



# China Sporting Goods Information

English  
Version

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*UPGRADE*



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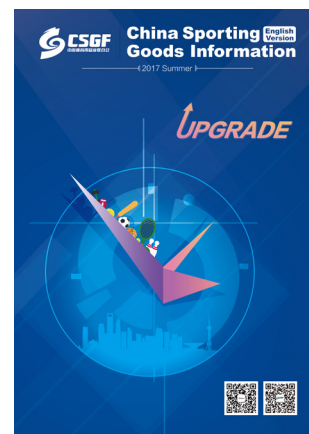
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# China Sport Show 2017

## Drop its Curtain with success



China International Sporting Goods Show 2017 (Hereinafter China Sport Show 2017) was held from 23rd to 25th May in National Exhibition and Convention Center (Shanghai), a two-storied exhibition center located in southwest of Shanghai city.

1473 companies from home and abroad participated in the event, and of whom, 382 exhibitors brought in overseas brands to China Sport Show. Exhibition area reached 180,000 square meters, raised by 26% compared to the event of last year.

The exhibition area was divided into 6 themed exhibition zones according to product catalog, namely fitness equipment zone, stadium facilities and construction zone, ball games

equipment zone, sportswear and outdoor equipment zone, outdoor fitness and recreation facilities zone and massage and rehabilitation equipment zone.

Attendance quantity reached a high peak with a visiting person-times of 130,000, raised by 8% compared to last year. Professional buyers and industry insiders from 82 countries and regions came to place new orders, to seek for new opportunities for cooperation and to get information of industry trends.

As the biggest and most authoritative sporting goods show in Asia Pacific region, China Sport Show is an important platform for industry resources and information exchange. Various events and activities were held

in conjunction with China Sport Show 2017.

Business communications of different types were organized as a bridge between exhibitors and buyers. Professional forums were held to for the insiders to share data, information and industry trends. Competitions such as Bodybuilding and fitness contest, roller-skating show, skateboard contest, running park and badminton carnivals were held to add some interest and to attract amateurs and enthusiasts to China Sport Show.

China Sport Show 2018 will be held on 25-28 May in National Exhibition and Convention Center (Shanghai), same venue as this year.

# Highlights of Fitness Equipment Zone in China Sport Show 2017: At the Forefront of Intelligence

Intelligence has driven the transformation and upgrading of the sporting goods manufacturing industry, which has become a consensus in the industry. Looking through the major exhibition areas of China Sport Show 2017, the fitness equipment manufacturing field undoubtedly develops most rapidly amid the progression of the entire industry towards Industry 4.0.

From product design and product production, to product function development and user big data collection and analysis, "intelligence" has now become a must talk among people engaged in the fitness industry.

## Customization in Unmanned Workshop

In the fully mechanized intelligent CNC production workshop, one intelligent treadmill is produced every minute on

average. Major fitness equipment enterprises in China have successively introduced intelligent production workshops for the treadmills since 2015 and quickly put the products into market.

The market of fitness equipment applicable to the middle aged and elderly people has also attracted enterprises' attention. Designed to strengthen protection and prevent injuries in consideration of the physical fitness and physique of middle-aged and elderly people, "customized" products become a hot topic in China Sport Show.

## "Self-thinking" Treadmill

Nowadays, large screens and rich audio and video entertainment functions are "standard" configuration for treadmills. However, one-way information or entertainment transmission cannot

meet the pace of industry progress, and the two-way interaction between people and machines has come into reality. Intelligent treadmills support face recognition, and are capable of memorizing and analyzing body builders' status, weight, and exercise habits, and automatically adjusting the exercise speed and damping function. Such treadmills have been launched into the market.

## "Man-Machine Conversation" Fitness Cloud Management

Body builders can converse with machines via the intelligent fitness cloud management of apps. The live-action mode of the display screen allows body builders to race with others via Internet, and body building, interaction, dating, and entertainment are implemented.

In addition, fitness equipment perfectly integrates the VR technology to simulate outdoor road conditions, putting people in a highly simulated scene instantaneously.

Fitness equipment manufacturers have made our imagined concepts of Industry 4.0 come true with actions. Fitness industry is at the forefront in the transformation and upgrading of the manufacturing industry.







## Air-dome and Assembly Type Structure — Manifest Rise of Innovative Stadiums

In the China Sports Venues and Facilities Forum 2017 concluded in Shanghai not long time ago, the assembly type structure and air-supported stadium — the two solutions that could rapidly increase the stadium quantity — were fervently discussed by attendees. This discussion determines the future development direction of the venue facility industry.

