

CHINA SPORT SHOW 2017

REPORT

 en.sportshow.com.cn
 www.instagram.com/chinasportshow
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Overview

China Sport Show 2017, with an exhibition area of **180,000 m²**, attracted **1473** companies who participate as exhibitors.

Number of visitors have a certain growth and reached **91,322** in three days. Visiting person-time reached **130,000**.

The above mentioned data means a new level on development of China Sport Show and made it a communication platform of sporting goods industry.

91322 visitors



130000 visiting person-time



180000m² exhibition area



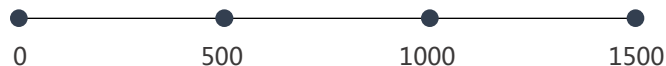
1473 exhibitors



Statistics of Exhibitors

1、 Comparison of number of exhibitors

■ 2016 ■ 2017



Statistics of Exhibitors

2、Number of exhibitor in each category

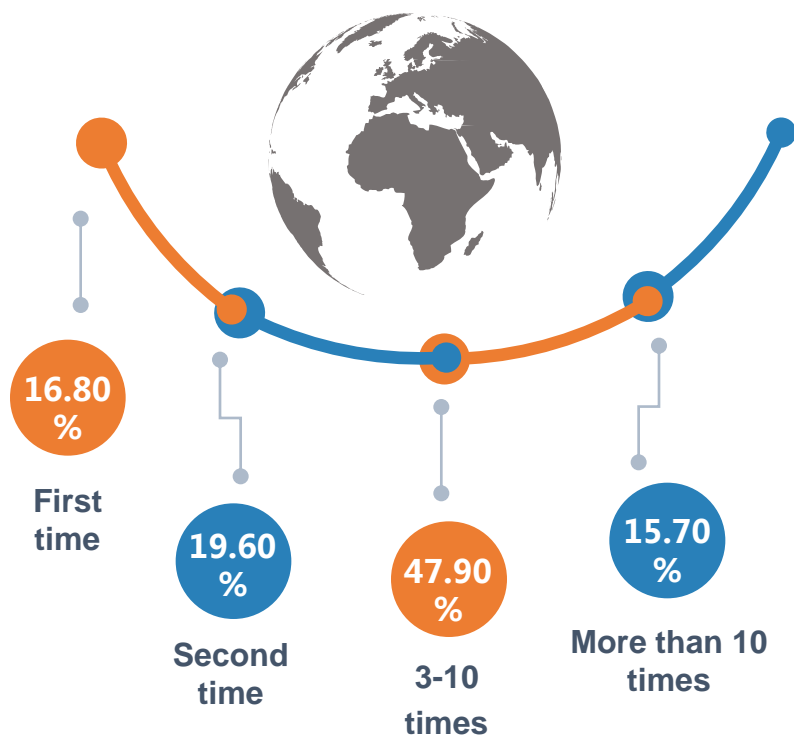


3、Exhibition area of each category (in m²)

