

—|| 2016 Autumn ||—

## ***The Flames of Legend***

2014 Wuhan

2012&2013 Beijing

2015&2016 Fuzhou

2017 Shanghai



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# Adding "World-class" Footnote to the Sport Show, Luo Jie Explains Four Fundamental Changes on 2017 Sport Show

By/Cui Kankan



Preface: the spiritual essence of global industry collaboration without borders will reflect on May 23, 2017 in Shanghai China Sport Show, and in a different way.

West of Shanghai Hongqiao Distinct is a treated as a pump, which attracted resources around 1000 sq. km of the Yangtze River Delta.

Over the past 20 years, Shanghai has always been the

Promised Land of state-owned capital and international capital, has become a new convention and exhibition center in Asia.

Where 2 km from Hongqiao airport, the Shanghai National Conference and Exhibition Center will hold the 35th China Sport Show.

Recently, Luo Jie, Director of Exhibition Department of China Sports Equipment Administrative Center, and Deputy Secretary of CSGF said in an interview that there are three reasons to move from Fuzhou to Shanghai. First, from the history, sporting goods is mainly in the first-tier cities and in second-tier cities for complementary. Second, it is the choice of enterprises. According to exhibitor's survey, about 60% of companies want to be in Beijing, Shanghai, and Guangzhou, and among them, and more than 50% choose Shanghai. Third, moving to Shanghai meets the inner demands for the growth and development. The idea of held in the second – and third-tier cities is based on our development of the Chinese market. China is a manufacturing country, but does

not mean that the output value is high? In the context of the development of sport industry, we have the responsibility to strengthen Chinese products. Shanghai as an important window for China's economy it can show the world China's sporting goods manufacturing industry achievement and development level and help Chinese sporting goods go into the global market. In the next three years, Sport Show will provide differentiated services for exhibitors, and present new development in sporting goods manufacturing industry in China. If it base in Shanghai, we can find a balance.

The Show will transit between the first and second-tier cities in China, by China's influence to the world, and win in the competition of globalization and localization.

Since 2008, every session of Show will bring the industry new content and innovation. The power created by the Show is difficult to quantify and estimate year by year. The 2017 Sport Show will still be such a sight.

Attendance reached to 80,476 in Fuzhou 2016 Show, increased



by 10% in 2015. They are from the United States, South Korea, Japan, India, Pakistan and more than 40 countries around the world with more than 800 professional visitors. Predictably, Shanghai 2017 will not disappoint the exhibitors.

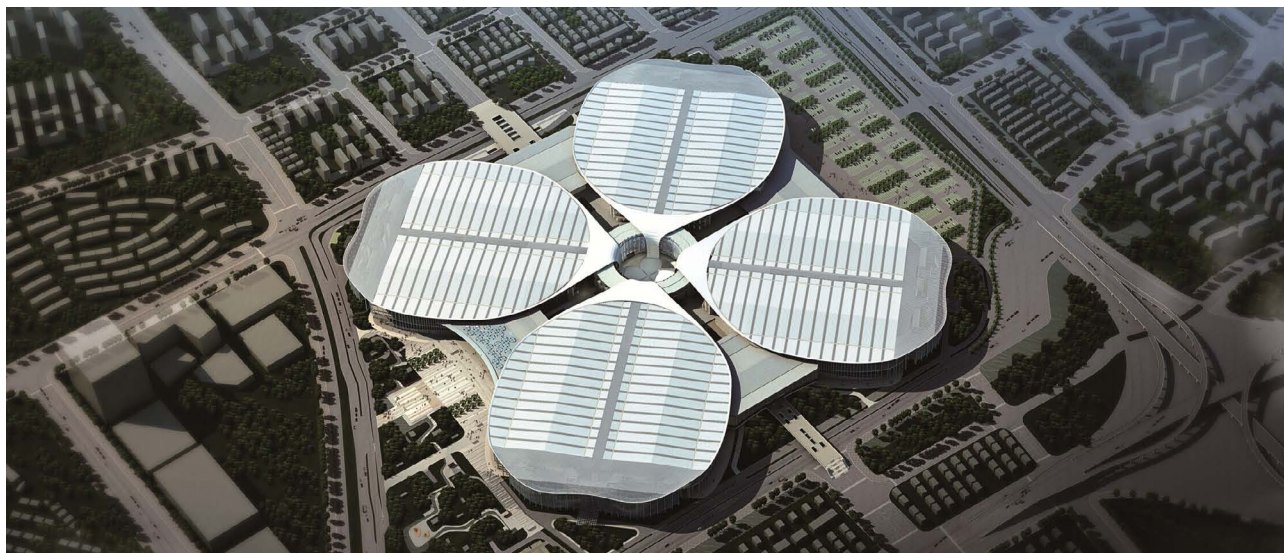
Luo Jie said that from the perspective of overall planning, positioning and scale are different in Shanghai. We hope the Show can strengthen its branding, high efficient exhibition team can continue to accumulate rich experience, and exhibition planning and services, we need more initiative to adapt to the development of the industry changes, pursuing new and change. Specifically, the following four fundamental changes will take place in 2017. First, high-value. More specialized segment for all exhibition areas, to plan the whole area from the perspective of customers, provides better display effect for the enterprise and the audience, and improve buyer's exhibition experience. Second,

