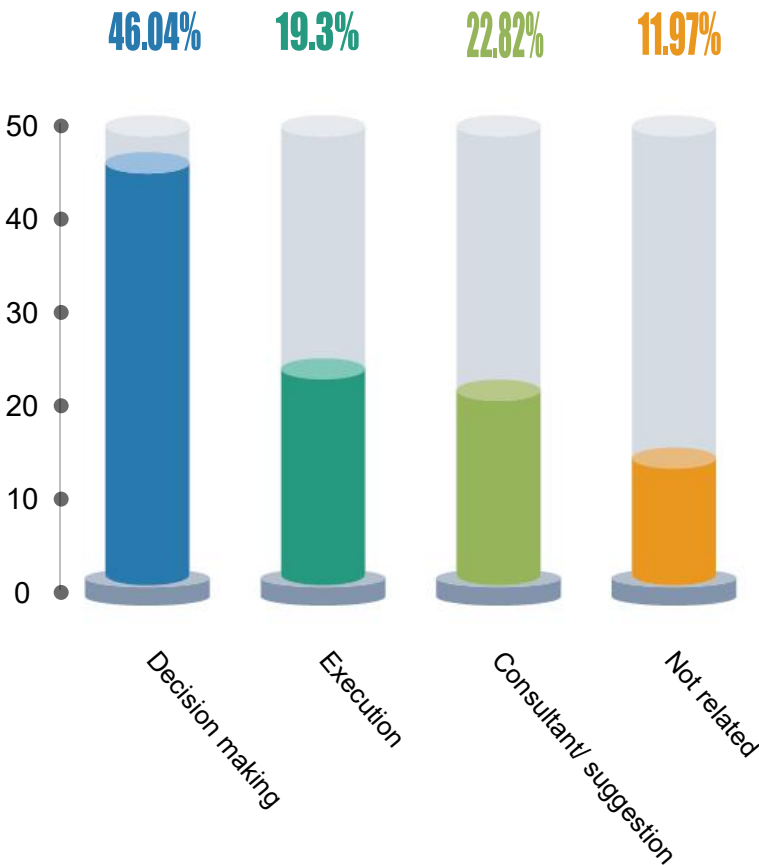


Statistics of visitors

4. Visiting intention

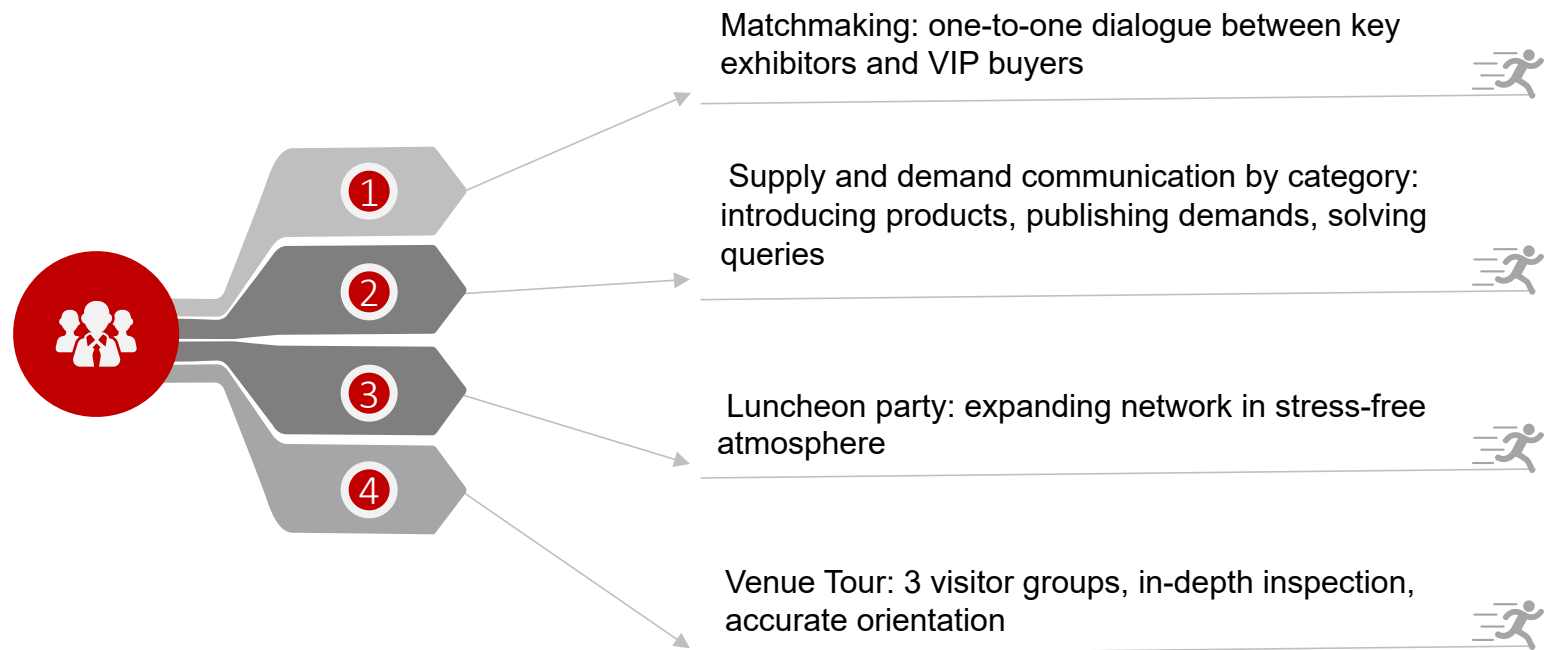


5. Position in purchase process



Business Communication

In total 8 events of 4 categories were held during China Sport Show 2018.



Business Communication



Concurrent Events

During China Sport Show 2018, nearly 50 concurrent events of 8 categories were held.

Industry summit



Sub-sector forums



Meeting/ workshop



Youth training



Concurrent Events

During China Sport Show 2018, nearly 50 concurrent events of 8 categories were held.

Business communication



Voting and award



Competition/performance



New product launch



Media coverage



20 national media (CCTV5, Xinhua News Agency, China Sports Daily etc.) ,
16 local media (Five-Star Sports, Xinmin Evening News, Wen Wei Po, etc.)
and 2 overseas media reported the whole course.

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

Thank you for your supporting.
See you in Shanghai in 2019.

CHINA 2019

SPORT SHOW

23-26 May, Shanghai

National Exhibition and Convention Center (Shanghai)
Address: 333, Songze Avenue, Qingpu District, Shanghai

