

IWF SHANGHAI 2025

上海国际健身展



TIME/ 时间

03.05-03.07

ADD/ 地点

上海世博展览馆



不止于健身 MORE THAN FITNESS

WHAT CAN WE DO FOR YOU?

展商 Exhibitor

Trade Negotiations
贸易洽谈

Effective Orders
实效订单

Brand Exposure
品牌曝光

Industry Agglomeration
产业集聚

Media and KOL
媒体与KOL

Secondary Spreading
二次传播

观众 Audience

Precise Matching
精准匹配

Supplier Matchmaking
采购对接

Immersive Experience
场景体验

Interactive Training
交流培训

Connect with KOL
链接KOL

Integrate Resources
整合资源



IWF SHANGHAI 始于健身，以“攀登者”的姿态开拓创新，十二年来不止于健身，秉怀“起跑心”始终如一地专注于在健身的领域中不断探索，与行业同仁动静之间共筑全球运动健身产业高地。

IWF SHANGHAI was born for fitness, pioneering and innovating with the attitude of climber. Not limited within fitness, but with original intentions, we have spent twelve years on continuous exploration in the peak of fitness, aiming to build the highland of global sports and fitness industry with partners.

不止于健身

运动而生

MORE THAN FITNESS

规模预计 Estimated Scale

80,000m²
Exhibition
Area

展示面积

1,000+
Brands

参展品牌

500+
Exhibitors

展商

70,000+
Visitors

专业观众

100+
Events

同期活动

MORE THAN FITNESS

变局之下，作为亚洲地区专业的运动健身展会之一，IWF SHANGHAI承担了更大的责任。作为展览展示平台，IWF将推动体育全产业链产品展示，迸发行业新活力；作为商贸对接平台，IWF以高效服务为宗旨，以全球商贸视野构建国内国际双循环，专注全链所需的各种产品、服务、资源平台和解决方案，展示中国运动产业的制造水平、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。

2025年3月5-7日，IWF将迁至上海世博展览馆举办，坚持以“大体育大健康”为基调，彰显商贸风采，同时，上百场论坛赛事、互动培训等将为行业同仁精彩呈现；IWF2025——运动而生，凝聚力量，蓄力未来！

全球买家分布 Global Buyers Layout



In the context of evolving dynamics, IWF SHANGHAI stands out as a leading sports and fitness expo in Asia, bearing increased responsibility. As an exhibition platform, IWF is set to propel the entire sports industry forward by presenting a wide array of products. It aims to foster both domestic and international relationships through a global business lens, concentrating on the comprehensive needs of the entire value chain. This includes a diverse range of products, services, resource platforms, and solutions that highlight the manufacturing excellence, supply capabilities, and digital trends of China's sports industry.

From March 5th to 7th, 2025, IWF will relocate to the Shanghai World Expo Exhibition & Convention Center. Upholding the theme of "Peak Performance, Better Health.," it will showcase its commercial prowess. Additionally, a multitude of forums, competitions, interactive sessions, and training events will offer an exciting experience for industry professionals.

IWF SHANGHAI 2025

IWF SHANGHAI 2025

亮点洞察 Key Insights

换馆升级，六大展区

IWF2025将迁至上海世博展览馆，以健身器材及配件，俱乐部配套，康复/普拉提器材及配套，运动休闲用品，泳池设施、游泳装备、温泉SPA及配套、体育场馆和营养健康为六大展区，呈现运动健身行业的专业深度；同时以“大体育大健康”为目标扩大展品范围，过去几年，运动户外产业正在发生巨大的变革，新业态、新场景不断出现，同时，更为重要的是新的消费人群与消费习惯开始崛起。IWF正着手建立消费者洞察与互动能力，着力打破渠道壁垒，扩展运动户外品类，向展商和买家提供更佳的服务场景。

