

REPORT

2021中国国际体育用品博览会 CHINA SPORT SHOW



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

GHINA SPORT SHOW





1307



150000 + m²



3000+



93284







▶ Products that visitors are interested in **35**.1% Indoor fitness/massage Stadium/venue construction 23.6% 15.8% Ballgames/racket games/track & field equipment Sportswear, footwear, outdoor sports 11.2% 8.9% Public fitness facilities /junior playground 4.6% Sports rehabilitation **25.6**% Sports consuming goods



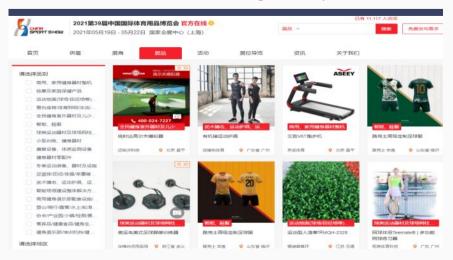
BUSINESS COMMUNICATION

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

 \rightarrow Core media original articles 60 +

400 +Core Media Reprints

50+ Resident Media

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

Xinmin Evening News, Wen Wei Po, Five Star Sports, Local media Oriental Sports Daily, Jiefang Daily, Shangguan News,

Labor Daily, etc.



中国有三点万亿的转绳人口。守着这样一个很大的开

曾几何时、国产体育用品在许多人心中一度是-康

价""流量"的代名词。无法与国际一线品牌抗衡。



解读体育产业新趋势 原创 ECO包体 体育产业生态图 1周前 H × Dala 2021中國体博会官方新媒体合作伙伴

5日19日-22日 由中国体育用品业联合会 主办的第39届中国国际体育用品博览会 (简称「中国体博会」),将在上海国家

·纳达尔玻璃直得第57次"德纳决"。问... ·纳达尔玻璃直得第57次"德纳决"。问... ·综合影响力跻身上海前三、这项"黑马...

聚焦「人货场」, 两份重量级报告 官盲! ECO氦体成为中国体博会 官方新媒体合作伙伴

ECO包体 体育产业生态图 1周前



FCO製体的朋友们 大家好!

近日, 中国体博会再度与ECO氰体达成新媒 体合作伙伴关系。在合作周期内、ECO氮体 将利用内容策划、媒体资源与行业链接等优 势、为中国体博会的数字化升级提供全面服 务。服务包括打造具备破图影响力的私域短 视频平台内容品牌「中国体博会」, 进一步 提升体博会的媒体内容服务水准、对展商进 行更大范围的曝光与深度对话。

"四叶草"用燃起体育之火!申城五年、体协会有了哪些新花样?



这几天、第39届中国国际体育用品博览会(以下简称体博会)正上海国家会属中心热闹 举办、近1300家参届有在15万平方朱的届区内争相"出租"、让初夏的"四叶草"里、微韶

已在申據连续牽為5屆的体盤心、每年都心學來不少恢復。在为明年转波厦门前的豐粱 滚出, 本证展览自然在少不了新花样, 正如中国体育用品业联合会副主席兼秘书长罗本 所言:"每年体博会。我们都希望让所有参与者感受到产业的快速发展,看到全新的机 遇。智别上海前、更希望能留下特别的记忆。





Thank you for your supporting.