



REPORT

2021 中国国际体育用品博览会
CHINA SPORT SHOW

www.sportshow.com.cn

ORGANIZER:

China Sporting Goods Federation

ZhongTiLian (Beijing) Sports Industry Development Co., Ltd

OVERVIEW

China Sport Show 2021 used six exhibition halls in the National Convention and Exhibition Center (Shanghai) and set up three thematic exhibition areas, named Fitness, Sports venues, Sports consumption and services respectively. With nearly 1,300 exhibitors and a total exhibition scale of 150,000 square meters, the four-day exhibition attracted more than 100,000 visitors. More than 30 concurrent events were held including China Sports Industry Summit, subdivision industry exchanges, standards seminars, business communications, local sports industry promotion meetings and various innovative activities, with wonderful contents and enthusiastic responses. More than 20 central and local mainstream media and new media, such as People's Daily, Xinhua News Agency, CCTV, China Sports News, etc., were present to cover the event, each with its own focus.



STATISTICS OF EXHIBITORS

CHINA SPORT SHOW



No. of Exhibitors

1307



Exhibition area

150000⁺ m²



Brands

3000⁺



No. of Visitors

93284



STATISTICS OF VISITORS

Origins of Visitors

East China



63.42%

North China



13.40%

South China



9.06%

Central China



6.55%

Southwest



2.93%

Northeast

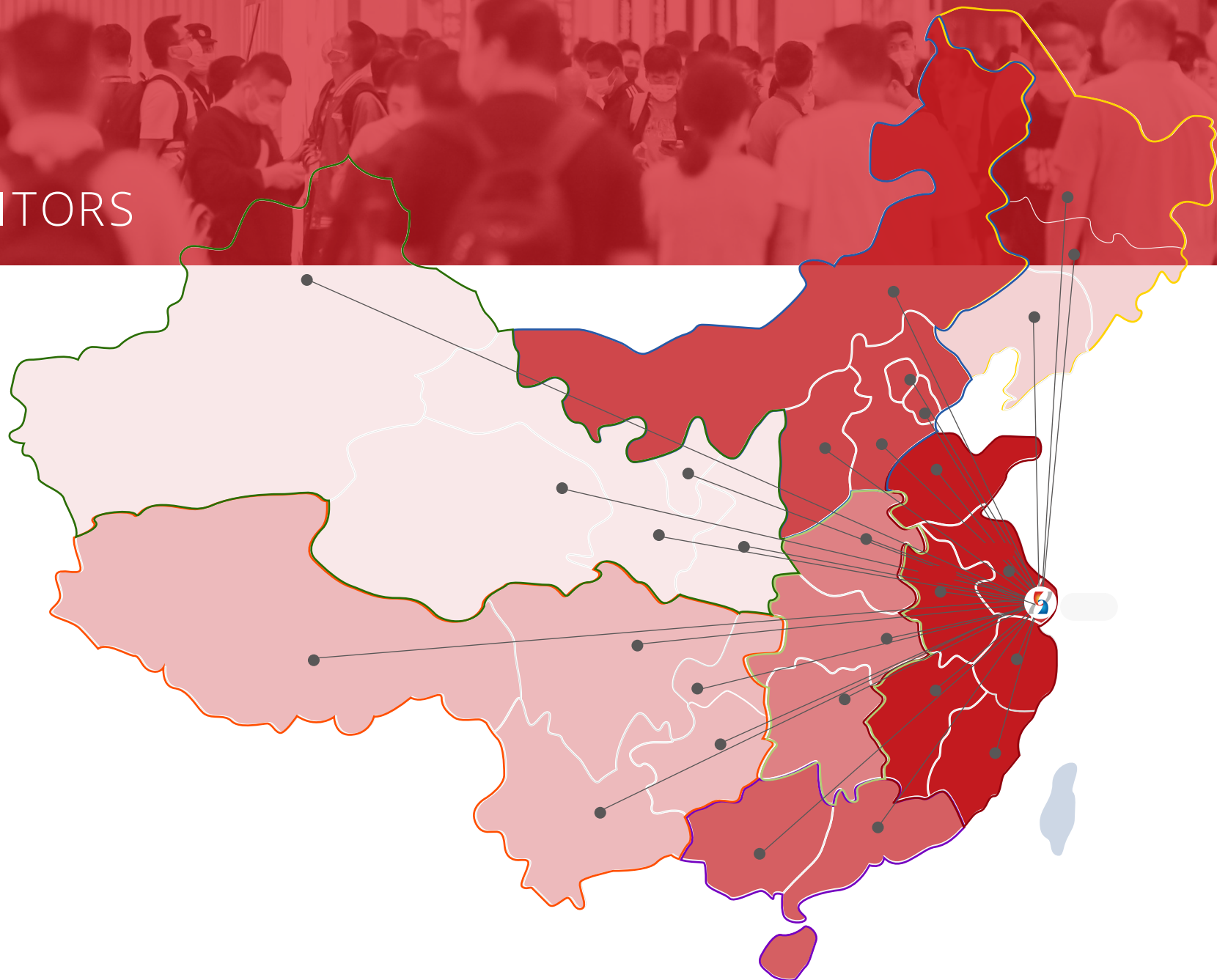


2.61%

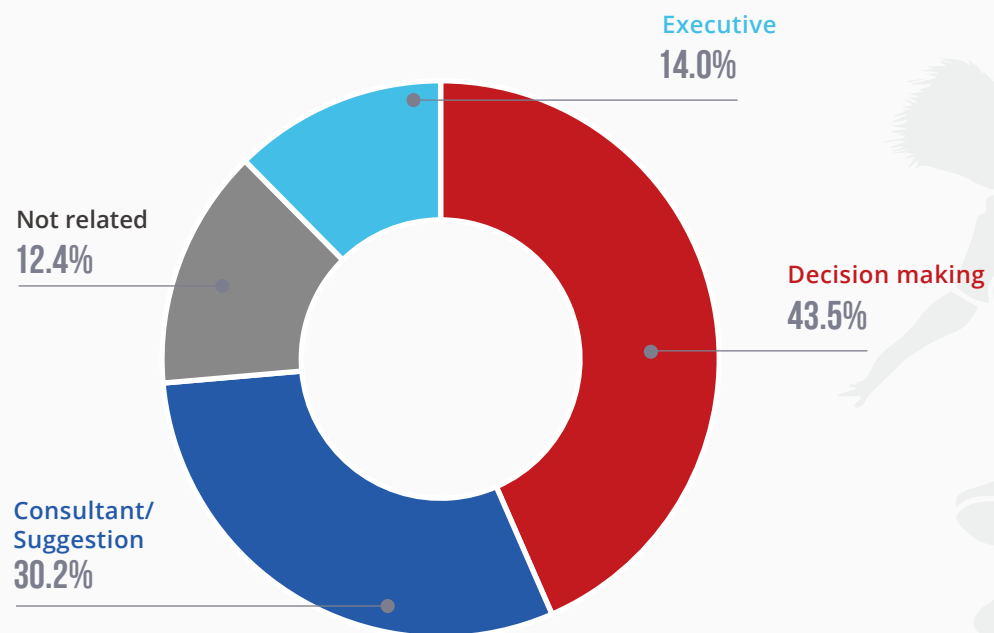
Northwest



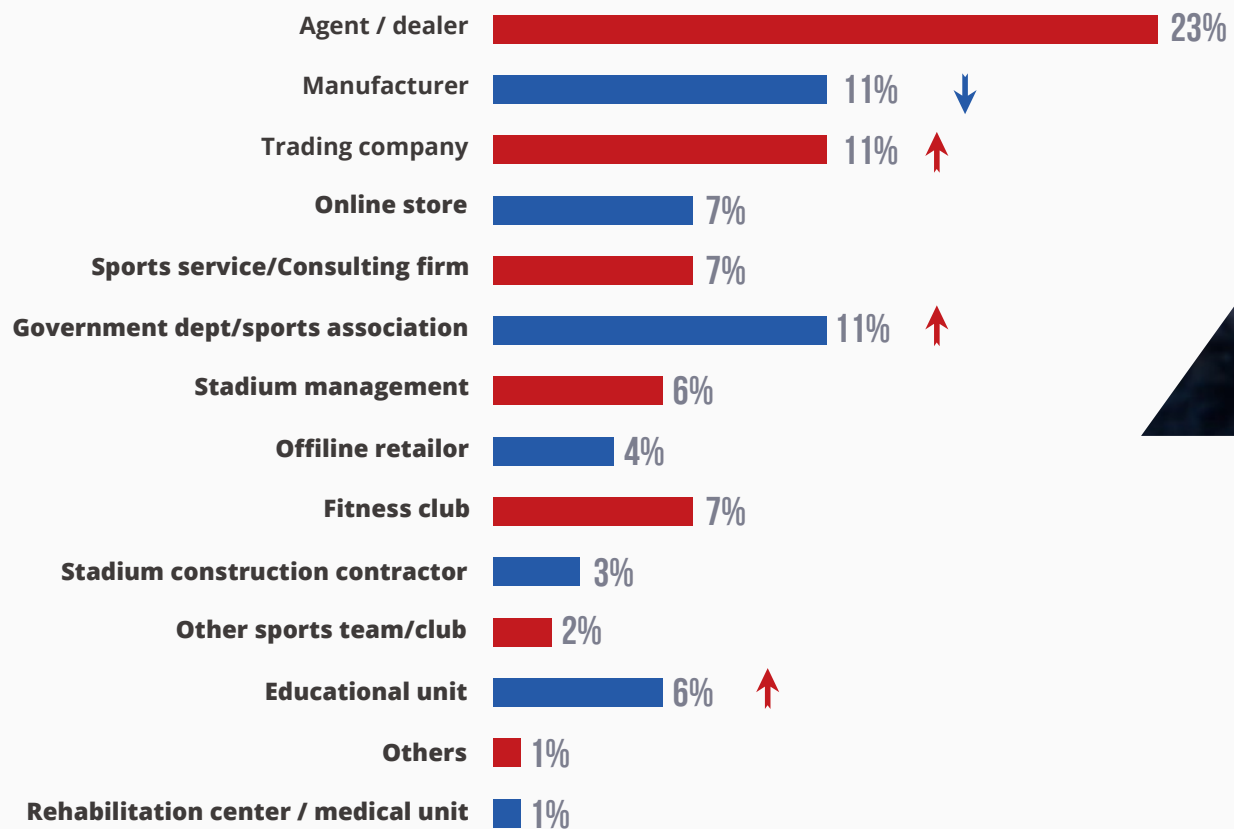
2.03%



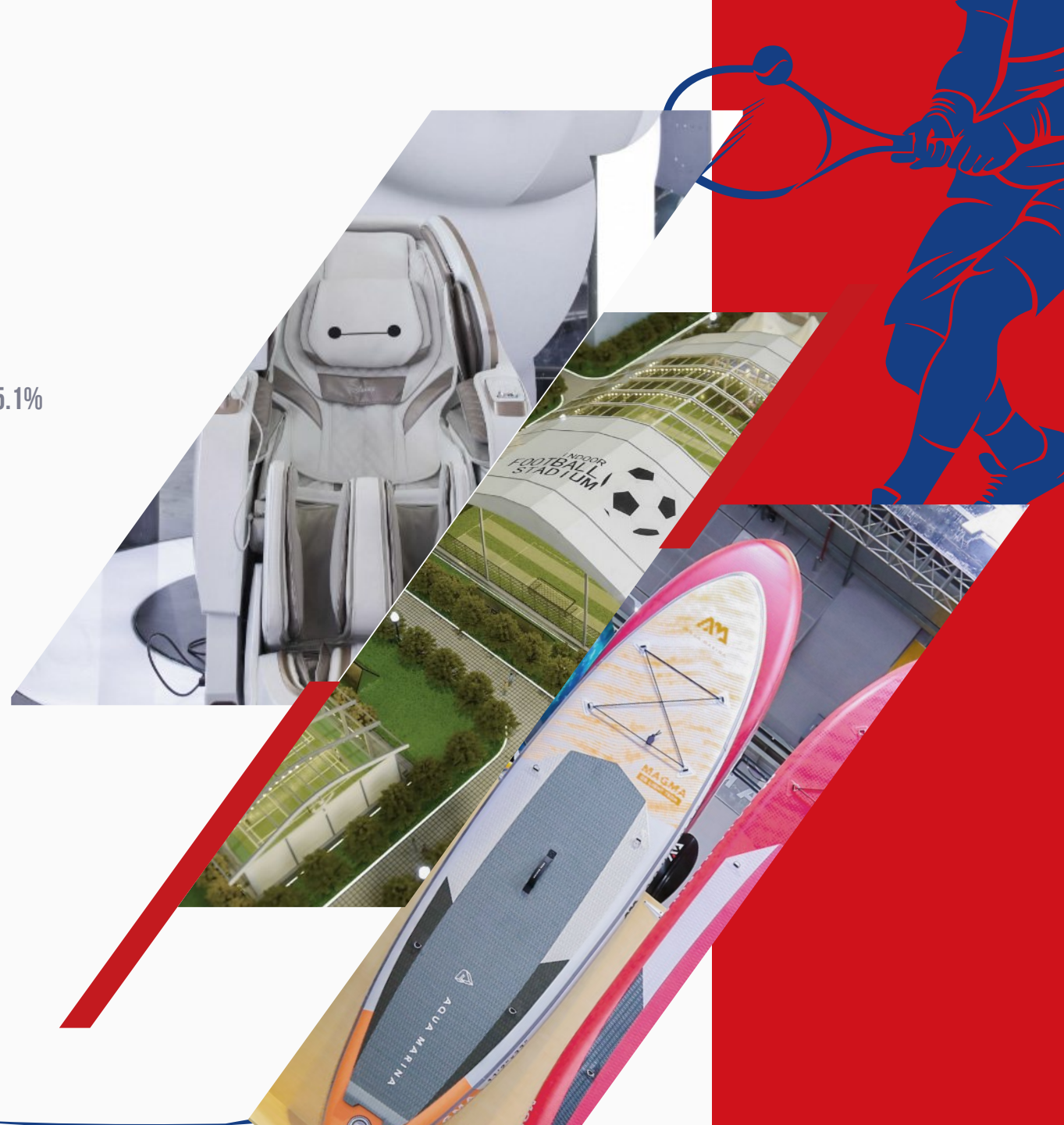
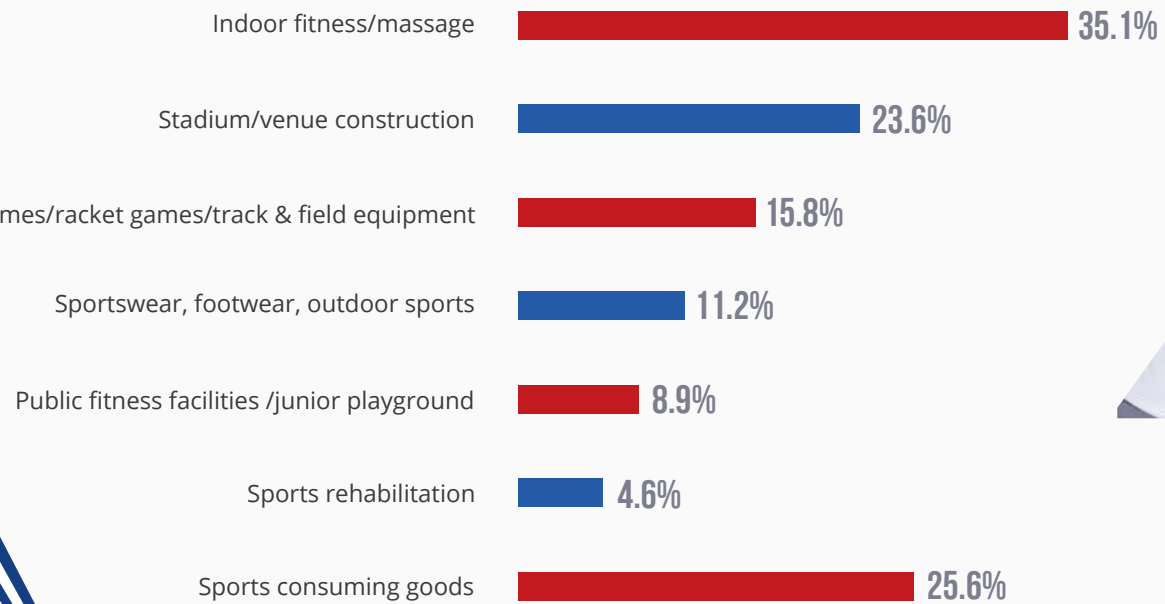
► Role in purchase process



