



China Sport Show 2015

Report

FuZhou china

2015

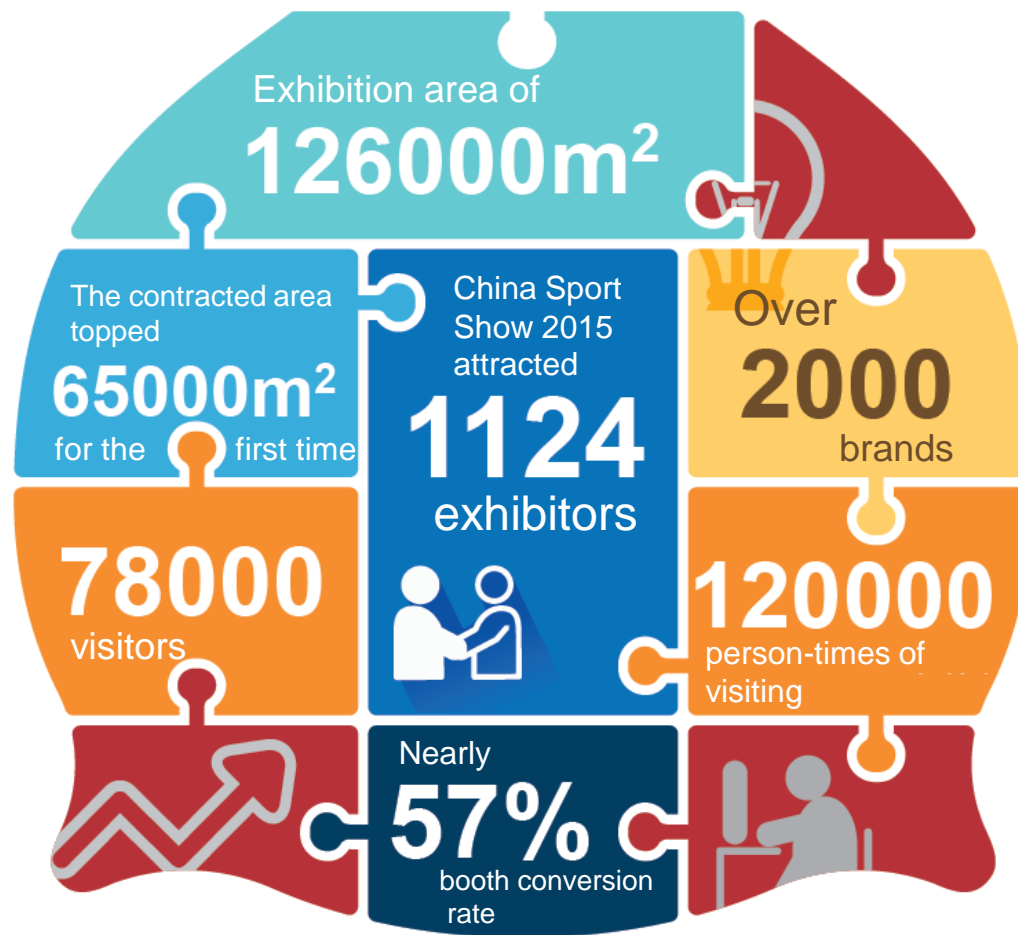


CHINA SPORT SHOW

Official website: www.sportshow.com.cn

Overview

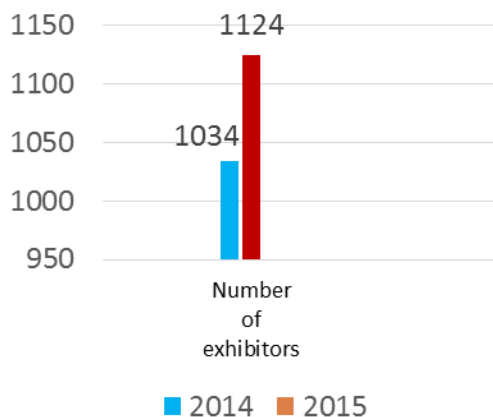
China Sport Show 2015 attracted 1,124 exhibitors, representing over 2,000 brands. The exhibition area reached 126,000 m² and the contracted area topped 65,000 m² for the first time. Booth conversion rate reached 57%. over 78,000 visitors attended the exhibition, exceeding 120,000 person-times. These figures showed that China Sport Show has turned a new page in its history, and served as a grand banquet for exchanges on sports utilities.