Air-dome are likely to be one of the carriers that bring the huge increase of sport venues in China.

In the past few years, air-dome have developed swiftly and have become a new trend. Compared with conventional stadiums, air-supported stadiums are characterized by low construction and maintenance cost, short construction period, and ease of disassembly and movement. Besides, another great advantage is haze prevention.

Assembly type stadiums utilize the original assembly type structures or transform the sites or factory buildings, without

changing the land nature. Different from conventional government-led stadiums that involve huge investment, assembly type stadiums mainly adopt the PPP mode, which reduces investment costs via chain franchising. Assembly type structures have four advantages: (1) low construction cost; (2) ease of maintenance and use; (3) short construction period; (4) flexibility. The modular structure mode allows assembly type structures to be duplicated and relocated.

## Five Types of Brilliant Activities in China Sport Show 2017

This China Sport Show presented five types of field activities to meet requirements of professionals or ordinary audience: summit forum, interactive experience, performance show, business negotiation, and concurrent meetings.

### Summit forum: leading the thinking, insight to trends

The forums used "upgrade" as the theme keyword and contained seven parallel forums. The 2017 white paper for the sporting goods industry was unveiled at China Sporting Goods Industry Annual Summit, which triggered industry-wide attention and discussion. "Gurus" gathered at the annual summit. Leaders of the General Administration of Sport of China and Sports Bureau of Shanghai City attended the forum. The vice president of the World Federation of the Sporting Goods Industry

(WFSGI), Ms. Stefanie · Burkert, and the "Prince of Gymnastics" and president of Li-Ning Company, Li Ning, delivered keynote speeches on the new development trends of China's sporting goods from the international perspective and the major trend of sport consumption upgrade respectively.

China National Fitness Forum deeply focused on the integrated development of nationwide fitness and the health of the people under "comprehensive health", and centered on the building of public service system for nationwide fitness as well as the transformation and upgrading of governmental functions, which were interpreted from the dimensions of governments, enterprises, and schools.

China Sport Venues and Facilities Forum, based on the needs of sport venue facility exhibitors, focused on the new market trend of venue facilities for nationwide fitness,

and used industrial standard issues triggered by the "toxic runway" incident that sparked heated debate in the society last year, as the annual key issue.

In addition, the summit forum launched multiple sub-forums, such as the China Youth Sports Forum, Star Plan, College Stadium Management Forum, and China Fitness Career Development Forum, which not only effectively extended the content of the summit forum, but also continuously elicited the possibilities of more business upgrading and cooperation development via the forum platform.

### Interactive experience: rich in content, and star presence

China Sport Show Organizing Committee worked with Shanghai Distance Running Association and the team dedicated to the innovative development of IP road running, to host "running zone", which made the content enriched and form diversified. 200 runners participated in the breakfast run program, and they ran 4.2 kilometers around the stadium. At the same time, interactive experience activities such as the indoor triathlon relay and live-action directional treasure hunt game were carried out. The organizer also offered a running college lecture, and invited experts and scholars in the running field as well as marathoners to share



running experience and professional running knowledge.

Some enterprises organized rich and colorful activities by themselves, such as "Health Sport Paradise", "Treasure Hunters" orienteering, basketball sport park, and VR physical fitness experience.

Just as in previous shows, sport stars also showed up in China Sport Show 2017. In the public benefit activities of "Star Plan" — star athlete entrepreneurial sharing session and Chinese Olympic Committee booth, prestigious sports stars were invited to cheer up.

#### Performance show: continuous and dazzling shows

In China Sport Show 2017, various types of performance were staged successively, dazzling spectators.

2017 I-FIT China National Professional Fitness Coach Conference was settled in China Sport Show this year, and the enrollment scale hit a record. Professional training sessions were delivered throughout the Sport Show and seven training classrooms were open in the three days. The most enjoyable section was the skill challenge. The fitness conference not only provided a stage for professional fitness coaches to display their professional performance and exchange experience, but also popularized scientific fitness and safe fitness expertise to the public.

