

中国国际 体育用品 博览会



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CHINA SPORTING GOODS INFORMATION

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Is Held in Xiamen

CSGF Recommends Canada/North American Membership
for CSGA

Total Scale of Chinese Sports Industry Will Exceed 3 Trillion
by 2020



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Promotion Conference of 2016 Fuzhou China Sport Show Is Held in Xiamen

By Feng Jiajia



2016 (34th) China International Sporting Goods Show will be held during April 22 to 25th in Fujian Strait International Conference and Exhibition Center. In order to promote the understanding of the latest updates on inviting business and exhibitors, the Organization Committee held the Promotion Conference in Xiamen. Mr. Li Hua, Director of China Sports Equipment Administrative Center and Vice Chairman and Secretary General of China Sporting Goods Federation and Wang Weichuan, Deputy Director of Fujian Administration of Sports made speeches. More than 200

representatives of sporting goods enterprises from Fujian province and more than 10 reporters from Beijing and Fujian media attended the meeting.

In May, 2015 (33rd) China International Sporting Goods Show achieved great success with 1124 exhibitors, over 2000 brands, 120,000 square meters exhibition area and over 120,000 audiences, all these data made the most of the history of China Sport Show. The Show achieved its goal regarding promoting industry, mass fitness, and sports consumption. The 2016

Show will be held in Fujian Strait International Conference and Exhibition Center again.

Mr. Li Hua mentioned that, 2016 China Sport Show Organizing Committee would follow the spirit of NO. 46 File during the organization of 2016 China Sport Show. As the manufacturing base of Chinese sporting goods, Fujian is on the top that bear the mission of transformation, updating, reshaping, renovation, and energizing the sporting goods manufacturing industry. Fujian's experience regarding which mentioned above is

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worth highly attention by the peer and worth share the success all across the nation.

After the analysis of 2015 industry trend from both macro and micro aspects, Mr. Li Hua pointed out that the industry is facing severe reality and challenges. The policy of "2025 Made in China provides a new methodology for sporting goods industry. The direction for both China Sporting Goods Industry Association and the industry will be Continuous innovation, promoting transformation, and increasing international influence.

As the host, Wang Weichuan, the Deputy Director of Fujian Sports Bureau, mentioned that 2015 is extraordinary for Fujian sporting industry, for example, the success of

the 33rd China Sport Show and the First National Youth Games which shows the achievement of Fujian sports. China Sport Show is the most influential exhibition in Asia-Pacific region, and it is a high-end platform to promote investment cooperation, communication, and boost small businesses' second startup. International brands from Xiamen, Zhangzhou, and Quanzhou played an important role. We will continue with full enthusiasm to provide the best quality service, and look forward to working with everyone here together again in next year's Show.

During the Promotion Conference, Mr. Luo Jie, Director of Exhibition Department of China Sports Equipment Administrative Center introduced the latest status quo

of the 2016 China Sport Show on behalf of Mr. Li Hua. Through early dissemination and promotion, we have received positive feedbacks, and the overall preparations are all under control. The progress of recruiting exhibitors exceeds that of last year. By the end of last week, registration number is close to 970, registration area is more than 70,000 square meters. Registration of professional audiences and event planning work are all in a planned way. In addition, Luo Jie highlighted 7 innovations and 10 breakthroughs and analyzed the overall conception and preparatory work progress.

The Promotion Conference is sponsored by both Fujian China Yihe Electronics Co. Ltd. and Fuzhou EMAX Co. Ltd.

CSGF Recommends Canada/ North American Membership for CSGA



To all members:

CSGF officially cooperate with Canadian Sporting Goods Association (CSGA) since September 2015. Both parties will carry out comprehensive cooperation as regard to organization member participation, industry information exchange cross borders and products.

I, Entering into Canada/North American market through CSGA.

Canadian Sporting Goods Association, hereinafter referred to as CSGA is founded in 1945, currently has memberships more than 9,000 within Canada and other regions, including suppliers, distributors, service providers and sports associations.

CSGA hopes that we can recommend some good bership fee is CAD 500 per year (RMB 2500), and the member can enjoy the following benefits:

Access to the latest news for Canada sporting goods industry.

Browse company and product



information of over 9700 companies and products within the CSGA

Participate overseas exhibitors show like ISPO, market research, advertising and other services in a more favorable price.

Releasing news and promoting products on CSGA website without any charge.

To gain market recruitment information.

Obtain discounts offered by CPSCA (Canadian Professional Selling Association), partner with CSGA on services and products, including hotel, transportation, finance and other fields.