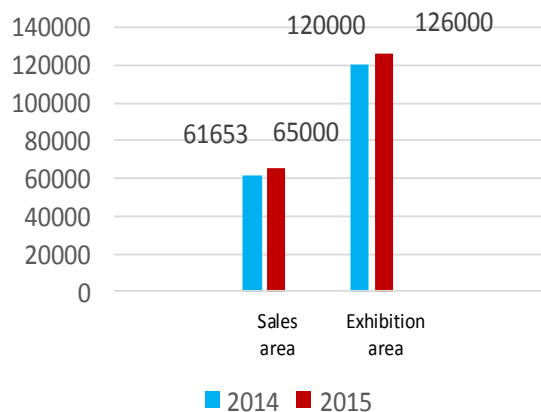
Comparison of the Number of Exhibitors

1. Comparison of exhibitors and contracted areas between the recent and the previous sport shows

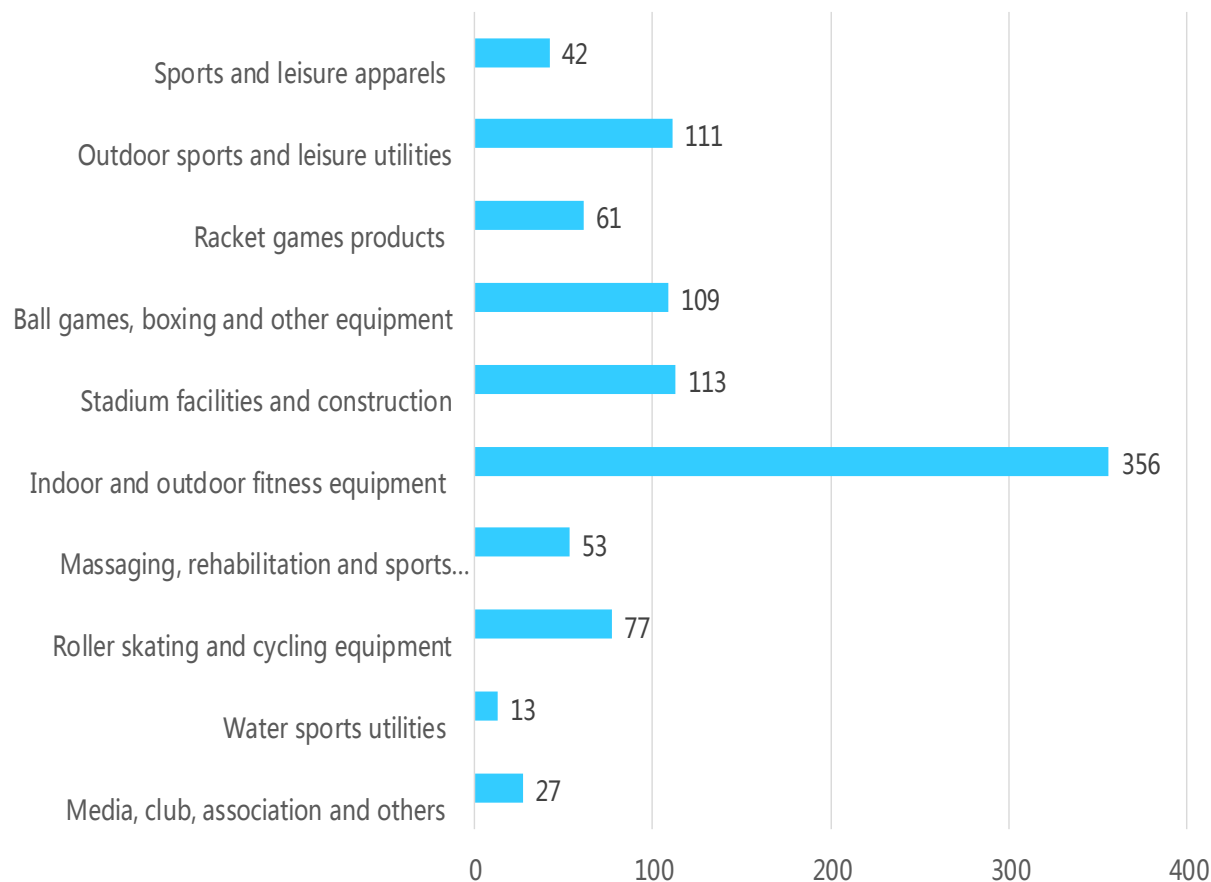
(Unit)