In addition, as the top-notch and largest event in the fitness and bodybuilding field in China in recent years, China Sport Show 2017 · Fearless Bodybuilding and

Fitness Bikini Contest sponsored by the Sport Show Organizing Committee and Beijing Fearless Sports Culture Co., Ltd. was one of the most popular fitness events in this Sport Show. Excellent bodybuilders from mainland China, Hong Kong, Macao, Taiwan, Russia, Iran, Thailand, Myanmar, Korea and Japan gathered in Shanghai to compete for top honors in 34 events of 5 major columns. This competition was open to spectators free of charge. Hundreds of media were invited to follow up, report and live broadcast the competition, allowing more people to witness the swelling muscle scene and hot female bodybuilders.

The sports collection auction exhibition has been one of the activities reserved by China Sport Show since 2010. The public welfare show in this year's exhibition contained five themes. The exhibits were diversified and precious. A star card activity was held on site to offer star cards to spectators. In the auction aspect, the organizer increased the number of collections and thousands of auction items were shown in the exhibition.

In addition to the above activities, the Preparation for the Olympic Games · China Skateboard Warm-up Show, the figure roller skating performance, grappling machine performance, and other activities were spotlighted and attractive.

#### Business negotiation and concurrent meetings: Platform effect, exchange of all parties

With the brand development and scale expansion, the platform



effect of China Sport Show becomes increasingly prominent. Today, China Sport Show is positioned not only as an exhibition but also as an exchange platform between governments and industries, society and industries, and relevant parties.

The domestic and overseas one-to-one VIP buyer negotiation meeting, negotiation meeting for university sports venue resources, wholesaler negotiation meeting, and other business activities promote full contact between exhibitors and spectators, making the exhibition fruitful. The Preparatory Meeting of CSGF Professional Roller Skating Committee and Shandong Huimin Sport Rope and Net Industry Base Press Conference were held concurrently. The organizers utilized the cluster effect and eyeball effect of the Sport Show to seek greater development benefits.

In addition, the "Outdoor New Fitness Equipment Selection" and "Fitness Equipment Selection for Special Crowds" activities carried out by the organizing committee were tried in the Sport Show for the first time. Numerous sets of innovative equipment are undoubtedly the booster to benefit people's fitness and promote the healthy development of nationwide fitness.



## Pooling the Strength of Sport Reform to Explore the Transformation and Upgrading of Adolescent Sports



China Adolescent Sports Development Exchange Meeting 2017. As a new section of the summit forum, this Exchange Meeting adopted the theme of "China will be strong if the young is strong, and create a new future for China's sports". Leaders from the General Administration of Sport of China, sport bureaus in all provinces and cities, scholars in teenager sports, and practitioners gathered to deeply discuss the teenager sports core policies and innovative practice initiatives.

As the focused group of a national strategy in healthy China and nationwide fitness,

teenagers have become the key field concerned by all parties, as well as the new Blue Ocean of the sport industry.

In the past year, "Healthy China 2030" blueprint, 13th Five-Year Program for Teenager Sports, and Mid- and Long-Term Development Plan for Teenagers (2016-2025) were issued in succession, which clearly defined the importance of teenager sports in the national health strategy, and provided strong policy support for the full promotion of teenager sport work.

The innovative practice of "insisting on opening the door to run teenager sports undertaking"

is being carried out throughout the country.

As an important city in the sports industry, Shanghai is unique in the teenager sports work. Guo Bei, an inspector of Shanghai Sports Bureau, introduced "Shanghai Experience" in her keynote speech, that is, taking market cultivation and social participation as the core, and developing the "grand sports" pattern for teenagers by purchasing services from social forces, strengthening third-party supervision, building development platforms, and formulating operating standards.



## Six Proposals on Transformation and Upgrading of the Sporting Goods Industry Presented by Zhao Yong, Deputy Director of the General Administration of Sport of China

China Sporting Goods Industry Annual Summit was held in Shanghai on May 22, 2017. The meeting used the theme of "upgrading to drive new growth". Mr. Zhao Yong, deputy director of the General Administration of Sport of China, attended the meeting and put forward six proposals on the transformation and upgrading of the sporting goods industry.

### The Transformation and Upgrading of the Sporting Goods Industry Are Imperative

China's sport industry has entered a new development stage since the No.46 document of the State Council was released in 2014. After several years of efforts, the total income of the sporting goods industry has surpassed trillions of yuan, and maintained a double-digit growth on average for the past five years. Piles of sporting goods have been developed, which play an important role in driving the improvement of people's living standard as well as the promotion

of economic transformation and upgrading. However, at present, the sporting goods industry experiences many problems, such as development of low-end products, low quality, low added value and low efficiency. Transformation and upgrading are imperative.