Venues upgrade, six major exhibition areas

IWF 2025 will move to the Shanghai World Expo Exhibition & Convention Center. It will feature six primary sectors: fitness equipment and accessories, club facilities, rehabilitation/pilates equipment and accessories, sports and leisure goods, swimming pool facilities, swimming gear, SPA and hot springs along with their accessories, sports venues, and nutrition and health. This setup showcases the professional depth of the sports and fitness industry. With the goal of "Peak Performance, Better Health," the scope of exhibits is being expanded. In the past few years, the sports and outdoor industry has seen significant transformations, and rise of new consumer groups and consumption habits is becoming increasingly significant. IWF is actively developing consumer insights and interaction capabilities, aiming to break down channel barriers, expand the sports and outdoor categories, in light of these emerging trends.



深化商贸模式： 推穀外贸精准撮合

在全球经济开放后，IWF平台服务重心再次由商品展示提升为更深层次的贸易赋能，促进展品变商品、措施变制度、采购变贸易。在上届实现海外观众数基础上，IWF2025将继续深挖国际渠道，深化B2B采购模式，链接国际众多展商品牌和专业买家群体，助力企业快速精准对接国际采购商，促成国际贸易洽谈，打造全球贸易共享平台。

Elevating Trade Strategies: Precision Matchmaking in Global Trade

Following the global economic reopening, the IWF platform has transitioned its focus from merely showcasing products to significantly enhancing trade capabilities. Building on the substantial growth of international attendees, IWF 2025 aims to further expand its reach into global markets, refine the B2B matchmaking process, and foster connections between a wide array of international brands and professional purchasing groups. This initiative is designed to facilitate swift and precise engagement with international buyers, encourage trade discussions, and establish a comprehensive global trade platform.

亮点洞察 Key Insights

整合优质资源： 政府、协会、跨界

IWF正在积极探索“政府引导+企业参与+会展服务”的集成模式，作为国家体育产业示范项目和上海市体育产业示范项目，IWF2024得到了中国健美协会、上海市健身健美协会、安徽省健美运动协会、湖南省健身协会、福建省健美健身协会、吉林省健身健美协会、温州市健美健身协会等全国范围内多家行业协会的鼎力相助，共促行业向纵深发展。IWF2025将继续与政府部门和行业协会携手，整合资源产学研优质资源，竭力打造体育健身产业区域发展圈。

Integrating Top Resources: Government, Associations, Cross-Sector

IWF is actively exploring an integrated model of "government guidance + corporate participation + exhibition services". As a national sports industry demonstration project and a Shanghai city sports industry demonstration project, IWF2024 has received strong support from numerous national industry associations, including the China Bodybuilding Association, Shanghai Fitness & Bodybuilding Association, Anhui Province Bodybuilding Sports Association, Hunan Province Fitness Association, Fujian Province Bodybuilding and Fitness Association, Jilin Province Fitness & Bodybuilding Association, and Wenzhou City Bodybuilding and Fitness Association, jointly promoting the in-depth development of the industry. IWF2025 will continue to collaborate with government departments and industry associations, integrating high-quality resources from industry, academia, and research to strive for the creation of a regional development circle in the sports and fitness industry.

全周期服务：组合宣传

通过产业基地走访、私域社群定向邀约、智库论坛、教育培训、赛事竞技、展览展示、互动颁奖等版块，搭建展前、展中、展后的全方位渗透式服务模型，充分激发商贸对接、趋势发布、渠道拓展、宣传推广等展会的平台功能，打造“自媒体+大众媒体”组合宣传，为企业及其用户行业实现可持续、高质量发展提供全链路创新方案。

Full Cycle Service: Integrated Marketing

Through a comprehensive approach that includes visits to industry bases, targeted invitations to private communities, forums, educational training, competitive events, exhibitions, interactive award ceremonies, and more, we construct a pervasive service model that spans pre-exhibition, during, and post-exhibition phases. This model is designed to fully activate the platform functions of the exhibition, such as business matchmaking, trends discover, channel expansion, and promotional efforts, creating an integrated marketing strategy that combines social media and traditional media. This approach provides businesses and their industry sectors with innovative, full-spectrum solutions for sustainable, high-quality development.