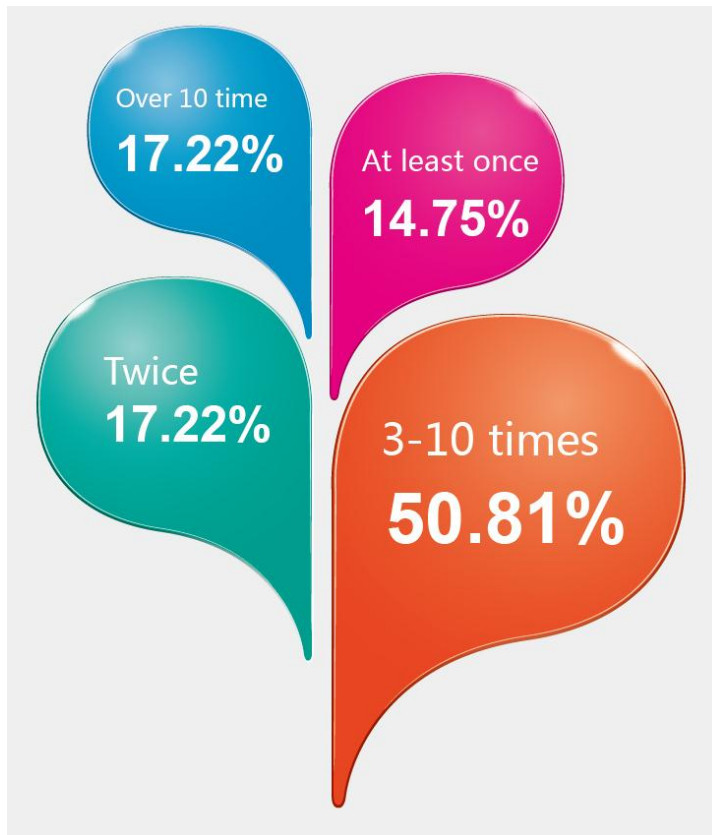
(m²)



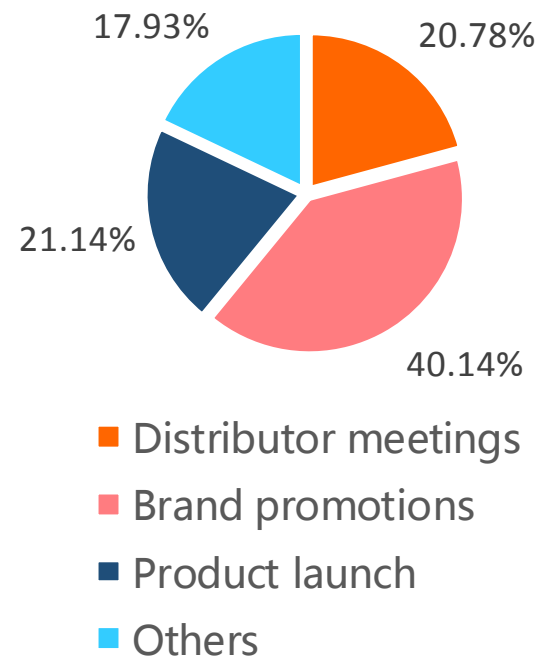
2. Sectors of exhibitors (Unit: companies)



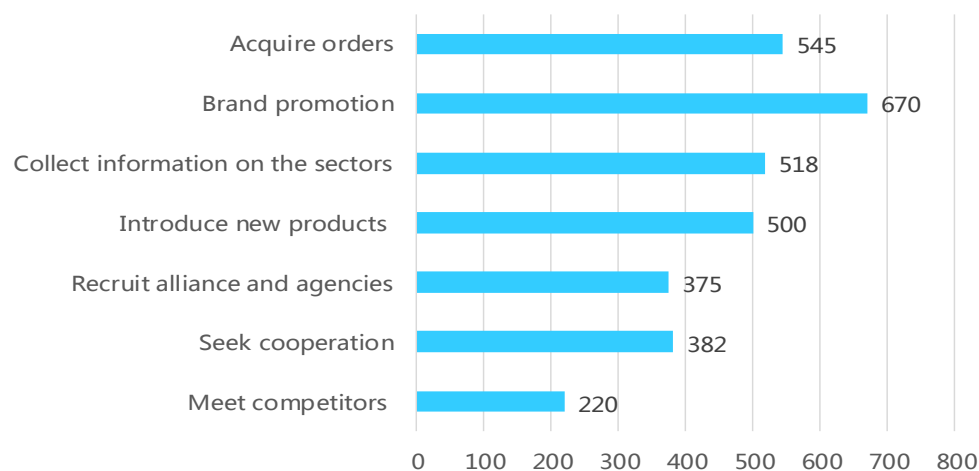
3. Attendance by previous exhibitors (Unit: %)



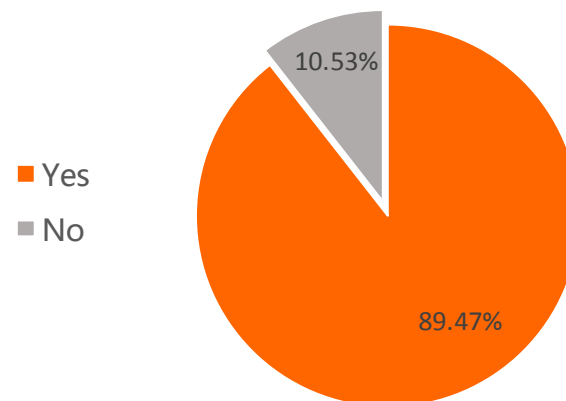
4. Onsite business activities organized by exhibitors (Unit: %)