► Business Nature



► Products that visitors are interested in



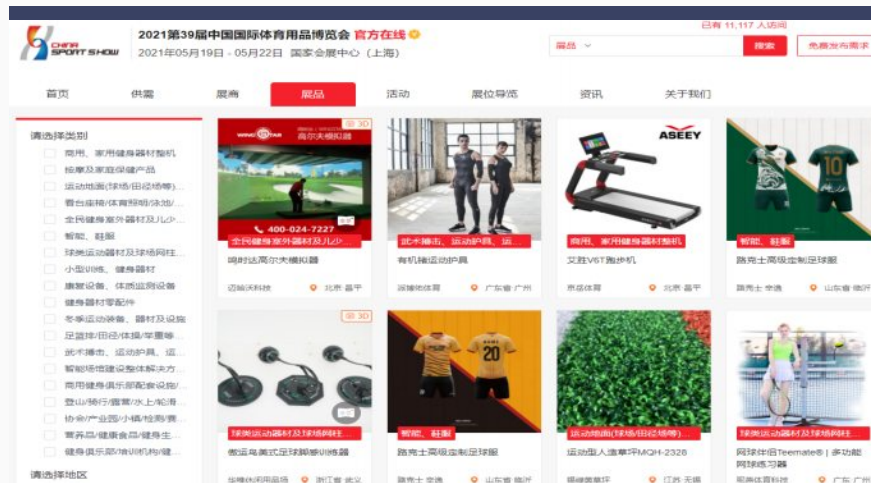
BUSINESS COMMUNICATION

On Non-Exhibition Days

Precise one-to-one matchmaking service



Round-the-clock online show and negotiation platform



On Exhibition Days

Various on-site business matchmaking

During China Sport Show 2021, various types of business communications were held, including one-to-one matchmaking between VIP buyers and exhibitors, matchmaking meetings for sporting goods distributors, procurement seminars for school sports equipment and facilities, meetings between industry clusters and buyers, and observation tours, providing business services for 86 exhibitors and nearly 2,000 buyers.



CONCURRENT EVENTS



China Sports Industry Summit



Subdivision forums



Signing ceremony



Technical seminar



Business communication



Regional sports industry promotion



Innovative product display & selection



Competition & interactive

MEDIA COVERAGE

- Core media original articles 60+
- Core Media Reprints 400+
- Resident Media 50+

Central media	People's Daily, Xinhua News Agency, CCTV, People's Daily Online, Xinhua News, China Sports News
Portable media	Sina, Sohu, Phoenix, etc.
New media	Eco Sports, Sports Money
Local media	Xinmin Evening News, Wen Wei Po, Five Star Sports, Oriental Sports Daily, Jiefang Daily, Shangguan News, Labor Daily, etc.



第40届 CHINA
SPORT SHOW

中国国际体育用品博览会

2022

21-24 April, Xiamen

Thank you for your supporting.