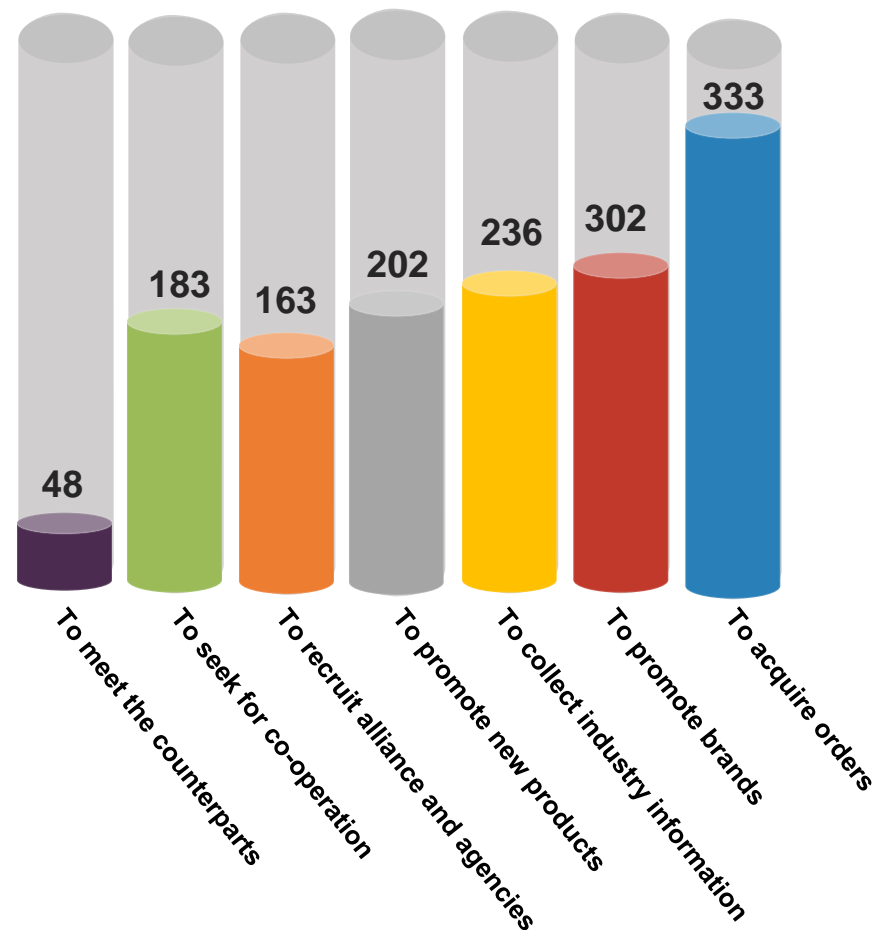


Statistics of Exhibitors

4、Attendance by previous exhibitors

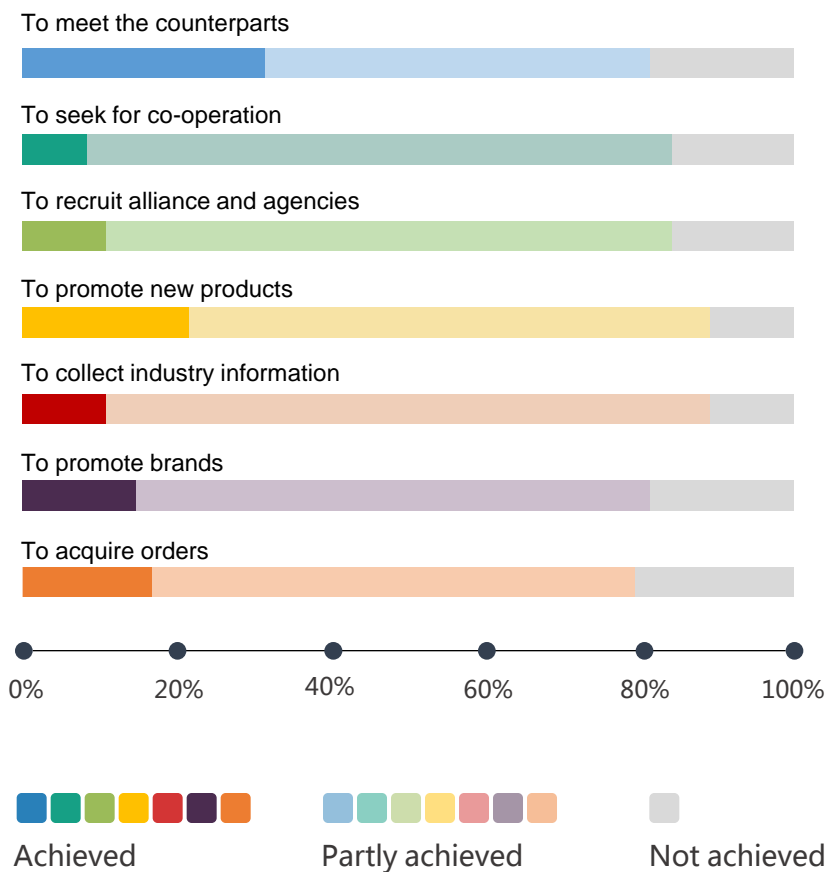