### The Development of the Sporting Goods Industry Faces a Rare Opportunity

At the national level, since the 18th CPC National Congress, General Secretary Xi Jinping delivered a series of important speeches on the construction of

a sport power, and put forward a range of guiding ideologies and strategic goals, which point out the direction for the construction of the sport power as well as the development of the sport undertaking and industry.

Olympic Games help push the development of the sport industry. The sport industry develops swiftly and the overwhelming development trend provides a broad stage for the development of the sporting goods industry, and brings promising development prospect.

With consumption upgrading, people raise more and more requirements for the sporting





goods industry. In recent years, sport consumption grows rapidly and there is a direct relationship between the majority of sport consumption and sporting goods. The heavy market demand stimulates the development of the mass sports.

#### Six Proposals on Transformation and Upgrading of the Sporting Goods Industry

The supply side structural reform requires the transformation and upgrading of the sporting goods industry and the provision of new high-quality services. Zhao Yong, the Deputy Director, put forward six proposals on the transformation and upgrading of the sporting goods industry:

First, push the upgrading of the industrial structure for the sporting goods industry. Seize the great opportunity brought by the new round of technological revolution and industrial revolution, take innovation as the driving force to speed up the transformation and upgrading of the industrial structure.

Vigorously develop advanced technologies and sporting goods industry with high added values, especially, vigorously develop the winter sport equipment industry in terms of overall structure.

Second, push the upgrading of the sporting goods value chain. Build a sporting goods industry of the whole industry chain, and lay great stress on the originality and design of sporting goods as well as R&D, online sale, and offline sale of new products. We can truly grasp both ends of the “Smiling Curve” only when the industry chain is developed.

Third, push the function upgrading of sporting goods. Promote new products of a new level in economical sports, develop more functions, and vigorously develop fitness and leisure products. Moreover, develop the intelligent sport equipment, with the intelligent advance of AR and VR.

Fourth, push brand upgrading. Work with CCTV and other media to launch a sport brand plan, to build China's well-known trademarks and well-known international sport brands,

which should be accelerated as a long-term strategy.

Fifth, improve the quality upgrading for sporting goods. The current standard is neither comprehensive nor rigorous, and the supervision is inadequate, which cannot meet people's requirements. This situation needs to be improved as soon as possible.

Sixth, upgrade the production mode. The development of artificial intelligence brings us to the intelligent era. We should vigorously build sporting goods parks and set up engineering technology centers, to drive fundamental transformation of the production mode of the sporting goods industry. It is necessary to fully utilize the intelligence of Internet and big data, and gradually implement personalized design and personalized customization. This is a challenge to the production mode and is a trend.

Finally, Deputy Director Zhao Yong expressed his expectations for this summit. He hopes that the transformation and upgrading of sporting goods industry could be promoted to boost the development of the sport undertaking, the forums and the sporting goods exposition could serve as a platform for idea exchange, product exhibition, and international cooperation, so as to make new contributions to the development of the sport undertaking, to the improvement of people's living standards, and to the transformation and upgrading of the whole country's economy.

## Four-point Judgment on the Development Trend of Nationwide Fitness Promotion by Li Hua, Chairman of CSGF

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China National Fitness Forum of China Sporting Goods Industry Annual Summit was held in Shanghai on May 22, 2017. Li Hua, Chairman of China Sporting Goods Federation (CSGF), made a speech with the theme of "Healthy China, starting new growth points in the fitness field". Li Hua said, "The CSGF Fitness Professional Committee will attach great importance to the hotspot and focus of national fitness. Based on the investigation and analysis of the current situation of the industry, in combination with successful experience of related industries in and outside China, I make a four-point judgment on the upgrading and development trend of national fitness. It is hoped that supporting industries seize the opportunity and deeply participate in the building, sharing, and development process."

First, all parties work together to accelerate the upgrading of standardization, to safeguard the national fitness. In the new development stage of nationwide fitness, in the context of continuous

and rapid enhancement of people's fitness awareness and practical requirements for wide promotion of scientific fitness, the standardization, centering on nationwide fitness, has wide space and opportunities, but also encounters higher requirements. Hardware, especially the public health facilities, is not the only basic requirement for fitness path. The facility function design, material quality and follow-up maintenance all need to conform to the new trend of scientific fitness and nationwide fitness development and upgrading. The Management Method of Outdoor Fitness Equipment Building was formally released in April 2017. It is hoped that all parties could take this opportunity to attach great importance to the implementation of standardization of national fitness facilities, and promote the healthy development of the entire industry. Meanwhile, at the software level, the establishment of the standardization system for physical fitness items will be a development focus, and the regulation of non-quantitative indicators, including the amateur

grading standard for sport items, is another direction of sport standardization. Therefore, national fitness standardization is not only a support point for driving the new development of nationwide fitness, but also an opportunity to lead the new fitness trend for people. All the parties are sincerely invited to participate in the continuous deepening and implementation of "Chinese standard" for national fitness, and explore the win-win cooperation development pattern.