5. Targets of exhibitors' attendance to the show (Unit: corporate and institutional units)

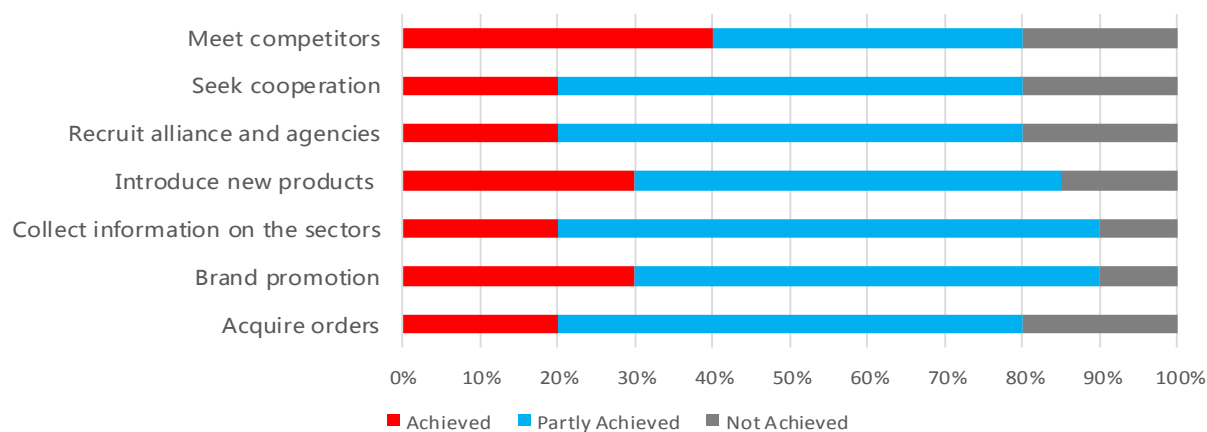


7. Plans for next show



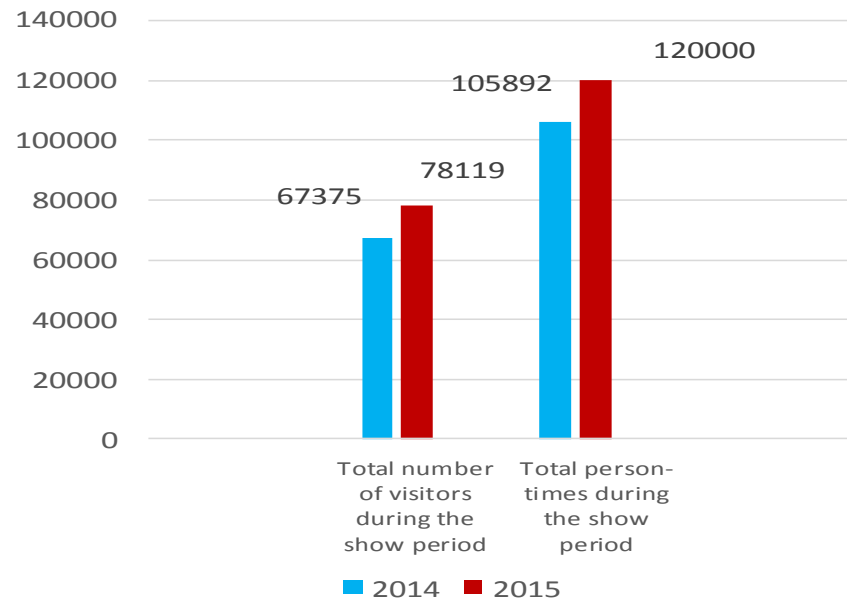
6. Fulfillment of the targets (Unit: %)