5、Target of exhibitors

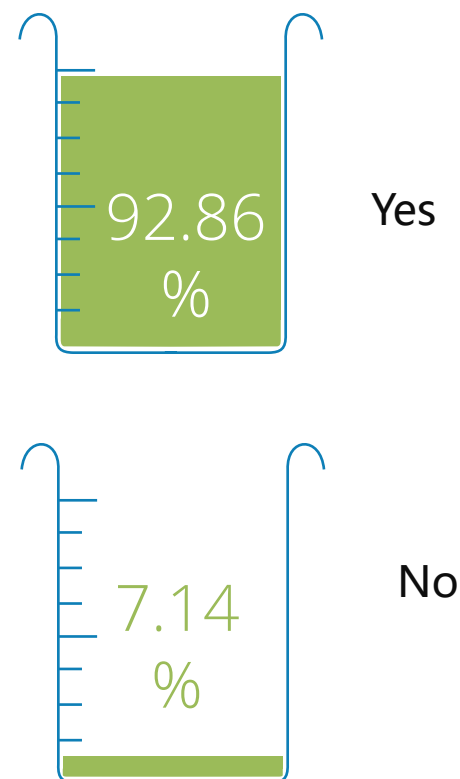


Statistics of Exhibitors

5、Fulfillment of targets (in %)