II, Speeding up the understanding of Canadian sporting goods market

In order to develop the Chinese

market and provide quality and convenient services, CSGA set up offices in China to provide support to Chinese users. Provided market information of Canada is as follows:

1、 According to the statistics offered by CSGA, annual retailing sale of Canadian sporting goods is CAD 10 billion a year (from 2010 to 2014 on average).

2、 According to a conservative estimate by the CSGA, their annual imported sporting goods worth 4 billion CAD, including equipment, footwear, clothing and so on.

3、 Top ten of the imported goods are footwear, sportswear, bicycle, ice hockey equipment, camping products, fishing products, football and accessories, fitness equipment,and outdoor equipment.

4、 Most of sporting goods rely

on imports in Canada, while little sporting goods are locally produced, such as simple sportswear, some maintenance equipment, and some wooden material products like stick, OARS, etc.

5. What kinds of partner do Canadian sporting goods companies looking for? CSGA thinks that although the Internet is well developed and enables buyers and sellers to connect very quickly, in practice it still has certain difficulties to build up a mutual trust, reliable, efficient, and flexible cooperation mechanism because of different culture, language, and trade ideas. Therefore, Canadian sporting goods companies hope that by cooperation with other national associations through CSGA , they can access more high integrity, professional and competitive manufacturer of resources internationally.

Now we will recommend qualified products for membership, and enterprises will participate in voluntary principle completely. I would see this free service as a help to members towards international market. No charge and no fees will be collected. We will collect the registration back to CSGA agent in China for the next step of work. Please write your schedule and submit to Ms. Yong Zhongjun who in charge of international communication before December 25 2015.

Email: laurayong@sportshow.com.cn
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China Sporting Goods Federation
Dec. 7th, 2015

Promotion Conference of 2016 China Sport Show Is Held in Shanghai

By Feng Jiajia



In order to promote the understanding of the latest updates about the businesses and exhibitors, the Organization Committee set up the Promotion Conference in Shanghai during Dec. 1 18:00 to 19.30. Mr. Li Hua, Director of China Sports Equipment Administrative Center and Vice Chairman and Secretary General of China Sporting Goods Federation made speeches. More than 100 representatives of sporting

goods enterprises and many reporters from Beijing and Shanghai media attended the meeting.

In May, 2015 China International Sporting Goods Show achieved great success with 1124 exhibitors, over 2000 brands, 120,000 square meters exhibition area and over 120,000 audiences, all these data made the most of the history for China Sport Show. The Show

received positive feedbacks, and registration of professional audiences and event planning work are all in a planned way. By the end of November, registration number is close to 970, registration area is more than 70,000 square meters. Registration of professional audiences and event planning work are all in a planned way.

Mr. Li Hua mentioned that, 2016



China Sport Show Organizing Committee would follow the spirit of NO. 46 File during the organization for 2016 China Sport Show. 2015 is the year of comprehensive adjustment and business model and original ideas that enterprises are familiar with are changed now, such as branding, talents, etc.

For the future development of sports

supplies manufacturing enterprises, Mr. Li Hua offered three suggestions. First, professional company. Second, informatization. Last, small scale of manufacturing.

Head of the fitness exhibition area Sun Li and Summit BBS director Wang Lei introduce the new features and new project of BBS respectively. New element of fitness area is the

fitness communication stage that will maximize the value of the Show. The Summit BBS preparatory work has comprehensively been done and will cover more industry research, improved quality of content, and the BBS will launch e-commerce platform function to provide more in-depth involvement among partners.

Total Scale of Chinese Sports Industry Will Exceed 3 Trillion by 2020



Feng Jianzhong, Deputy Director of General Administration of Sport of China mentioned in the press conference of SCIO that according to the current development trend, the overall added value of sports industry would be 400 billion by 2015, accounts 0.7% of GDP that matches the twelfth five-year plan development goal. Total scale predicts to be 3 trillion, 1.0% of GDP by 2020.

The issue of the Guiding Opinions on Speeding Up the Development of Sports Industry and Promoting Sports Consumption together with intensive local supportive documents

release provide exciting opportunities for develop broader market space. The effect is quickly reflected in the market. Well-known enterprise like Wanda, Alibaba, and Tencent continuously increasing investment in sports industry, Ti'ao Sports gets the television production and copyright of the Chinese Super League with 8 billion from 2016 to 2020. Sporting goods manufactures like Anta and Taishan presents fast growth. Good environment and development trend attract social capitals. Sports industry gradually become an eye-catching plate, government actively promotion, capital investment, the

industry enthusiastically all cheer the development momentum.

