

CIST

CHINA (SHANGHAI)
INTERNATIONAL SPORTS GOODS
EXPORT AND CROSS-BORDER EXPO
中国(上海)国际运动用品出口及跨境展

运动用品国际商贸平台

INTERNATIONAL SPORTS GOODS TRADE PLATFORM



扫码了解展会资讯

TIME/时间

2025.3.5-3.7

ADD/地点

上海世博展览馆

5th-7th Mar. 2025

Shanghai World Expo Exhibition
& Convention Center

IWF

国际健身展

IWF

中国健身盛典

IWF

营养健康

CSE

泳池SPA展

80,000m²

Exhibiting Area 展示面积

1,000+

Brands 参展品牌

70,000+

Visitors 专业观众

500+

Exhibitors 展商

100+

Events 精彩活动



德纳展览
DONNOR EXHIBITION



Exhibitions and Events Meet Business



展品范围

01



家用健身器材
及运动小件

02



运动康复
按摩器械

03



运动鞋服及
穿戴

04



户外运动
装备

05



球类
产品

06



跨境电商全品类
服务平台

EXHIBIT SCOPE

- Household Fitness Equipment and Sports Accessories
- Sports Rehabilitation Massage Equipment
- Sports Shoes & Apparel
- Outdoor Sports Equipment
- Ball Products
- Cross-Border E-Commerce Full Category Service Platform



互动体验

- 国际买家/贸易公司 场内选品路线打卡
- 展前/后 国际买家/贸易公司工厂基地走访活动

INTERACTIVE EXPERIENCE

- International Buyers / Trading Companies in the Selection Route Selection Tour
- Pre / After-Exhibition Manufacturing Base Visit of International Buyer / Trading Company

智库论坛

国际贸易系列峰会

- 外贸出口及跨境电商选品研讨会
- 健身器材及配套运动产品新品发布会
- 体育用品B2B贸易对接会

颁奖典礼

- 国际贸易及科技创新产品颁奖盛典 #IP
- “一路同行”国际买家之夜 #IP



THINK TANK FORUM

International Trade Summits Series

- International Trade Export and Cross-Border E-commerce Product Selection Seminar
- New Product Launch Event for Fitness Equipment and Associated Sports Products
- Sports Equipment B2B Trade Matchmaking Conference

CEREMONY

- International Trade and Technology Innovation Product Awards Ceremony #IP
- "Along the Journey" International Buyer's Night #IP



中国（上海）国际运动休闲用品博览会以全球视野构建国内国际双循环，以打造运动健身体育用品国际商贸平台为定位，专注全产业链所需的各种产品、服务、资源平台和解决方案，展示中国体育产业的制造水平、供应能力和数智化趋势，利用平台经济服务企业，共序生态未来。

China (Shanghai) International Sports and Leisure Products Expo builds a domestic and international double cycle with a global vision. Positioned as an international trade platform for sports and fitness goods, we focus on various products, services, resource and solutions required by the whole industrial chain. We showcases the manufacturing level, supply capacity and digital intelligence trend of China's sports industry, and makes use of the platform economy to serve enterprises and create the ecological future together.

媒体合作 MEDIA COOPERATION



社交媒体 SOCIAL MEDIA



@IWF Health,
Wellness &
Fitness Trade Show



@IWF Shanghai



@IWF SHANGHAI
Fitness Expo

部分海外询盘 PART OF OVERSEAS INQUIRIES

姓名Name	国家Country	类别Category
Dilip Kumar Ramachandra	卢森堡	健身器材
Khoo Kian Cheong	阿联酋	运动服饰
Marisa Viviane	塞浦路斯	健身器材
Muhammad Zubair	法国	健身器材
ARUN PRAKASH BALASUNDARAM	德国	有氧运动设备
Prasert chinsuvapala	美国	运动服饰
Nasreen Shafeeq	吉尔吉斯斯坦	EMS套装
Andrew Rivas	阿根廷	运动鞋
Fumiaki Sato	巴西	智能穿戴

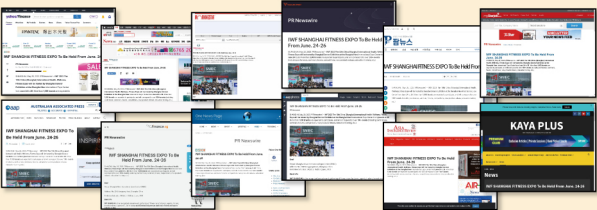
全球买家分布 GLOBAL BUYERS LAYOUT



宣传推广 PROMOTION

100+ 国外知名媒体 100+ Well-known Foreign Media

Yahoo! ,Nordot,ET Net,Morningstar Hong Kong,Vulcan Post,ASEAN Briefing,Pharmnews, China Briefing,IT Biz News,Australian Associated Press [AAP],TheFinance.sg,One News Page Global Edition,Asia Insurance Review,cision,etc.



展商 Exhibitor

贸易洽谈

实效订单

品牌曝光

产业集聚

媒体与KOL

二次传播

精准匹配

采购对接

场景体验

交流培训

链接KOL

整合资源

The list above represents only a selection of the participating brands, listed in no particular order.