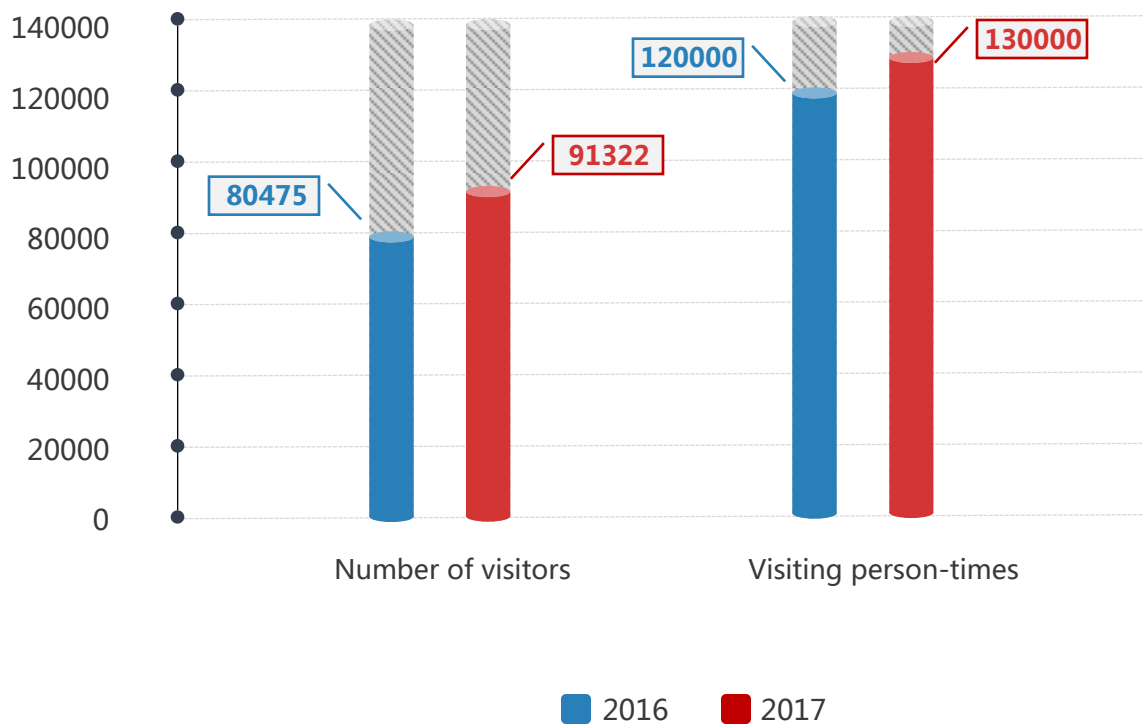


6、Exhibiting intention of next year



Statistics of Visitors

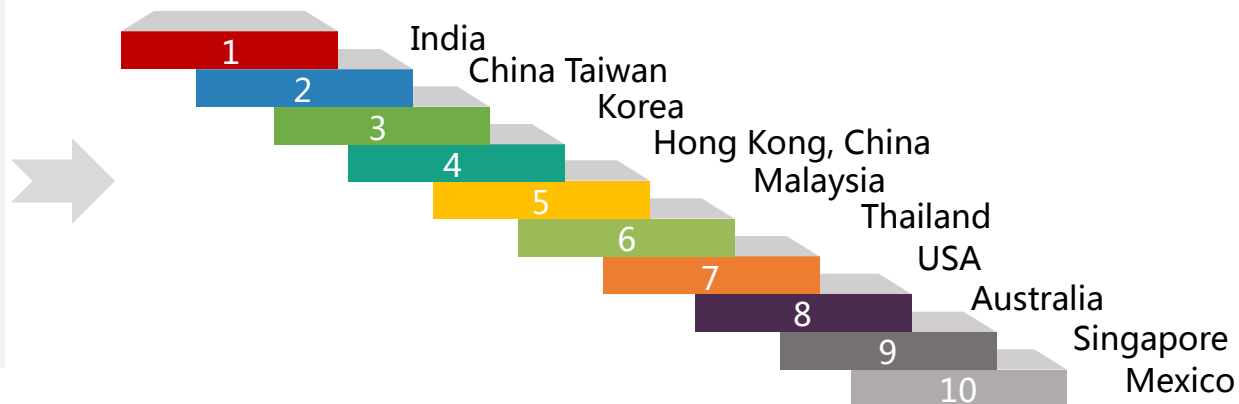
1、 Comparison of number of visitors



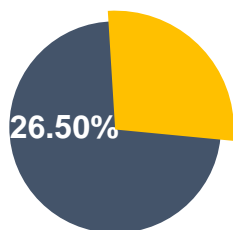
Statistics of Visitors

2、Country/region of visitors

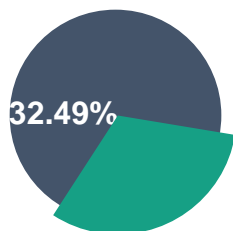
Visitors from 81 countries and regions visited China Sport Show 2017.



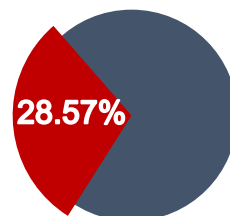
3、Duration of visitors working in the industry (in %)