provide more targeted planning and services. Such as fitness area will present the atmosphere based on the status of development of the national fitness characteristics. Such as the existing national fitness participation of project planning, focus on the national fitness promotion projects such as fitness path, the cage football, centralized and unified, standard workshops, equipment development seminar, establish the public service theme activities such as BBS. Third, the highlights. Fitness, venues, and running area are the three hottest area. This is actually a very important part of the General Administration of Sport. As an organization, it is important for us to think about how to set the bridge between the government and society is that we need to build an important platform. Fourth, in-depth branding activities. Such as China sport industry peak BBS, next year may subdivide into commercial BBS. Mainly talk about industry through society level. There is a theme called

the "National Fitness Plan (2016–2020)". In addition, recently some organization with resources and ability hope to undertake special training and fitness competitions, national fitness BBS, etc.

The exhibition will focus on the brands who can really get close to the society. As the key to this, we considering the participation rate of exhibitors. We hope that the exhibitors can gradually realize their own orientation, analyzes their status, and actively involved in the exhibition. To the question of Shanghai exhibition cost rise sharply, the organizing committee will be take the initiative to digest exhibition rising costs through the internal ways to brought the operating cost remain at current level.

In the next three years, China Sport Show will continuously improve service standards, and find positioning of the exhibitors, win channels and consumer market recognition and attention.



By/Zhao Yiwen  
senior reporter of CBN



## Get Together in Shanghai in 2017 and Let Us Look Forward to A New Sport-economy Storm

The Fuzhou 2016 China Sport Show has new atmosphere of domestic industry.

The Thirteenth Five Year Plan of Sport Industry Development set clear guide for the industry. Take football, running, and riding as the breakthrough point, speed up projects with wide popularity, high attention, and large market space. Focus on ice and snow, mountain outdoor, water, automobile and motorcycle, outdoor e-sports and aviation. Guide consumptions on leading fitness leisure project. The Plan promotes "Internet + Sports", and online sports platform to form a new sport industry ecosystem. During the Five Year Plan period, the domestic sport industry total scale will exceed 3 trillion Yuan.

Wanda merged Infront Sports and triathlon companies in the United States, CSM spent 8 billion

on CSL copyright, Ali, Suning, Jingdong, Letv all built sport industry ecosystem. Therefore, during the Plan period, consumer upgrades, capacity optimization, Internet +, ecosystem, and cross-industry transformation will become the industry keywords.

In 2016 Show, among 1300 exhibitors, besides old brand like Lining and Anta, new economic representatives like Jingdong, Ali and Letv sports also joined. The intersection between old and new thinking, traditional and new collision burst out unprecedented charming spark.

Ali Sport Vice President said that the sporting goods share is growing rapidly in China. Sporting goods consumption through e-business platform was more than 100 billion in 2015, consumption reached 400 million people. Sporting

equipment accounts for the majority. Consumption tends to younger age, social sports, intelligent, digital demand has become increasing.

Wang Xuesong, General Manager of sports fitness department of Jingdong mall told reporters that skiing, mountaineering equipment, military enthusiasts products, unmanned aerial vehicle.

In the next year, the 35th Show will return to the international financial center – Shanghai for three years.

In late May 2017 in Shanghai, global sporting goods giant and buyers from Europe, North America, South America, the Middle East can understand the leading position of the Show in Asia Pacific.

The 2017 Show will be more close to the market and embrace the change.

Luo Jie, Director of Exhibition Department of China Sports Equipment Administrative Center said that held in the second – and third-tier cities can help the development of the Chinese market, however, hold in first-tier cities can show the world the achievement and development level, and to shape the industry image, push China sporting goods industry to the global market.