Target fulfillment

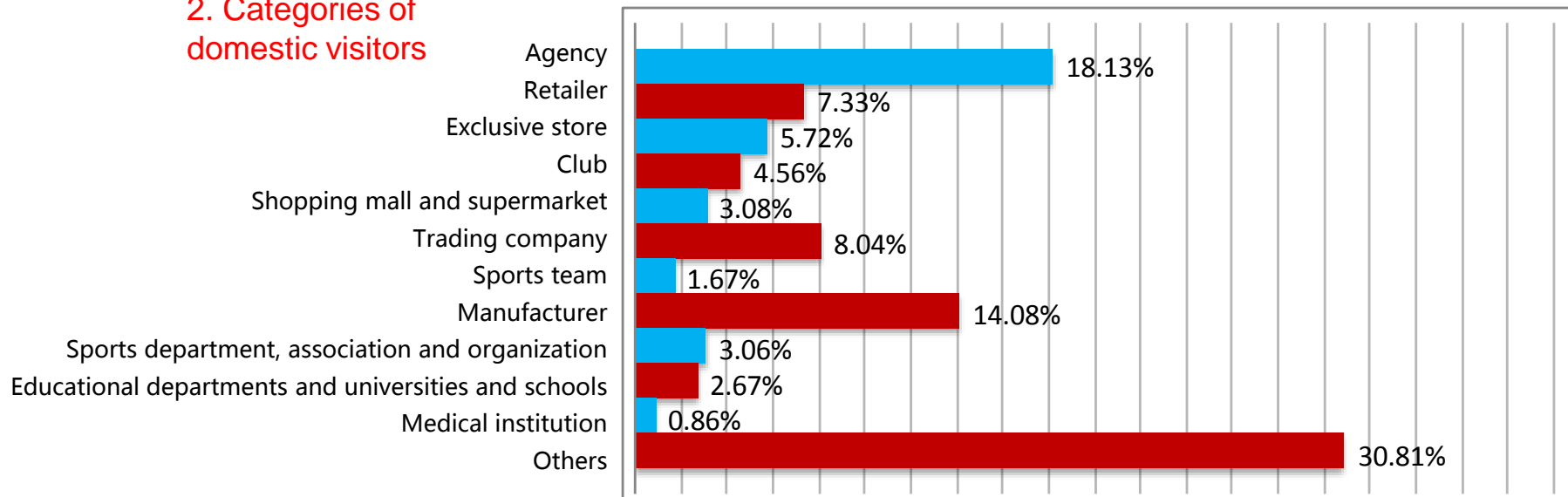


Comparison of visitors

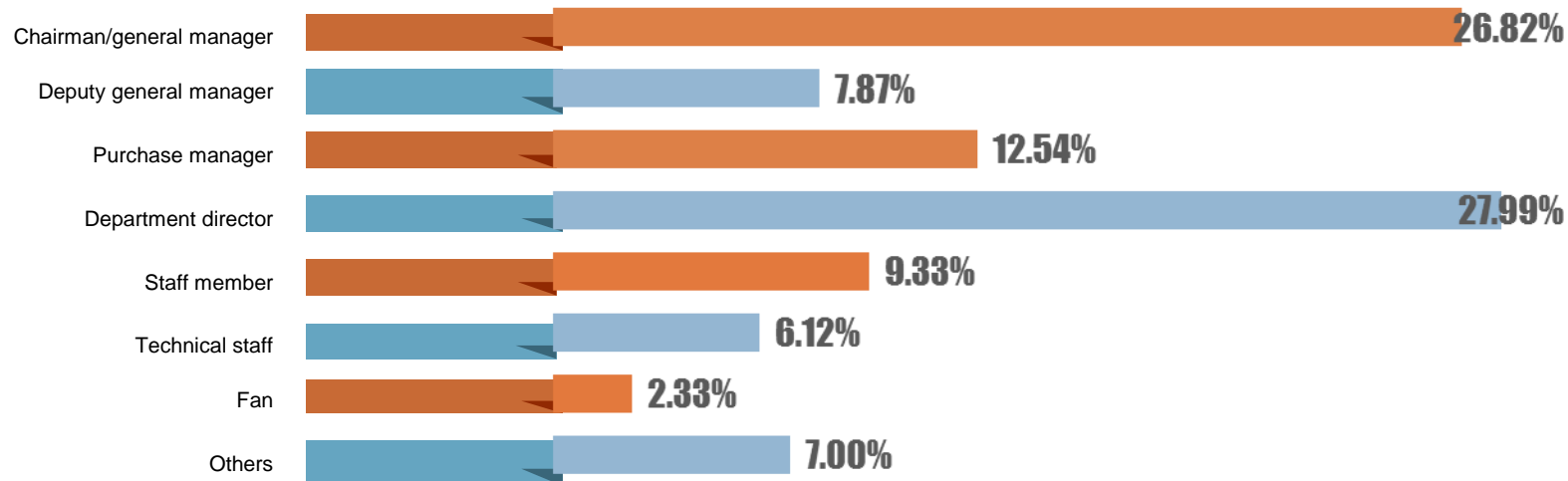
1. Number of visitors to the recent two shows