Second, create the "sports+" pattern to effectively activate the development opportunities of the sports and medicine combination. The key to the integrated development of nationwide fitness and national health lies in the change of passive medical care to active health. The "sports+" pattern with the representatives of "sports+ tourism", "sports+ culture", and "sports+ technologies" integrates sports and relevant industries and undertakings. It effectively builds the development path of active health while urging the





sport department to mobilize social resources to serve nationwide fitness. Therefore, in the boosting of nationwide fitness, it is necessary to actively integrate resources and cooperate with relevant departments, enterprises, and social organizations to constantly practice and explore the "sports+" pattern. Especially, aimed at problems in the system and mechanism of sports and medicine combination, make major breakthroughs, effectively implement the "comprehensive health, grand sports, and national fitness" concept, and open more imaginative market space for all parties.

Third, take facility building and upgrading as a breakthrough point to develop the national fitness public service system. During the 13th Five-Year Plan period, the public service system building will become a priority of nationwide fitness. For this, it is necessary to

speed up the building of various types of sport fitness facilities, for example, drive to build Olympic Parks in 100 cities, build sport facilities in the existing 500 parks, and build standardized fitness centers in more than 10,000 communities. Moreover, promote the organic combination of "sports life community" and "15-minute fitness circle", and build pragmatic fitness venues and facilities for people based on local conditions. In particular, make good use of the corner areas produced during urban upgrading, to increase the convenient and beneficial fitness facilities and explore the pattern of "one land and multiple purposes". The innovation in the building pattern of fitness venues and facilities will drive the expansion and improvement of the nationwide fitness public service system, which is "promising." Therefore, it is recommended that all parties seize this opportunity to not only accelerate self development but

also assume the "comprehensive health" mission to fully support the building of national fitness public service system.

Fourth, deeply exploit domestic demand in fitness consumption upgrading and improve the supply quality by virtue of scientific fitness. As sports become a mainstream life style, the fitness content richness and participation frequency show a burst of growth. People also raise higher requirements for fitness content, activity platform, and consumer products. At present, the demand for the fitness consumption upgrading has come into being preliminarily, and it has also ushered in a key point for the further expansion of national fitness basis and the improvement of the nationwide fitness quality. The point will become a new start point for scientific fitness to play an important role. In particular, the sport department works with relevant parties to actively promote the concept of scientific fitness, popularize scientific fitness initiatives through various forms, and support deep integration of nationwide fitness and national health with high-quality content supply. In China Sport Show 2017, the CSGF deeply cooperated with the Human Resources Development Center of the General Administration of Sport of China. The introduction of China national professional fitness conference aims at utilizing the platform of China Sport Show to publicize and popularize scientific fitness.

## Added Value of the Sporting Goods Industry in China Surpassed 300 Billion Yuan

2017 China Sporting Goods Industry Annual Summit, themed "upgrading to drive new growth" was held in Shanghai on May 22. Representatives from all parties inside and outside the industry jointly explored new ideas for the transformation and upgrading of the sporting goods industry via the forum.

"Consumers in the new era focus more on user experience, rather than only pay for different products. At the same time, they have stronger health awareness. So, new requirements are further extended, which need enterprises to develop more innovative products that cater to user experience." Stefanie · Burkert, vice president of the WFSGI stressed that Chinese compatriots needed to pay closer attention to the important role of technological innovation in market competition.

Li Ning, president of Li-Ning Company, expressed that the current demand for sport consumption in China was being extended from material consumption to the participation and spectator consumption. According to the speech of Li Ning, the latest data revealed by the National Bureau of Statistics show that about 34% people in China regularly participated in physical exercise in 2016, and the number of participants reached 334

million. "Nowadays, more and more people regard sports as a part of life and socializing. More and more people participate in sports such as running, swimming, basketball, badminton, and table tennis, which bring larger development space for sports and greater demands for the sporting goods industry."