# Introduction to Shanghai National Conference and Exhibition Center, the Location of 2017 China Sport Show



Shanghai National Conference and Exhibition Center has 500,000 square meters of exhibition space, including 400,000 square meters of indoor exhibition hall and 100,000 square meters outdoor exhibition area. It is currently the largest and the most competitive exhibition complex worldwide.

## Exhibition Facilities

The Complex consists of exhibition venues, supporting commercial centers, office buildings, and hotels, joint together by an eight meters convention avenue, which can easily get through the pavilion, commercials, office buildings, hotels, and other places.

## Exhibition Area

Complex exhibition area is 500,000 square meters, including 400,000 square meters indoor exhibition hall and 100,000 square meters outdoor exhibition area. Indoor part includes 13 exhibition halls per unit area of 28,800 square meters, three small exhibition halls per units 10,000 square meters compose indoor exhibition, and these all meet the needs of big and medium-sized exhibition.

## Bearing Capacity

The Complex has stronger bearing capacity. On the first floor, the 5 double structured

exhibition hall can load  $3.5 \text{ T} / \text{m}^2$ , . On the second floor, the 5 big and 2 small double structured exhibition hall can load  $1.5 \text{ T} / \text{m}^2$ , . Northern part of the first floor has three big and one small hall can load up to  $5 \text{ T} / \text{m}^2$ , . Even high load bearing capacity required equipment can easily loaded.

## Exhibition Space

The rest of the Complex north part are single non-column exhibition hall. Single floor with height of 32 meters. South part first floor column grid  $36 * 27$  meters, net height of 12 meters. Second floor column grid is  $36 * 54$  meters, net height 17 meters.



## Biweekly Report on 2017 Sport Show

The size of registration is over 90%.

The 2017 (35th) China International Sport Show recruitment starts since August 8, everything is in smooth.

Registered enterprises has reached to 942, registered area reached to 74,825 square meters, has reached 95% of the original reserved 75,600 square meter.

It is worth to mention that, 22 applications reached 500 square meters and 91 reached between 200–500 square meters.

All segment of the industry has joint, which means that the size of the 2017 Sport Show will

be a new record.

One company signed up 600 square meters said that finally the Show moved to such an international first-tier city. It is a fabulous opportunity both for Shanghai local companies and that rely on the Yangtze River Delta regional development.

Due to no limitation on application area, so the audience will find Shanghai hall will show exhibitors with extreme scale.

One company who signed up 800 square meters said that, in addition to the free area restriction, the Committee puts more efforts on preferential

measures and rich diversity of integrated service system, there is a reason for me to look forward to it. As a platform the branding and industry value will be a sudden enhance on brand position.

In addition to appeal to several large enterprise for many years the industry, more and more new companies also want to catch the exhibition in Shanghai as an important opportunity to expand brand awareness.

Predictably, on May 23, 2017, Shanghai Sport Show will leave us an elegantly memorable image.





## China Sport Show Became the Partner of 2016 China Open

In the eve of China Tennis Open, China Sport Show and the organizers reached a cooperation on future depth cooperation by sharing excellent platform resources to promote each other's brand influence in their respective fields.

During the golden week, China Sport Show personnel was invited to the competition and gave in-depth reports on the application of products and sports equipment. At the same time,

focus on junior tennis training market, etc.

The International Tennis Federation approves China Open in 2004. Men and women's comprehensive tennis tournament are held in China annually. It ranks after the Grand Slam Tennis and four diamond crown events. It is called four super events together with Indian Wells Masters, Miami Masters, and Madrid Masters.

China Sport Show has a long

history of 23 years and 34 event. It is the most influential sporting goods exhibition in Asia-pacific region. The racquet exhibition zone deeply influence the future development of equipment market of tennis and badminton.

Both sides will base on cooperation, mutually reinforcing future events and sport industry development, to explore new cooperation point on hardware facilities and operations together.



# 2017 Sport Show Registration

## Top 10 Q&A

### 1. How to sign up can to be regarded as successful?

As long as it shows "congratulations, registration is done" on the registration page.

### 2. Why cannot return to the previous page to change information?

In order to improve the efficiency of orders and reduce probability of congestion, whenever you enter information and before the next step, information will be kept in the database automatically, so that we can collect the registration information without return option.

If you have important registration information needs changes and modification, please do not try too hard, the head of exhibit arrangement will collect the changes once he/she comes to your booth.

### 3. When the location is confirmed?

It is expected that at the end of August, the whole area will be booked. Start from September arrange the general area. Since November, standard booths will be ready. By then, responsible people will contact applicants according to the size and registration time to confirm the final location.