参展范围

Exhibiting Scope

健身器材

商用健身器材、健身器材零配件、健身器材小件、功能性训练器材、体质检测/体态矫正设备、普拉提器材、运动康复器械、青少年体能设备

俱乐部配套设施

健身房/俱乐部管理系统、健身房设计与营造、地面铺设、储物柜/更衣柜、培训/机构运营、连锁加盟、搏击格斗训练综合配套、运动健身APP、EMS智能穿戴设备、美容瘦身产品、体能测试系统、数字化智能健身系统、健身健美媒体等配套服务

青少年体育教育

青少年体育训练装备器材、青少年体育教育配套产品、青少年体育教育培训机构、儿童运动智能穿戴产品、少体机构招商及加盟推荐、校园体育场馆设施营造、青少年体育教学装备



Fitness Equipment

Commercial Fitness Equipment, Fitness Equipment Spare Parts, Fitness Equipment Accessories, Body Testing / Correction Equipment, Pilates Equipment, Sports Rehabilitation Equipment, Youth Physical Fitness Equipment

Club Supporting Facilities

Gym / Club Management System, Gym Design and Construction, Ground Laying, Locker, Training / Institutional Operations, Franchise, Fight Combat, Boxing, Wrestling Training Comprehensive Matching, Sports Fitness APP, EMS Smart Wearable Devices, Beauty Slimming Products, Physical Fitness Test System, Digital Intelligent Fitness System, Fitness and Bodybuilding Media and other Supporting Service

Youth Sports Education

Sports Training Equipment, Physical Education Supporting Products, Physical Education and Training Institutions, Sports Smart Wearable Products for Children, Business Promotion and Agency Affiliation Recommendation for Sports Institutes, Construction of School Stadium Facilities, Sports Teaching Equipment for Young People



体育场馆营造

场馆场地材料、场馆配套设施、施工设备、田径体操竞技类器材及用品、围栏网暖通材料、照明系统、室内外球类、声学及防震隔音材料、智慧步道、游乐游艺设备、公园体育及相关配套设施、校园体育运动装备、校园智能安全监测设备、数字化应用平台

游泳设施、泳池装备及温泉SPA

公共游泳设施及技术、私家泳池及配套设施、园林景观及水景喷泉设备、游泳/救生相关设备、器材装备及用品、桑拿/温泉/淋浴SPA休闲设施及用品、婴幼儿游泳配套设施及配套服务、儿童游乐设施及设备、水上乐园、水上运动设备、工程设计、服务机构、媒体及行业协会

运动休闲用品

家用健身器材、运动康复按摩、运动鞋服及穿戴、户外运动装备、球类运动及配套、跨境电商全品类服务平台

营养健康

运动营养补剂/食品、功能性食品/饮品、轻食、原料及包装设备、摇摇杯及冲调机、基础营养品、运动营养OEM服务

Stadium Construction

Venue Materials, Venue Supporting Facilities, Construction Equipment, Athletics and Gymnastics Competitive Equipment and Supplies, Fence and Purse Seine HVAC Materials, Lighting System, Indoor and Outdoor Ball, Acoustic and Shock-Proof Sound Insulation Materials; Smart Trails, Amusement Equipment, Park Sports and Related Supporting Facilities; Campus Sports Equipment, Campus Intelligent Safety Monitoring Equipment, Digital Application Platform

Swimming Facilities, Swimming Pool Equipment and SPA

Public Swimming Facilities and Technology, Private Swimming Pool and Supporting Facilities, Landscape and Waterscape Fountain Equipment, Swimming / Life-Saving Related Equipment, Equipment and Supplies, Sauna / SPA / Shower SPA Leisure Facilities and Supplies, Infant Swimming Facilities and Supporting Services, Children Water Park, Water Sports Equipment, Children's Amusement Facilities and Equipment, Engineering Design, Service Agencies, Media and Industry Associations