At the forum, Li Hua, Chairman of CSGF, delivers a keynote speech on behalf of CSGF. In his speech, he pointed out that the overall development of China's sporting goods industry is in good shape. Especially, the new impetus elicited by industry upgrading will become the important driver for sustainable growth of the industry. This also

determines that the development path of the sporting goods industry in the "new golden decade" will be significantly different from the past, which requires that all parties have a more keen strategic insight, focus on advanced manufacturing and service, and authentically take advantage of this upgrading opportunity to achieve leapfrog development.

"According to key data of the industry in the past year, the key data of China's sporting goods industry witnesses the 'upgrading' process: Firstly, the overall growth of the industry is fast and the added value surpasses 300 billion yuan. The value of China's sporting goods industry





in 2006 (manufacturing and sales of sportswear, sports shoes, sport equipment, and related sport products) reached 307.7 billion Yuan, with a growth rate of 11.65%. The industry maintains double-digit growth for consecutive three years. Secondly, the sales income has increased significantly, and the per capita consumption of sporting goods exceeds 100 yuan. China's sporting goods industry achieved sales revenue of 147.2 billion yuan in 2016, with a year-on-year growth of more than 10%. Thirdly, the import & export value shows negative growth for consecutive two years. The total import and export value of China's sporting goods industry was US\$17.022 billion in 2016, with a year-on-year decrease of 16.94%. A trade surplus of US\$15.307 billion was achieved, with a decrease of 17.65%."

In Li Hua's opinion, exploring the impetus for endogenous growth is a key to the upgrading and new development of China's sporting goods. In addition, he has interpreted new opportunities for China's sporting goods market from multiple aspects, including playing the craftsman spirit, promoting standardization work, paying attention to new retails, and seizing the opportunity of sport consumption upgrading.

"Although the scale of Chinese sporting goods is large, we need to see that they are mostly still in the middle and low grade. Chinese sport brands are still rare in high precision equipment for competitive sports and benchmark products for mass fitness. Even the equipment and facilities for many of our Olympic gold medal events are monopolized by foreign

brands on a large scale. With the rapid increase in labor costs, higher requirements will be posed for product design, technology R&D, and brand building, which are also the weakness of previous local sporting goods." Li Hua also said that it was rejoicing that more and more Chinese sport brands had been speeding up the transformation and upgrading, and had made many new achievements in independent innovation, focused market segment, and intelligent manufacturing. He hopes that, in the process of upgrading to a sporting goods manufacturing power, more enterprises would concentrate on the craftsman spirit, strive to enhance "internal strength", and truly make new breakthroughs in core competitive edge.



## Focusing on Plastic Runway and Debated Industry Standards



China Sports Venues and Facilities Forum was held in Shanghai on May 22, 2017. Attendees centered on the theme of "Upgrading to build a new future" and provided new industry perspectives for sport venue owners, operators, project contractors, material suppliers, and industry media. The topics cover the full industry chain of the venue facility, operation, and construction industries. In the second round table discussion, attendees made heated discussions on hot topics such as "who should govern plastic runway problems and how".



# China's Post-90s Generation Has Become Core Consumers of the New Sport Market

Recently, Tencent and Carat co-produced a report titled Interpretation on Teenagers' Cultural Core and Exercise Habits. The report analyzes the value concepts and handling manner of people aged between 15 and 26 (hereinafter referred to "post-90s" because they are basically post-90s) in detail. Different from previous reports on post-90s, this report not only interprets their cultural core, but also makes a summary of the young people's exercise habits and media behavior.

In the report, the most notable cultural trends of post-90s are summarized as follows:

**Unconventional interest, straightforward expression, bold in practice, entertainment spirit**

These four points are naturally reflected in their exercise

habits. Although basketball and football are still preferred for post-90s in online games, they show preference for niche sports and events such as auto racing, billiards, and darts. This "unconventional" choice is based on certain understanding of high threshold sports and the feeling of superiority that "not everyone understands it".

**Unconventional interest: preferring niche sports**

In addition to mainstream sports, post-90s show preference for sport events that have fewer spectators and are difficult to understand, such as auto racing, billiards, and darts.

Post-90s are passionate and adventurous. They like antagonism, are willing to challenge limits, and express themselves in a straightforward

manner. They are not only keen to watch challenging sports, but also willing to experience the exciting of mountaineering, rock climbing, extreme sports. The post-90s believe in the true original experience. Once they find their interests, they will make practice to the extreme. They focus on personal hobbies and refuse to compromise to the reality.