### 4. How to join the federation as a membership?

Enter the federation's official website, click -- fill out the online admission information, fill out and print the application form, a legal person sign with the official seal, together with copies of business license and tax registration certificate, mail to the federation. Audit period will be 20 working days. Specific admission requirements can be found on the website membership zone.

### 5. How can the new membership enjoy 85% discount?

After the success of the membership application, pay two years (2016 and 2017) membership fees, you can enjoy 2017 Show discount.

### 6. Can old members enjoy the discount after repay the fee?

You can repay the 2016 fee to enjoy the discount. However, if the fee is unpaid before 2015, the membership is terminated, and need to apply for membership.

### 7. Can I enjoy discount when I fill the application form but yet a membership?

As long as you become a membership before contract signing, you can enjoy the discount.

### 8. Is media service is required field? What if I ticked by mistake?

"2017 Show media service plan" will not be a required option, it is optional. Can skip this step and skip to the next page.

Wrong operation "tick" also need not to worry, the plan will not show in the contract. In the meanwhile, media department



and related personnel will contract on the next Monday to verify the real demand, so, any change is in time by then.

#### 9. Besides buy the booth, can exhibitors enjoy a certain amount of media services?

The organizing committee increase the transmission requirements after research. Many old exhibitors reflected this is the latest change the feel this year. At the same time, organizing committee will advocate this new concept.

We suggest that no matter how big the area you purchased, you can consider the plan with 34 sub items according to

the practical ability. From the perspective of branding, the exhibitors can find belongs to own coordinates and brand vision based on the 24 years of accumulated experience on communication strategy and industry innovation.

Its basic goals and objectives are not to make profit but to help those who have the consciousness of branding and enterprise culture, and enterprise and personals who has thinking ability and characteristics.

#### 10. What is the reasoning behind the four pricing ranking Platinum, Gold, Silver, and VIP?

Within the exhibitors

registration system, we placed the media service schedule, enterprises select according to their own choice, and take the initiative to contact the head of the media department for each inquiry. According to total price of the generated order (minimum 20,000 Yuan), different levels of VIP will be matched and so as to the discount.

In addition, due to the internal and external media resource is limited, so the number of companies who can get involved in the plan can only be 50 companies, 3% of the 1500 total exhibition companies.





## The 2017 Sport Show Will Start Signing Contracts in Mid-September

Signing contracts will be started in the middle of September this year. From the middle of September to the end of November, the organizing committee will arrange site visit according to registration enterprise size (the registration area of the same enterprise,

signing order will be the time of signing up successively). From December to early next year contract arrangements.

So far, 1,050 applications with 81,500 square meters were applied. The speed has exceed the originally scheduled capacity (75,600 – square meter).

Six major categories of international and domestic enterprises and brands are almost all here. We deeply felt the prospects of development. Shanghai will continuously play as the most important role in Asia Pacific region regarding sporting goods industry.



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# Proposal

## Distinguished 2017 Sport Show Exhibitors and Constructors:

To implement the central government's concept of low carbon, environmental protection, and green exhibition, the organizing committee of the 2017 Sport Show actively adapt to the requirements, we advocate all exhibitors actively use of environment-friendly materials, saving energy and reducing consumption, and jointly promote the transformation and upgrading of the Show.

Hereby, we together to make the following four commitments.

**First**, uphold the principal of complementary advantages, resource sharing, and win-win cooperation. Actively promote green measures, booth design and build environment-friendly.

**Second**, optimize circuit and lighting material, reduce noise and light pollution and energy consumption, you are encouraged to use environment-friendly engineering and construction, and do rubbish recycle and reduce waste and pollution.

**Third**, exhibition engineering service providers should strengthen scientific and technological innovation, strengthen environmental booth design and construction ability, reduce pollution of the exhibition construction, reduce the use of one-time materials, and encourage enterprises to lease.

**Fourth**, use of non-toxic materials. Choose those meet the national standards and low formaldehyde release materials. Use the standard parts so materials can be recycled, reduce resource waste, and protect the environment. Reduce the use of wooden material and recommend utilizing new environmental protection material. Using modular wood material to reduce the cost and improve use ratio.

**The Organizing Committee of China International Sports Goods Show**

**August 15, 2016**

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# After Mandatory Standard Evaluation, Current Two Standards Are Recommended to Repeal

By/CSGF



Recently, working group has submitted the Assessment Report of Streamline and Evaluation on Mandatory Standard. Two current standards and one project plan are recommended to repeal in order to guarantee the efficiency of future development.

Drafting units of existing standards, project management departments joint the meeting held by the Research Institute of Sports Science of General Administration of Sport of China. Mainly discuss streamline, simplify, and train the mandatory standards.