At present, the central government jointly or separately issued 15 supporting documents. Involved departments include National Development and Reform Commission, Ministry of Culture, Ministry of Finance, General Administration of Press and Publication, the State Administration of Radio Film and Television, the National Bureau of Statistics and the General Administration of Sport. Another eight supporting documents are drafting and the involved



National Development and Reform Commission, Ministry of Culture, Ministry of Public Security, General Administration of Press and Publication, the State Administration of Radio Film and Television, the National Tourism Administration, and the General Administration of Sport. Besides the key tasks, the General Administration of Sport of China cooperates with Ministry of Public Security issued the National Sports Industry Statistics Classification that defines the connotation of the sports industry. Furthermore, together with the National Tourism Administration to develop the Sports Tourism Development Scheme which promotes the development of industrial convergence. These formulated and issued documents has attracted great concern of the

society, in some extent, speed up the progress of resolving issues in broadcast of event, security service and large venues management.

In October 2015, the General Administration of Sport of China held an industrial conference to systematically summarizes the implementation experience and deployment of work. In addition to the issued 23 supporting documents, the General Administration of Sport of China is partly and independently drawing 13 and 10 documents respectively. Among nine major tasks headed by the General Administration of Sport of China, most are well done except tasks that disconnected between the Association and the government.

31 provincial governments have

introduced implementation opinions by requirement, some cities carry out actively and innovative. Except setting up sports industry fund, encouraging private capital investment in sports industry and setting up provincial sports industry base, some cities also test the policy of using social security card balance to pay fitness fees, strengthen sports consumption statistics, and promote sports industry legislation, etc. The focus of these policies is tax deduction, land security, special funds, science and technology research and development, which create favorable conditions for sports industry development.

(Source: the Xinhua News Agency)

Abstract of the Guiding Opinions on Speeding up the Development of Consumer Service Industry and Promoting Sports Consumption by the Chinese State Council



On November 22, the State Council issued the Guiding Opinions on Speeding up the Development of Consumer Service Industry and Promoting Sports Consumption, (hereinafter referred to as the Guiding Opinion). It is a comprehensive and systematic policy document

to promote the development of consumer services fulfill the needs of upgraded consumption, and consumer services. The file states on developing sports services, health services industry and vigorously promote mass sports and competitive sports, promoting the prosperity of sports market, and accelerating the formation

of reasonable structure of sports service system. Relevant content roundup is presently as follows.

I. General Requirements

Led by consumption and dominated by the market. Making efforts to fulfill the new requirements of updated consumption needs.



Give full play to the decisive role of market resources. Enhance the role of the government on planning, policy guidance, and market regulation. Mining consumption potential, increase market dynamics. Adhere to innovation and promote new consumption. Adhere to quality level, green development, and transformation of consumption mode.

II. Major Tasks

- 1、Health Service
Centered on improvement of health quality and level, gradually establish whole life cycle and reasonable structured health service system. Encourage development of physical examination, health consulting, health culture, health tourism, fitness, and other diversified health services.
- 2、Tourism Services
Guided by the demands of tourists, enrich tourism products, improve market environment, and promote tourism service towards to sightseeing, leisure, vacation, and value added of cultural connotation.

Guiding healthy ways of tourism consumption, and integrative develop tourism with leisure, research of travel, industrial purpose, competition performance, fitness and leisure.

- 3、Sports Service
Vigorously promote development of mass sports and competitive sportsPromote market discipline and accelerate the formation of all categories of sports, reasonable structure of sports service system. Focus on fitness leisure, competition performance, venue services, and agency training in order to promote development of sports tourism, sports media, exhibition, and others. Put football, basketball, volleyball as breakthrough points to speed up the development of sports with wide popularity, high attention, and large market space. The 2022 Olympic Winter Games will comprehensively enhance the level of ice and snow sports popularity and industry development. Vigorously popularize jogging, cycling, mountain climbing and drive the development of mass sports. Optimize self-discipline, management norms, and other professional standards

of fitness coaches and sports agents. Promote the development of professional sports, rich amateur sports, and explore competition market development and operation mode. Implement brand strategy, and create some brand competitions both internationally and regionally. Places with available natural resources can do rally racing. Promoting connection of sports industry, cultivate several sports base following market rules and with highly competitiveness. Encourage advantageous enterprises, projects, and brands becoming more extraverted.

III. Policies and Measures

- 1、Deepen the Reform and Opening Up
Establish nationwide unified, open, competitive, and orderly services market, take effective measures, and break administrative and industrial monopoly, and local protection. Abolish hampers formed during the formulation of unified national market and fair competition practice. Further deepening the reform of investment and financing system, encourage, and guide various types of social



capital to consumer services. Promote the reform of administrative examination and approval system, simplify approval process, cancel unreasonable upfront underwriting matters, and strengthen the supervision after the event. Cancel administrative examination and approval for commercial and mass sports.