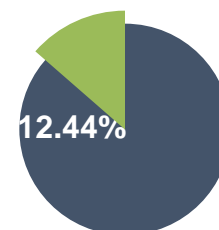
0-3 years



4-6 years



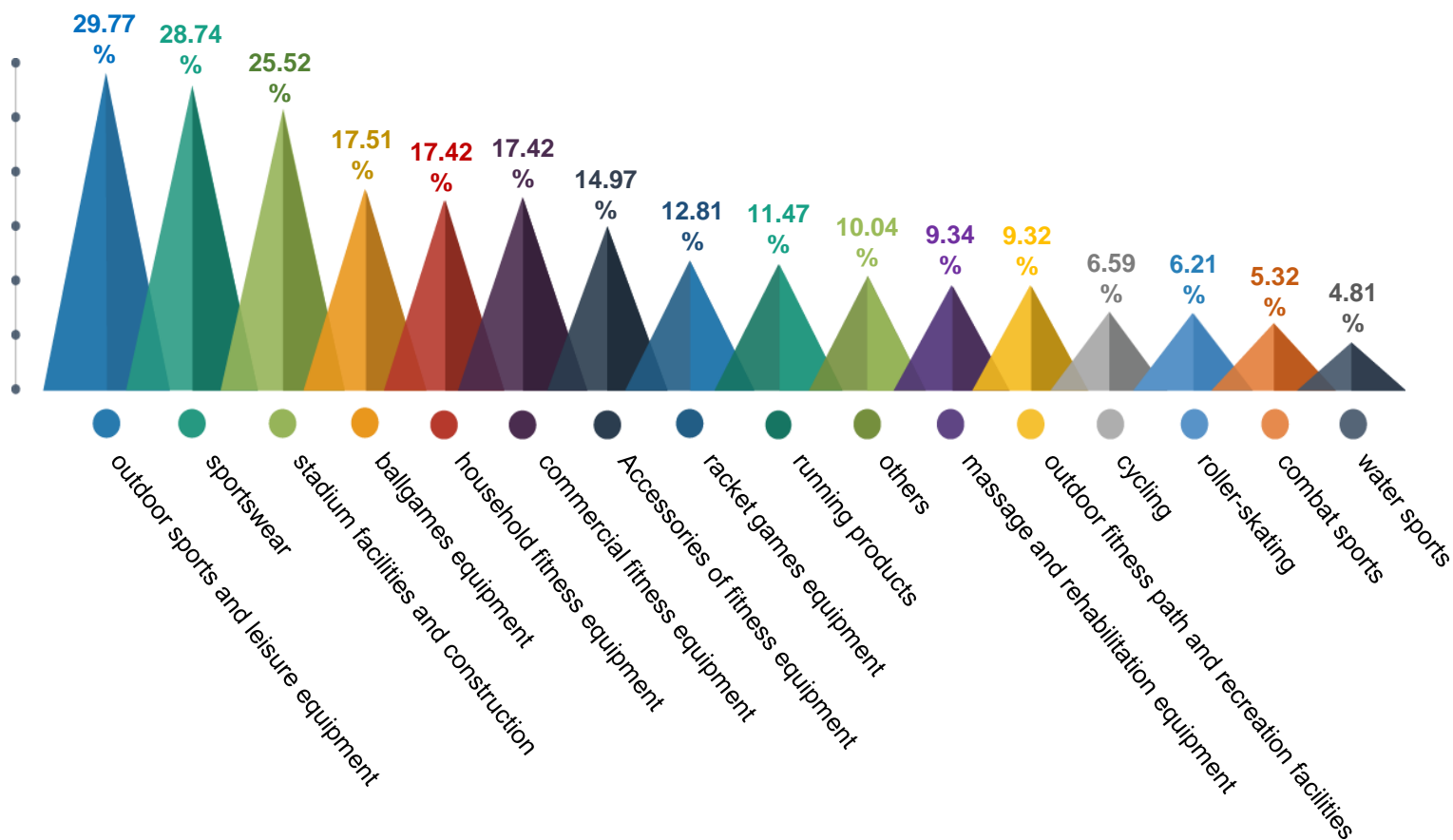
7-10 years



Over 10 years

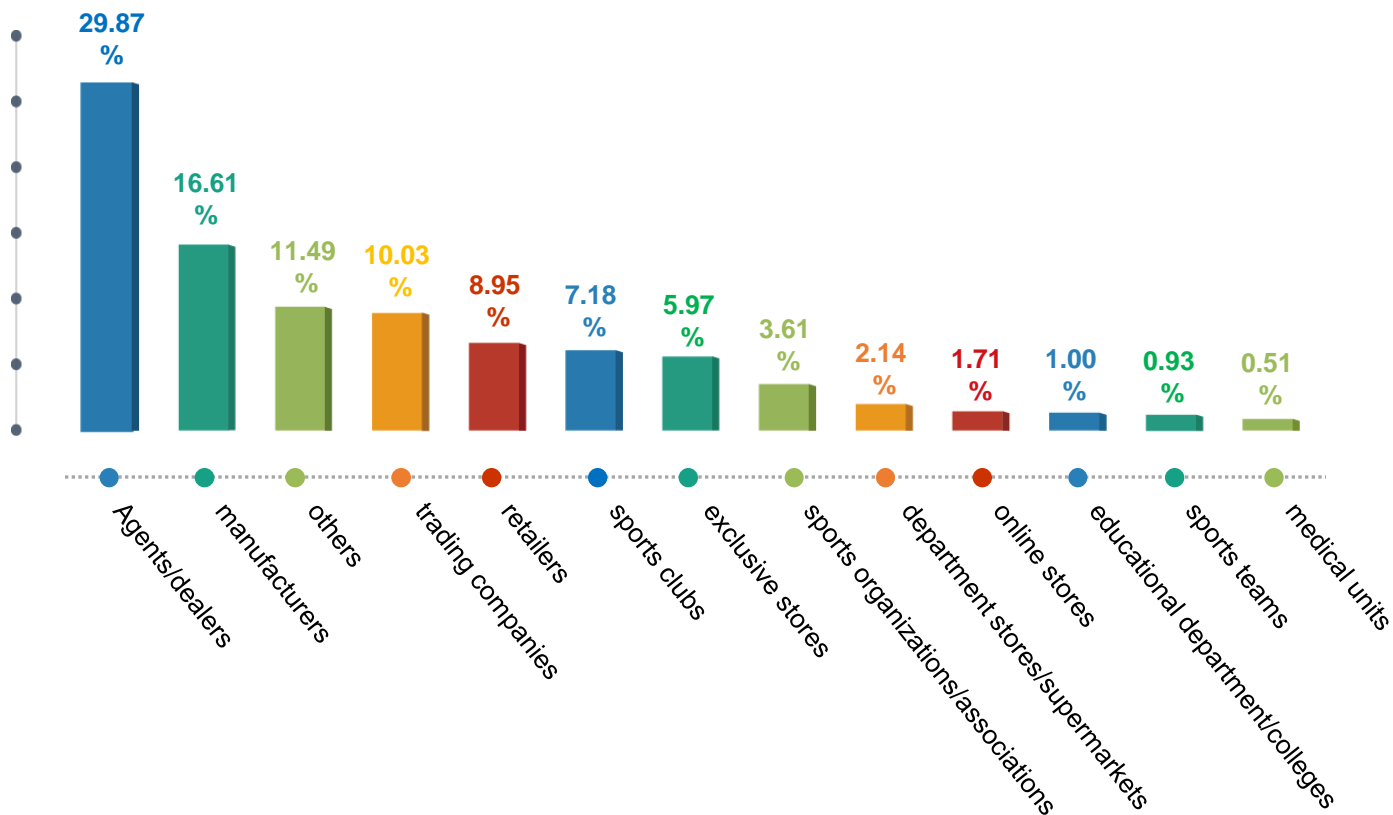
Statistics of Visitors

4、Categories of exhibits that the visitors are interested in



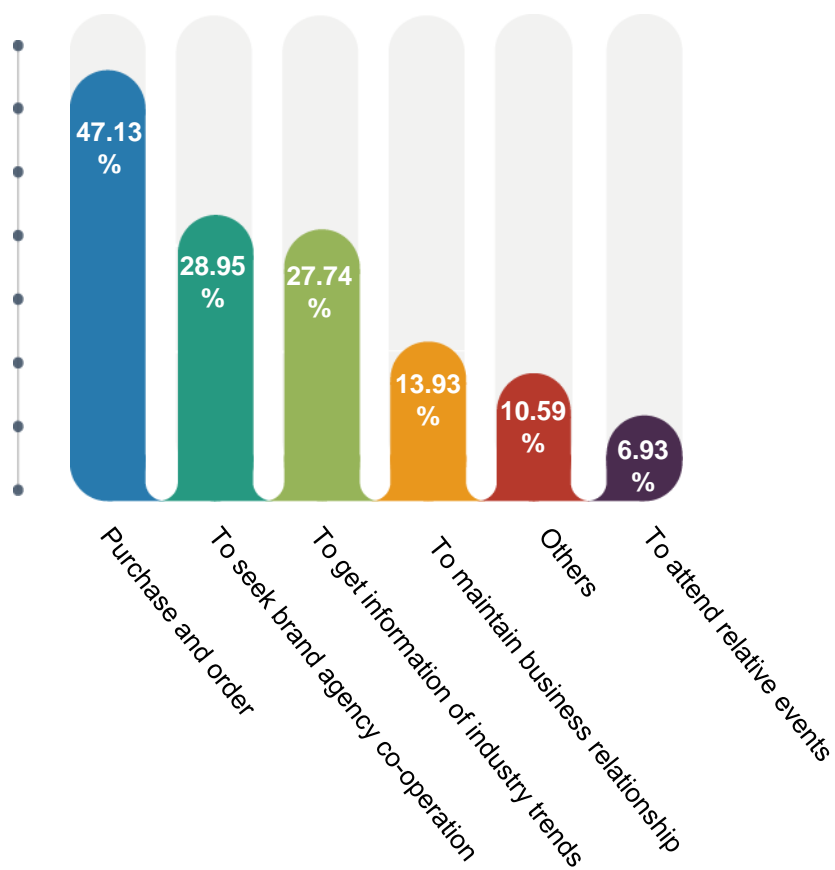