**Straightforward expression: liking antagonism and challenging limits**

The young spectators are passionate and adventurous. They are youngsters full of passion. They are not only keen to watch exciting programs, but also willing to experience the exciting of mountaineering, rock climbing, and extreme sports by themselves.

The post-90s like exploration while doing sports. They no longer preset any script for life and sports, but enjoy the pleasure of discovering unknown things. They refuse dull things and add a little "entertainment spirit" to everything. They make barrages for entertainment while watching games on the Internet. They use a running app to record their running routes, sometimes the routes present a heart shape.



Many popular events have been deployed for post-90s. The purpose is to utilize their innate innovative "entertainment attributes" to change the rigorous style of sport competitions and make them become more fashionable and interesting.

### Entertainment spirit

They refuse dull things and have a little "entertainment spirit" whatever they do.

Meanwhile, the new generation of post-90s athletes is on the horizon. The line between athletes and stars become increasingly blurred. For example, the popular "primordial girl" in the Rio Olympics, Fu Yuanhui, appeared in variety shows of major satellite TVs multiple times, and attracted fans as a cross-boundary star. When the traditional concept of "gold medal first" is gradually dispelled, the serious tension of sport competitions is also eliminated by the young people, and professional sports come close to the public. Young people's pattern of consumption towards the sports industry has been transforming to pan-entertainment in watch, experience, and interaction.

### Only properly packaged games can attract post-90s

In the appraisal conducted by post-90s, the top three factors they focus most are speech and behavior, dressing, and appearance. They can be summarized as "good-looks club". This appraisal method is naturally



applicable to other things. Based on this, the visual packaging of professional sport competitions becomes a shortcut to attract young people.

Visual and recreational development is more applicable to some emerging sport events or events whose values have not been explored. Professional sport fans are highly loyal to events they watch for long. Rather than diverting their attention, pan-sport crowds are a good choice.

Take the trials of Chinese table tennis team as an example. They may be the highest-level table tennis series in the world, with topical issues such as a world champion defeated by a nobody and replay of the Olympic Games final competition unfolded. However, they fail to receive attention that matches their athlete level. In March this year, Tencent Sports and the Chinese Table Tennis Association jointly built the trials as the matches of "top 12 on the earth". The arena with high-tech feel, on-site fans cheering, and commentary of punster style

added a lot of entertainment elements to the match, making professional table tennis match closer to the public.

As a national sport, table tennis is less popular to young people than to middle-aged and elderly people. The commercialization and marketability of table tennis matches still need to be further developed. After the match of "top 12 on the earth" was packaged by Tencent Sports by the entertainment means, the pre-sale tickets of the opening match was sold out within a short period of 72 seconds.

The event introduced the opening ceremony full of the sense of technology and entertainment and truly built the direct entrance match into a table tennis audio-visual feast. The high attendance at the scene and loud cheering and shouting sound from fans reflect the extraordinary event. The fan dressing, banner ornaments, and well organized cheering make people feel they are in the midst of a show. Obviously, such matches attract younger spectators to watch



table tennis matches, and drive the fan economy development for the national sport.

### Find my way! Sports make me happy

Post-90s are rebellious to dogmatism. They advocate self-pursuit under universal standards. The report shows that post-90s are not lack of focus and enthusiasm, but they would like to "find their own ways" and spend their energy on things they love.

In the sports field, Matt Powell, a Forbes columnist, once wrote that the younger generation's approach to participate in physical fitness was much easier than their predecessors born in the "baby boom" period. The same principle also applies to the younger generation in China. The young people love sports, but exercise is not necessarily the way shown in video tutorials; they like running, but not the marathon is the only goal. Under academic and career

pressures, young people hope that exercise would not bring more burdens. They prefer to experience happiness in sports rather than pain caused by muscle tearing.

In the boom of the national marathon race, Fun Run is deeply loved by young people.

Compared with marathon, Fun Run has fewer restrictions and has more entertainment and social properties, giving contestants the space to fully release themselves. After The Color Run and Bubble Run, XTEP Penguin Party run, as a newcomer, by virtue of Tencent Sports' clear insight to young people, combines sports and socializing, initiates a team combat mode, and adds games to the running process. In addition, recreational gurus are invited to participate in the interaction on site. It changes boring running to a "cool run party" that connects online and offline social circles.

It is noteworthy that XTEP Penguin Party run is not the first event that connects online and

offline sports created by Tencent Sports. As early as last year's Rio Olympics, the first Rio Olympics media theme project in China titled "Run to Rio" was correlated with WeChat sport. Runners can earn points by using the number of exercise steps each day to complete the online Olympic tour.