- 2、Strengthen Construction of Infrastructure
Meet the needs of consumption structure upgrade, increase social investment, upgrade old services infrastructure, refine rural area services infrastructure, promote automatic and intelligent service infrastructure, and improve service network coverage of urban and rural infrastructure. Perfect the infrastructure support for acceleration and structure upgrade of the service industry. Centered on tourism, leisure, education, culture, pension and housekeeping, implement major projects as soon as possible. Overall plan and rationally utilize sports facilities construction, and promote public openness of sports venues of enterprises and institutions.

- 3、Increase Support on Fiscal and Taxation, Finance, Pricing, and Land Policy
Innovation on fiscal and taxation policies. Change business tax to added-value tax, test pilot run on service industry. Design the tax program scientifically and set up reasonable VAT rates. Utilize the function of capital guidance and innovate capital usage. Enlarge the use of PPP, equity investment, industrial fund to support service industry development. Provide subsidy to free or low-cost public sports facilities under relevant regulations. Encourage the government to buy services and encourage purchase of pension, health, sports, culture, and community service in order to expand market demand.
- 4、Drive Development of Professionalization
Relevant departments that in charge of consumer services industry should formulate corresponding professional development plans. Encourage employees to participate in professional skill appraisal for whom

- pass the professional qualification certificate there should be one-time professional skill appraisal subsidies in accordance with the regulations.
- 5、Set up Sound Legal and Statistical system
Perfect laws and regulations and formulate Cultural Industry Promotion Law, start research on quality management legislation of service. Strengthen protection of intellectual property legislation and enforcement, protect intangible assets like patent, trademark, copyright, etc. Based on the national economy industry classification, promptly make statistical classification on key areas of consumer services, improve the statistical index system, and clarify tasks of relevant departments. Establish mechanism of information sharing between government departments, and gradually establish consumer services information release system on a regular basis.
- (Source: Portal website of the Central People's Government of the People's Republic of China)

Summary of General Administration of Sport of China on the Implementation of the Guiding Opinions on Speeding up the Development of Sports Industry and Promoting Sports Consumption



Feng Jianzhong, Deputy Director General Administration of Sport of China summarized his opinions on the Guiding Opinions on Speeding up the Development of Sports Industry and Promoting Sports Consumption on Dec. 8 on the State Council Conference. He thinks that the release of the document received strong reaction in the society and the future is bright.

Feng Jianzhong review the work the General Administration of Sport of China has been done last year, like promote the reform of event management mechanism, large-scale venue operation management, of sports industry base development. He used four sentences to summarize First is timely issuance of documents. The second is strong social reactions. The third is a bright prospect. The

forth is last year' s achievement is worth memorizing.

During the recent one year since the release of the Opinions, there are 15 supporting documents have been released and eight is drafting. The General Administration of Sport of China did clear-up work for cancellation of administrative approval. There are five items need



administrative approval by the General Administration of Sport of China and none of them is related with sports industry and sports consumption.

From the aspect of implementation, 31 provinces (autonomous regions and municipalities) introduced their regional implementation opinions by now. Among 31 provinces (autonomous regions and municipalities) and 5 cities, 18 has set up direct funds, 11 are pushing or planning to set up. 15 of them have formulated capital investment policy, and another 16 are planning. 10 of them has set up provincial sports industry base, and 17 are planning to do so. 16 has been working to develop sports industry statistics, and 19 are studying or planning.

From the aspect of market response, well-known enterprise like Wanda, Alibaba, Tencent are continuously increasing investment in sports industry, Ti' ao Sports spend 8 billion on Chinese Super League television production and copyright from 2016 to 2020. Sporting goods manufactures like Anta and Taishan presents fast growth. Following the current trend, it is highly possible that the value added of sports industry will be over 400 billion Yuan by 2015, accounts 0.7% of GDP. By 2020, the total scale of sports industry will be more than 3 trillion and the value added will reach 1% of GDP.

About the recent focus, Feng Jianzhong mentioned that one is to speed up the policy implementation and improve the market environment. The second

is to strengthen coordination and create social environment. The third is to focus on the foundation and optimize the environment of work.

In October last year, the State Council issued the Opinions, which actively deploy sports supply, products and services, promote the sports industry become an important force in the economic transformation and upgrading, also, promote the comprehensive development of mass sports, continuously meet the demand of the people's growing sports needs. The Opinion enable national fitness as a national strategy.

(Source: Xinhua News Agency)