Statistics of Visitors

5、Categories of visitors

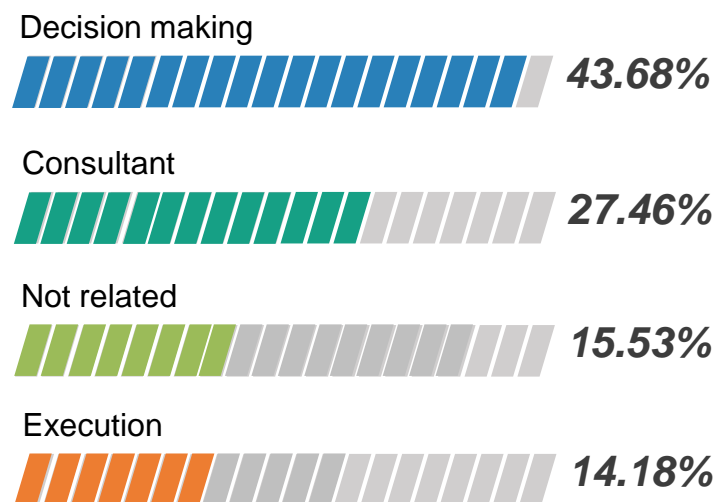


Statistics of Visitors

6、Visiting purpose



7、Position in purchase process



On-site Events

CHINA SPORT SHOW



Forums



Meetings/workshops



Trade Communication



Interactive



Performance

During China Sport Show 2017, there are **48 events** held in the above mentioned categories.

1、 Forums

4 self-operated

7 forums

3 co-operated

1. China Sporting Goods Industry Annual Summit
2. China Youth Sports Forum
3. China Sports Venues and Facilities Forum
4. China National Fitness Forum