Bai Dianyi, team leader of the project, Vice President of China Standardization Institute talked basic principle, work requirement, and working method. AnFeng, Department Chief of Administration of Economic Industry attended the meeting and raise requirements for further

evaluation work after listened to each unit's representative work and processing report.

After the meeting, each unit report self-assessment to the drafting unit and project management center. The two recommended profile are Mandatory Standard Streamline and Simplification Work Plan by the State Council and Evaluation Method of Mandatory Standard Streamline and Simplification issued by General Office of the State Council.

Through the summary of each standard units, the working group found that among 34 items the main issues are categories as follows.

First, the standard released long time ago, and there are great changes of the industry.

Second, implementation, and government-supporting policies are weak.

Third, standard content is not comprehensive, need to supplement, etc.

According to the request of Evaluation Method of Mandatory Standard Streamline and Simplification, adhere to the basic principles of streamline, the working group believes that

the mandatory standards shall all around the safety of the sports activities, it all have necessity under the background at that time. So far, most of these standards has the significance of its implementation, part of the standard need to adjust and modify. Part of the standard are no longer have security issue with the development of the society, technology should repeal.

There are 24 items are still effective after evaluation. 2 items from the Sports Venues Open Conditions and Technical Requirements, Part 1: Swimming Places are converted to voluntary standards. 5 items from the Sports Venues Open Conditions and Technical Requirements, Part 5: Kart Racing Venues are converted to amendment. The Sporting Goods Electricity Requirement need consolidate. The Kart Racing General Technique and the Kart Racing Safe Rules are repealed.

Another three that are under the mandatory standards project, among which the General Requirements for Organizing Sport Activities is terminated, the other two shall continue to complete.

# Beijing Winter Olympic Trigger the Popularity of Winter Sports and Ice and Snow Industry Is Rising

In 2015, Zhangjiakou successful bid to host the 2022 Winter Olympic Games, which pushes snow and ice sports to a new high.

One manager from Qiqihar ice blade manufacturing company said that enterprises from the south part of China starts to join ice products R&D and manufacturing. For 2022 Beijing Winter Olympic Games, the company will continue to increase the intensity of product innovation and R&D, expand enterprise on single, double plate skiing market

through the cooperation with foreign outstanding skateboard enterprises.

One Manager from Dongguan Baolong Company confirmed that in the southern cities the ice and snow industry has developed in certain extend.

Last year, Baolong's retail value in the domestic market increased by about 30% to 40%, especially in Taobao and Tmall.

In order to fit into the slogan which are "Hi-tech Olympics" and "Green Olympics", Dongguan Baolong begins to largely use

environment-friendly materials, launch smart chip ice skates, provide consumers movement process data and sliding distance analysis, share the data in real time to your friends to increases the fun.

For the trend of the development Da Jun said that over the next five years should be the a period of great development, we also hope that the government can release the corresponding reward policy, increase investment in national resources, and promote the revival of national industry.





By/Zhang Lenian

member of All China Sports Federation  
Deputy Chief Editor of Sports Daily



## Health Construction in China Is a Major Historical Opportunity for Sporting Goods Industry

August 19th to 20th, the National Health and Wellness Conference was held in Beijing. The meeting was of great significance and connotation. Although it was about health and wellness, the message delivered from the conference should bring attention to sporting goods industry.

The Conference was a historically high profile meeting. Xi Jinping delivered an important speech in the meeting.

He stressed that there was

no comprehensive fairly well off without universal health. People's health should have high priority as development strategy. Key points were popularize healthy life, optimize health services, and improve health care and construction environment and health industry. Speed up the establishment of a Healthy China and realize the two One Hundred Year Goals to build foundation for realizing the great rejuvenation of the nation.

Li Keqiang, the Premier of

the State Council made a speech in the meeting. Zhang Dejiang, Yu Zhengsheng, Liu Yunshan, Wang Qishan, and Zhang Gaoli from the Political Bureau of the Central Committee attended the meeting.

The meeting was in close relationship with sport industry. Yang Shuan, Deputy Director of General Administration of Sport of China returned from Brazil to attend the meeting, Wang Qingyun, Li Yingchuan from the Communist Party and others directly from affiliated institutions, provincial sports bureaus all attended the meeting. Total 50 people.

Shanghai, Jiangsu, Zhejiang, Anhui, Shandong, Sanming city, Fujian, Chongqing Wansheng Economic and Technological Development Zone, Huzhu county of Qinghai Province made speeches. Shandong and Chongqing's conference speeches are about sport.