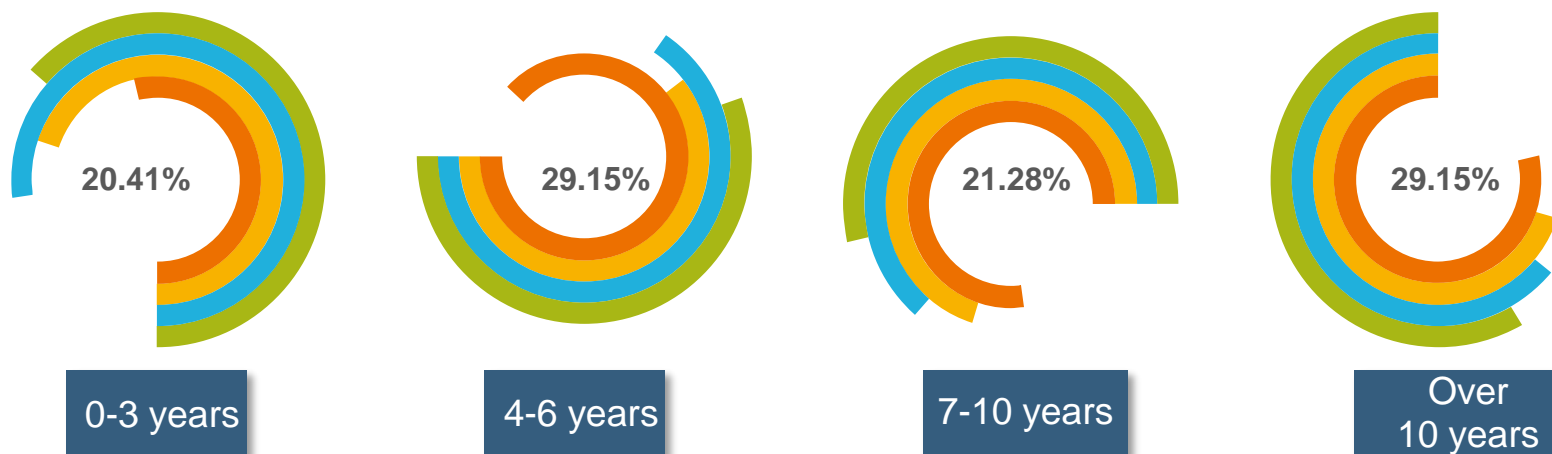
2. Categories of domestic visitors



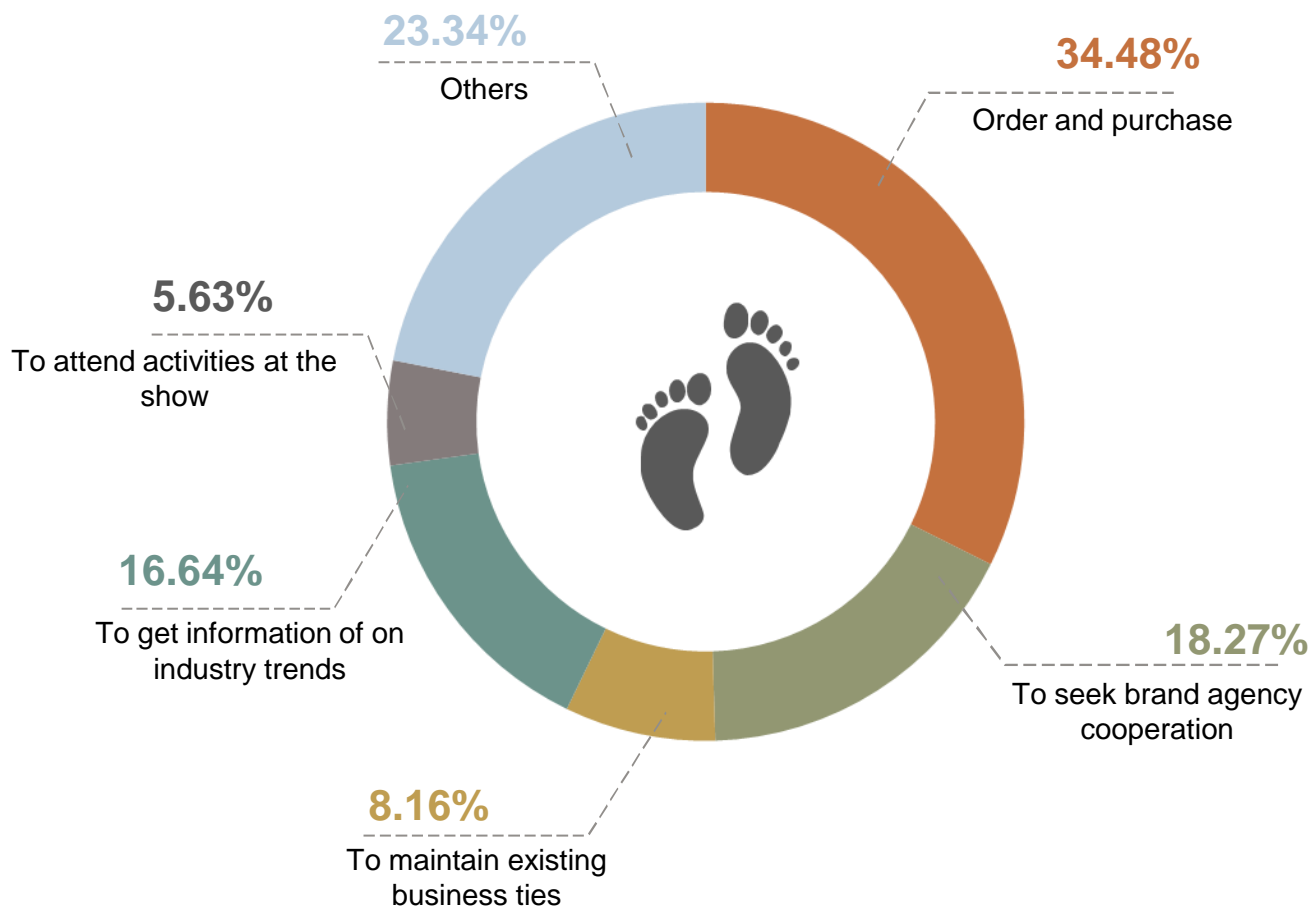
3. Positions of domestic visitors (Unit: %)