1. College Stadium Management Forum
2. Athletes Venture and Innovation Forum
3. China Fitness Career Development Forum



7 forums in **3** days with **59** speakers and **1400+** attendees

Forms

official
speech

report
release

keynote
speech

dialog

initiative

Topics

sports
industry

sporting goods
manufacturing

national
fitness

youth sports
development

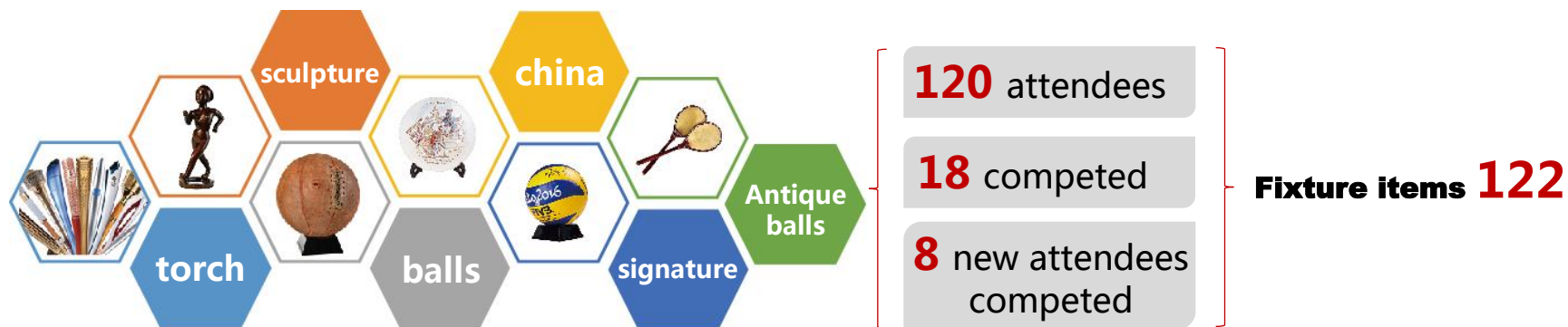
college stadium
management

athletes
venture

fitness coach career
development

2、Sports collection exhibition and auction

Over **1000** items of **286** series were exhibited this year.



3、China Sport Show Fearless Bodybuilding & Fitness Bikini Contest

Above mentioned contest was held 23-25 May 2017 in Hall 7.1.



18 teams and individuals from **12** countries/regions

528 contestants in total

- 216** of college group
- 312** of adult group

Contestants are from China (mainland, Hong Kong China, China Taiwan), Korea, Japan, USA, UK, Thailand, Russia, Ukraine, Singapore, Egypt, Saudi Arabia and etc.



4、National Fitness Platform

National Fitness Platform was held 23-25 May in Hall 7.2.

Activities of the following **5** themes were held.



PACEMASTER
Authorization Signing
and New Product
Launching Ceremony



Award Ceremony of
Outdoor Fitness Path and
Fitness Equipment for
Special Crowd Selection



China Sport Show
Rope Skipping
Show



Renowned Athletes
Talk Show on
Venturing



Pre-show report

5、 I-FIT National Fitness Trainers Convention 2017 (8th Edition)

First time to co-operate with China Sport Show, First time to be held outside Beijing, with a new record on scale



Career Development
Forum



Workshop

I-FIT National Fitness Trainers Convention 2017



Skill challenge



Interactive

95 competing teams , **600+** trainers, guests, media representatives.

3 days , **50+** high quality training sessions , **20+** instructors.

Released Fitness Trainer Career Development Research Report 2017

Annual Spreading

1、Summary

Over 400 original manuscripts was released within the year and 21 industry-related subjects reports were schemed.



First Major We Media in the segment of sports goods manufacturing.

Annual Spreading

1、Summary

Attracted

CCTV2

CCTV5

Star Sports

Xinhua News Agency

Sina

Sohu

Tencent

China Sports Daily

Oriental Sports

China Education Journal

China Construction News

Xinmin Evening News

Wen Wei Po

Lanxiong Sports

Over 30 main-streaming media was present during the whole exhibition period for depth reports.



Annual Spreading

2、Press Point of China Sport Show 2017

1

In the context of the first time that the added value of sporting goods industry exceeded 300 billion Yuan, the six "upgrade" ideas were interpreted on Annual Summit by Mr. Zhao Yong, Deputy Director of State General Administration of Sports.

2

Implementing Four Intelligentization and leading industry transformation and upgrade.

3

Interpreting idea of Industry 4.0 with new Craftmanship.

4

Hope and reborn of Plastic track was discussed in China Venue and Facilities Forum, which attracted attention of financial media and local media.

5

Prospected and interpreted PPP mode.

6

Innovation of artificial ski trail and ice rink.

Thank you for all your support!
See you next year



CHINA SPORT SHOW 2018

25-27 May

National Exhibition and Convention Center (Shanghai)
Address: No. 168, East Yinggang Road, Qingpu District, Shanghai, China



FITNESS EQUIPMENT



STADIUM FACILITIES



OUTDOOR SPORTS



BALL GAME



SPORTSWEAR



MASSAGE REHABILITATION