It is not hard to see the Conference is important for sport industry.

Xi Jinping advocates healthy and civilized lifestyle, building



up the idea of great health and wellness. Shift from curing-centered to health-centered. Establish health and education system, improve health literacy, and promote national fitness and health.

The National Health and Wellness Conference is of epoch-making significance.

The CPC and the State Council give new meaning and historical task to sport work, especially the national fitness concept. National fitness is especially important for construction of fairly well off society.

Sports has an irreplaceable role in the course of quickening construction of Healthy China. Sports and sport activities, facilities, sporting goods, health care, rehabilitation, and sports prescription, and industry, leisure fitness and so on can provide direct service for the construction of Healthy China.

In terms of the sporting goods industry, fully realize the construction of Healthy China is important. So as innovation service and more excellent products and services to the society.

The essence of Healthy China is to strongly guarantee and improve health standards.

For sporting goods enterprises, this is a significant historical opportunity, its significance and the practical effects to the future will be greatly surprised. Therefore, must give great importance strategically and tactically.

Eliminate institutional



obstacles and create more new health industries, new forms, and new patterns. Launch more tax preferential policies conducive to the development of health industry. Improve the input mechanism by the central and local governments. Guide financial institutions to increase loans and bond financing support to cultivate health industry as an important pillar industry of national economy.

Sporting goods industry as an important part of the "great health" strategy will obtain more incentives.

The process of Health China construction needs a number of government protection measures and large financial investments, at the same time cannot completely rely on fiscal package.

Therefore, there are some issues needs be thought by enterprises.

How to offer service and products to the government through official purchase.

How to supply effectively.

How to innovate products in order to make them more in line with the national direction.

By /Huang Haiyan

Professor, Doctoral Supervisor of Shanghai Sports College



## Five Trends in the Next Decade

The current demand on diversified sports, consumption patterns from actual consumption to participated consumption, and fitness leisure has become an important way of life.

In the next decade, the sport industry in China will present the following five trends.

### Trend 1: preferential policy constantly release, optimize industry development environment

With the continuous deepening of the social economy reform, especially the reform of sports, sports events, sports

venues, sports resources, and star athletes will gradually enter the market, industry development environment will be better, the market vigor will constantly activate, and the sport industry will usher in huge space for development.

### Trend 2: the inherent logic of industry development is gradually clear

As sports service gradually entered a stage of rapid development, social investment enthusiasm will be high at all-time. Then, in addition to capital

logic and the media, the intrinsic logic that support the essence of the sport industry development is more and more clear.

First, the expansion of the sports consumption is the cornerstone of the rapid development of sport industry. Cultivate sports consumption and promoting consumption upgrading will become the focus.

Second, sport project industry is the essence of the sport industry. International experience shows that industry chain that formed by sport projects has the most vigor and vitality. Football, basketball, ice and snow, mountain, water, air and other outdoor sports will get rapid development.

Third, sports events lead the development of sport industry. For a long time, sporting events are the core for developed countries.

### Trend 3: integration of related industries with sports.

Sports as part of the great health and leisure is an industry with strong convergence characteristics. The integration with culture, pension, education, health, agriculture, forestry, water conservancy, shipping industries are all of great potential.







In the next decade, "sport + tourism", and "sports + health" have the largest space for development. Sports tourism, theme outdoor tour will be constantly emerging, sports leisure, sports, health, outdoor, sports festivals, and events, mountains, folk sports tourism products supply will gradually

increase. China will gradually formed a batch boutique tourism lines and projects after establish some internationally influential sports tourism destinations.

In the sports health field, promoting health, chronic disease intervention, health promotion, and life quality improve will gradually appear, Social capital will open

all kinds of institutions, such as sports, sports rehabilitation.

#### **Trend 4: new requirements, new forms, and new patterns**

In the next decade, the mass will have more enthusiasm on sports consumption. The market will be an unprecedented development with unprecedented space after the implementation of the "Internet +", the sport industry will continue to find new requirements, create new demand, so, on this basis new forms and new mode of the sport industry will appear.

#### **Trend 5: technology and finance will be the wings of sport industry**

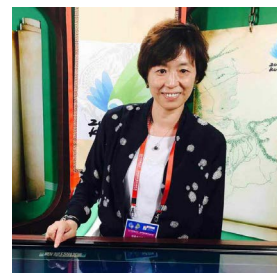
Currently, the role of technology and financing can boost industry development. Sport industry development is also inseparable from technology and financial support.