4. Duration of domestic visitors working in the sector (Unit: %)



5. Targets of domestic visitors' attendance to the show



6. Satisfaction about exhibitors and products



18.83%

Sports and leisure
apparel



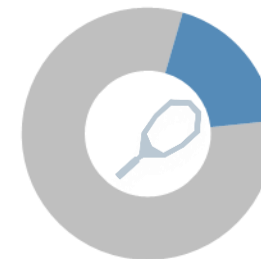
16.28%

Outdoor sports and
leisure utilities



17.31%

Stadium facilities and
construction



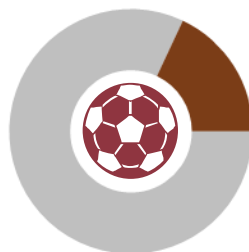
14.97%

Commercial/household
fitness equipment



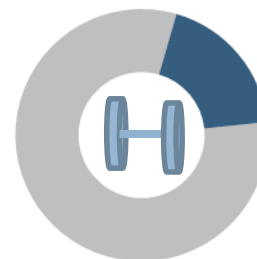
14.30%

Racket games
equipment



14.04%

Ball games
equipment



18.13%

Accessories of
fitness equipment

Sports and leisure apparel	18.83%
Outdoor sports and leisure utilities	16.28%
Racket games equipment	14.30%
Ball games equipment	14.04%
Boxing and martial arts utilities	5.80%
Stadium facilities and construction	17.31%
Commercial/household fitness equipment	14.97%
Outdoor fitness and recreational facilities	8.87%
Accessories of fitness equipment	18.13%
Massaging, rehabilitation and medical equipment	8.56%
Cycling	7.10%
Roller-skating	6.69%
Water sports utilities	3.19%
Network and media	2.99%
Others	5.18%

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On-site Activities

5 categories

1 High-level forum



2 Trade Communication



3 Official activities



4 Performance



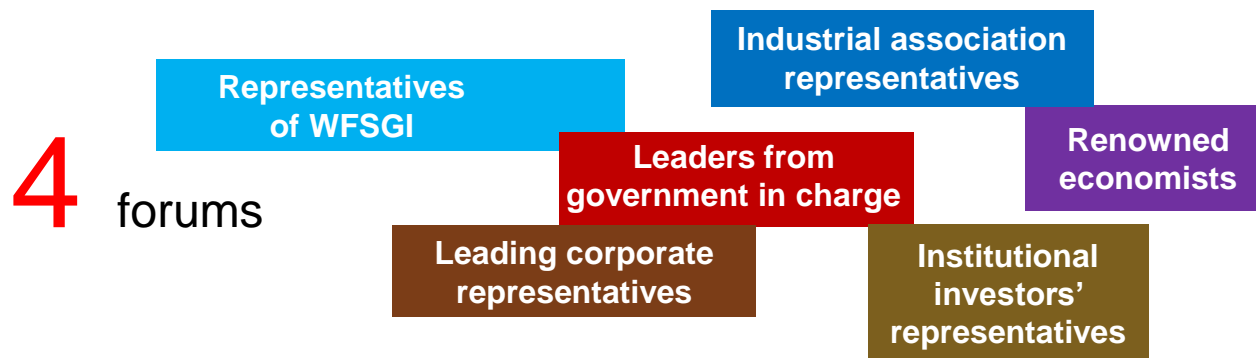
5 Interactive experience



22 activity items



Introduction of major activities – summit forums



42 distinguished guests are present.