From the point of user attraction, both XTEP Penguin Party run and "Run to Rio" activities give young people more participation and stronger sense of engagement. Moreover, diversified social space designs connect young people more closely. Consequently, young users show deeper and stronger dependency on product and media brands.

With the development of the sports industry, post-90s have become the core consumers of the emerging sports market. Sports brand owners should further study the characteristics and needs of the consumer group.

(Source: Yutang Sports)



## Preparatory Meeting of CSGF Wushu Professional Committee Held in Beijing



In order to standardize the industry and promote sustainable development of the traditional Wushu goods industry, CSGF Wushu Professional Committee held the preparatory meeting in Beijing recently. Members of the Wushu Industry Alliance from Beijing Dayehengtong Sports Fitness Equipment Co., Ltd., Hebei Shanren Sports Equipment Co., Ltd., Wujitang Sports

(Beijing) Co., Ltd., and Shanghai Jinwu Culture Communication Co., Ltd., and leaders of the CSGF attended this meeting.

In the meeting, both sides agreed to incorporate Wushu Industry Alliance as a branch of the CSGF and set up a professional committee. At present, 12 Wushu goods enterprises join the CSGF and they will join Wushu Professional

Committee to be set up. It is noteworthy that this is the first time the CSGF incorporates an industry alliance as its branch. This new pattern is bound to lead the sustainable development of the traditional Wushu industry. After the preparatory meeting, both sides will further carry out work according to work plans.





## Representatives of CSGF visited Fortius Sports and Health Center

On 26th June, 2017, Mr. LUO Jie, Secretary General, Ms. HOU Qiuling, Deputy Secretary General of other two of China Sporting Goods Federation (hereinafter referred to as CSGF) arrived Burnaby, Canada and visited Fortius Sports and Health

Center (hereinafter referred to as Fortius) in company with Mr. Craig Tompson, President and CEO and Ms. Amelia Gagon, Director of Business Development of Fortius.

Fortius is a complex of sports clinic, training center, sports laboratory and hotel, with world

top specialists on rehabilitation and health care. It has served for famous teams such as Toronto Raptors of NBA, Canadian National Women's Soccer Team, Ice Hockey Team of British Columbia as well as youth and amateur enthusiasts.



## CSGF had meeting with CCSF



On 26th June, 2017, Mr. LUO Jie, Secretary General, Ms. HOU Qiuling, Deputy Secretary General of other two of China Sporting Goods Federation (hereinafter referred to as CSGF) had meeting with Canada-China Sports Foundation (hereinafter referred

to as CCSF).

After discussing possibility of co-operation in March in Beijing, the two organization met again in Canada for a deeper discussion on communication of sporting goods manufacture and trading of the two countries and

signed strategic co-operation agreement.

After the meeting, companied by Mr. Wang Bai, Senator of Burnaby, delegation of CSGF visited City Hall of Burnaby.

## Representatives of CSGF participated in WFSGI Bi-Annual Meeting 2017

On 27th and 28th June 2017, Mr. LUO Jie, Secretary General, Ms. HOU Qiuling, Deputy Secretary General of other two of China Sporting Goods Federation (hereinafter referred to as CSGF) visited Portland USA for World Federation of Sporting Goods Industry (hereinafter referred to as

WFSGI) Bi-Annual Meeting.

Mr. Luo Jie was present at Physical Activity Committee Meeting on 27th June and as representative of Mr. LI Hua, President of CSGF, presented Board Meeting on 28th June.

WFSGI is the world authoritative body for the sports

industry officially recognized by the International Olympic Committee (IOC) as the industry representative within the Olympic Family. CSGF has become member of WFSGI since 2001 as full representative of Chinese sporting goods industry.







## CSGF met with NSGA

On 29th June, 2017, Mr. LUO Jie, Secretary General, Ms. HOU Qiuling, Deputy Secretary General of other two of China Sporting Goods Federation (hereinafter referred to as CSGF) had meeting with board members of National Sporting Goods Association (hereinafter referred to as NSGA),

the only industry association in the USA founded for the profit of sporting goods retailers.

The Chicago based association was founded in 1927 and has over 1000 member companies at present. NSGA provides services including industry information sharing,

government relationship maintenance and events.

The two associations introduced their own business and history and discussed possibility of co-operation. The further steps will be communicated in the near future.