Technology side, Internet +, Internet of things, virtual reality (VR) and augmented reality (AR), robots, and unmanned aerial vehicles such modern science and technology achievements will accelerate the sport industry in aspects like content, form, style, and innovation.

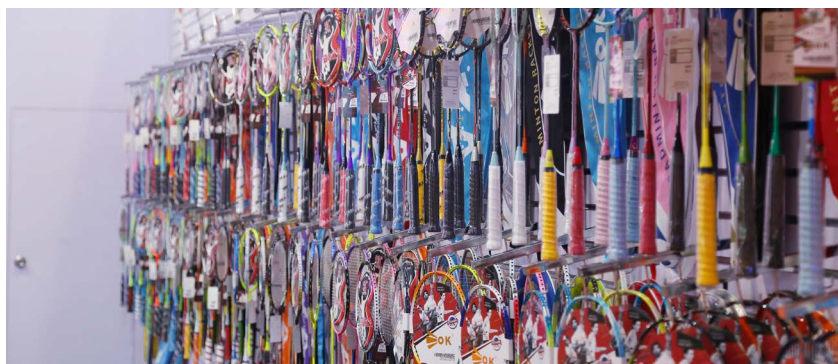
Financial side, equity investment, bond investment, financing lease, insurance and other financial tools, and products will continue to apply to sports field. Financial innovation becomes an important booster to rapid development of sport industry in China.

By/ Wang Yuyan

Executive Editor of the Journal of Badminton



## High-tech Intelligent Equipment



We have witnessed generations of badminton king, from Toufik to Gede, from Lin Dan to Lee Chong Wei. They show fighting spirits. In our deep heart, there is always such dream to be their counterparts.

Even without Lin Dan and Lee Chong Wei's training research team, you can also have cloud technology equipped support.

In 2016 China Sport Show, the intelligent badminton racket is impressive.

The hottest word in the badminton equipment industry seems to have only one, which is intelligent racket.

In fact, two years ago, one intelligent badminton racket from Shenzhen contacted with us and we made some introduction on the magazine.

Until last year, Coolang becomes popular suddenly and

also their partner company SOTX which was originally a badminton equipment manufacturers with some difficulties in development and won new development opportunity through intelligence and then becomes the best spokesperson.

For the use of intelligent racket, I feel not convenient, because need to recharge.

One friend gave me a smart racket, I recharge it and downloaded corresponding software, but when the racket ran out of power, I always forget to recharge.

One product with lasting vitality shall be used by the most of people. Simplicity is the key.

Now, the propaganda of intelligent racket sounds very good, provide direct data, build platform, digitizing teaching, share among friends online, and so on. It is not difficult to solve

these technical problems in the high technology era. However But, after talked to a friend with artificial intelligence industry experience, my feeling is that these technologies is still far away from real badminton. Do ordinary amateur really need this?

Badminton is easy to learn but hard to play well. Many of the details are difficult to quantify and digitalize. Just as we often say who has good sense, how to practice and how good are not easy to be solved by an App. There are too much emotional rather than rational data.

I do not want to deny the concept of smart, just want to express a wish that smart racket can get closer to the ordinary players. Research and development can combine specific characteristics.

My friend once said that they do not think simply selling smart racket is feasible, service provided is more important. My advice was to launch a series of related injury prevention and training plan, so the service is not one-time but continuous.

To let more people choose to use intelligent racket, it is really about contents and services. If a smart racket can have attracted me by its content, I will use up.

# Ali Sports Anniversary: Building Up Super IP between Strategy and Operation

By/Cui Kankan, Feng Gang

Preface: "from zero to one, none moments of the business world repeats itself" . -- Peter. Teal

Alibaba purchased Guangzhou Hengda 50% share two years ago to get into the sport industry.

Over the past year, in terms of speed and density of short-term money input, old sport industrial giant, and capitals all loose against Ali sports.

CEO of Ali sports Zhang Dazhong said that Alibaba is located in the forefront of internet commercial changes. Ali sports takes the advantage of being small and beautiful, so each partner share the results through with the unique platform mode and ecological system.

Jack Ma, Founder of Alibaba position Ali Sports as One trillion China sports economic platform.

In the industry point of view, the layout of Ali is significant and the impact to the market is amazing. Before this, rarely this kind of billions level industrial strategic layout ever showed up in the market.

However, as early as in 2015, Ali sports started to appear in the market, by then there were pros and cons for this giant IP.

Zhang Dazhong thinks Ali Sports is not only purchase external

IP, they want to build their own IP.

They want to assemble all kinds of alliance partners to join our various business sectors, set up the Chinese sports economic platform.