With unprecedented enthusiasm, **518** visitors enrolled the show, totaling **1,436** person-times.

Introduction of major activities – Fitness Industry Exchange



25 lecturers

2.5 days **7** classrooms

47 class hours (90'/class-hour) Over **200** attendees



Summary on Media Publicity for China Sport Show 2015

Up to 540 original manuscript were written this year, an increase of 90 articles from last year. This increase should be mainly attributed to the publication on Fujian media. 65 local media of Fujian Province publicized 167 articles, 77 articles more than those by Wuhan media last year and nearly a 50% increase.

A total of 35 original articles were presented on the three major forums this year, an increase of 12 articles from last year. Themes about fitness and stadium construction forums were added. Ten articles were especially for Fujian session.



Total annual publication increased by

20%

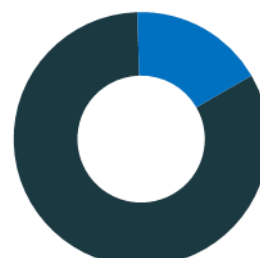
Up to **540** original articles were written this year, up **90** articles from last year.



Total publication during the show increased by

30%

350 articles were released during the show, up **80** articles from last year.



Routine publication increased by

5%

190 routine articles were published, up by **10** articles from last year.



Publication on summits and forums increased by

52%

A total of **35** original articles were presented on the three major forums this year, an increase of **12** articles from last year.

CCTV

[综合] 体博会福州开幕 体育用品业强势复苏

2015年05月08日 12:48 | 进入复兴论坛 | 来源: 央视网 | 手机看新闻 | 手机看视频

Newspapers
of Industry

海峡体育网

首页 | 体育新闻 | 赛事信息 | 产业资讯 | 展会信息 | 海峡论坛 | 福建新闻



国家体育总局装备中心赴福州落实2015体博会相关筹备工作

来源: 海峡体育网 时间: 2015-01-30 打印 链接 阅读: 58 次

Website of
Industry

首页 | 新闻 | 体育 | 娱乐 | 财经 | 科技 | 视频 | 微博 | 博客 | 读书 | 教育 | 时间 | 育儿 | 健康 | 星座 | 时尚 | 汽车 | 房产 | 招聘 | 旅游 | 美食 | 宠物 | 生活 | 其他 | 正文

2014中国体育用品产业白皮书发布 新黄金十年可期

2015年05月07日 12:12 新浪体育网 微博 我有话说 收藏本文

Portal
website

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Media publication

Local television



Portal website

网易体育 网易首页 > 体育频道 > 综合体育 > 正文

2015体博会规模创22年新高 主题:融合拓新跃升

2015-05-08 23:16:55 来源: 网易体育

分享到:

5月8日,由中国体育用品业联合会主办,福建省体育局、福州市人民政府、华兴体育用品发展中心共同承办的主题为“融合 拓新 跃升”的2015(第33届)中国国际体育用品博览会暨2015中国体育用品业年度高峰论坛在福建福州海峡国际会展中心举办。

国家体育总局、福建省政府、福州市政府相关部门领导莅临展会并指导观摩。本届福州体博会,在各个方面都取得了突破性进展,使体博会在其22年的发展历程中,全面跃升到了一个新的高度。

按照不同类别体育用品及参展企业的行业特点,本届展会继续将场馆分为六大主题展区,分别是运动休闲服饰区、网羽运动区、运动场馆设施区、户外运动及休闲用品区、健身健美运动区、户外运动区。展会吸引了来自境内外六大展区共1124家企业参展,首次突破1000家。

Local website

泉州新闻网 泉州新闻网 > 体育频道 > 体育新闻 > 正文

2015年中国体育用品业年度高峰论坛召开(图)

2015-05-09 06:00:13 来源: 中国新闻网 54浏览 评论0条



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中国国际 体育用品 博览会

4月22日（周五）- 4月25日（周一）
福州海峡国际会展中心

CHINA INTERNATIONAL SPORTING GOODS SHOW



Fuzhou Strait International
Conference & Expo

April 22nd (Friday) - 25th (Monday)

中国国际 体育用品 博览会

2016
4月22日（周五）- 4月25日（周一）
福州海峡国际会展中心

Thank you for your support!
2016 See you in Fuzhou!

2016

Official Website: www.sportshow.com.cn

2016

官方微博: weibo.com/chinasportshow
官方网站: www.sportshow.com.cn



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2016

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