Ali cooperated with the International Boxing Federation, the International E-sports Union, FIFA, the General Administration of Sport of China, the Bird's Nest, and the Water Cube in the past year through the sports events, clubs, stars, and other channels. It is not hard to see that building platform will be their main purpose.

We can see that, every move by Ali is meaning and profound, in the meanwhile follow the popular policy and occupy high value area.

China Sport Show as Ali sports' partner were invited to attend the activity. Ali sports foundation is based on big data like other departments, data can generate consumer behavior and consumption habits.

Wen Jia, Deputy Director of Equipment Center of the General Administration of Sport of China said that under the big data's support, the integration of online and offline, platform, release interests, greats content are advantages for Ali Sports.

As early as this year on April 22,

Vice CEO Li Feng said in the 2016 China Sport Show industry peak BBS that Ali owns the most direct and intuitive sport consumption data in China.

Ali targeting final consumers on sports fans which is also the main stream of consumption sporting goods.

Investing in football World Cup, enter e-sports and gain place on boxing market are all good examples that Ali targeting closed cycle sustainable development system from sports venues, events to rebroadcasting.

Besides, it is worth to focus is training. 18 sports training institutions created a platform that combines training exercise alliance, building scientific and systematic trainings. Ali sports training brand is built by in-depth excavation user information, comprehensive communication, integrated marketing, sports motivation, resource optimization, social interactions, and financial services.

While the market is still a battlefield, but the next eight to ten years will give Ali sports the opportunity to profit and connect consumption links strategically.



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## "Healthy China" : Sporting Foods Enterprises Will Boom

In June 2016, the State Council issued the National Fitness Plan (2016–2020), which give direction for national fitness work during the Thirteenth Five Year period.

Xi Jinping advocates healthy and civilized lifestyle, building up the idea of great health and wellness. Shift from curing-centered to health-centered. Establish health and education system, improve health literacy, and promote national fitness and health.

So, how to interpret the concept of great health and

wellness? That is to say, how to find the direction of product development for sporting products manufacturing enterprises in order to boost the market.

### Scientific Fitness Guarantees National Fitness

Many companies developed physical fitness test products and advertise their advantages. Existing technology has been able to open personalized exercise prescription according to the physical test results.

However, scientific fitness experts (coach) works better with necessary fitness supplies and nutritious food at the same time.

Regular fitness testing can prove workout result, fitness service supply chain will established. Manufacturing enterprises need to find value-added links in the supply chain.

Only in terms of scientific fitness, related products are information products (hardware or application system), wearable products, fitness equipment, clothing, food, etc., and there is crossover of segment, so it is difficult for one manufacturer to meet all of the user's requirements.

This requires continuous attention to the market hot spots, find accurate upstream and downstream enterprises, and build a scientific and effective product value chain.

### The Development Trends and Characteristics of National Fitness Consumption

National fitness is an important part of the output value of sport consumption, and will become a new growth point of



national economy.

To promote mass health is the key to activate the fitness consumer market, and deepen the fusion between the two.

Therefore, sports supplies manufacturing enterprises should strengthen the study on market segments, and find out different features of product supply and demand to grasp the market direction in the future.

Through investigation and research done by our national fitness research team, most of the respondents show positive attitude if Medicare Card can make payment to buy fitness consumption. The problem is that fitness consumption is different from ordinary shopping. We can choose their favorite goods through ordinary shopping and it will not harm our health. However, fitness activities are different, if put a lot efforts in sport that is not suitable for some people's

physique, the results can be negative, such as someone died because of running a marathon.

From the point view of fitness, we need to know what scientific fitness is. From the point view of manufacturers, should provide products that can meet consumer demand. This is an effective way to occupy the market and obtain profits.

In the long-term vision, suppliers need to find right market segments through professional data collection, sorting, and analysis in order to meet different needs of user groups.

### Big Data Analysis Supports Market Segmentation

In the future, the national fitness consumption will become the most important and active plate in the 5 trillion market size. As mentioned earlier, there is no clear market segmentation in the

current fitness consumer market, and product differentiation is not significant, so moneymaking effect is not obvious. This may be associated with insufficient data we can get.

Fitness consumption data mostly exist in the intangible form and these data usually closely relate to places such as gyms, sporting goods stores, and even online stores, etc.

Ideal situation in the future can obtain data from bank, insurance. Through technology of data mining, sequence data by time series, add artificial intelligence technology together to eventually build more scientific and reasonable market segment.

Sporting goods companies, of course, can consider cooperating with sport consulting enterprises to make more contributions to China's construction.