Sports Leisure Articles

Household Fitness Equipment, Sports Rehabilitation Massage, Sports Shoes & Apparel and Wearable, Outdoor Sports Equipment, Balls Sports and Accessories, A comprehensive service platform for cross-border e-commerce

Nutrition Health

Sports Nutrition and Supplements, Functional Health Food, Light Diet, Functional Drinks, Raw Materials and Equipment and Packaging Equipment, Shake Cup and Punching Machine, Basic Nutrition, Sports Nutrition OEM Services

宣传服务

NO.1

- 专属电子邀请函：
搭建VIP嘉宾参会模式，形成头部效应
- 全媒体宣发(官网、新媒体矩阵、大众媒体等)
- 会刊(展商目录)宣传
- 微信推广
- 媒体采访

Promotion Service



- Exclusive Electronic Invitation:
Build more and more VIP guests attend mode, form the Head Effect
- Media Matrix (Website, New Media, Mass Media)
- Show Directory(Catalogue) Promotion
- Wechat Promotion
- Media Interviews

现场服务

NO.2

- B2B贸易对接区
- 五国语言翻译服务、外商行李寄存
- 酒店优惠预定、外商Free Hotel服务
- 展台搭建服务推荐
- 展品运输商推荐
- 会议室/舞台租赁

Onsite-Service



- B2B Trade Matching
- Chinese Translation Service, Foreign Luggage Storage
- Hotel Discount Reservation, Foreign Free Hotel Service
- Booth Building Service Recommendation
- Exhibits Carrier Recommended
- Conference Room / Stage Rental

平台推广

NO.3

推广展商的产品与服务，助力品牌提升，
包含LOGO/企业介绍/优势产品信息等。

B2B交易生态平台

全球搜(询盘服务、商机撮合):

www.iwf-china.com/



以SaaS平台架构为基础进行外贸建站、以谷歌搜索引擎为核心进行优化推广的外贸营销解决方案，帮助企业快速获得大量海外精准询盘!

康体在线(供需匹配):

www.nihaosports.cn/



B2B的采购新模式，也成为企业开拓海外市场的有力渠道。打造了“线上配对”、“在线询盘”、“需求发布”、“商家展示”等主题板块，借助移动端、网页端、线下支持多种终端展示，借助引导在线展会的企业通过专业的线上平台做好商贸对接、线上推介和远程洽谈签约。

Platform Promotion



promote exhibitor products and services, help brand promotion, including LOGO / enterprise introduction / advantage product information, etc.

B2B Trading Ecological Platform

IWF Global:

www.iwf-china.com

IWF Global is based on the SaaS platform architecture for foreign trade station construction, with Google search engine as the core of the optimization and promotion of foreign trade marketing solutions, to help enterprises quickly obtain a large number of overseas accurate inquiries!

B2B Trading Ecological Platform:

www.nihaosports.cn

Official Website Promotion:

www.ciwf.com.cn/en/

www.ciwf.com.cn/

NO.4

部分海外
询盘

Part of
Overseas
Inquiries



姓名Name	国家Country	类别Category	姓名Name	国家Country	类别Category
Adefule Adefunke Oluwademilade	Nigeria	Commercial/household Fitness Equipment	Jesus Almario	Colombia	Gym Equipment
Ermanno Tasca	Italy	Cardio And Strength	Jim Shu	Canada	Fitness Equipment
Farif	Russia	Fitness Equipment	Jose Antonio Rosa	Spain	Fitness Equipaments
Fernando Ferreira De Oliveira	Brazil	New Technologies	Jose Carlos	Mexico	Equipo De Entrenamiento Etc
Francisco Font Albiol	Spain	Fitness Equipaments	Julio Betances	United States	Gym Equipment
Giada	Italy	Pilates	Kai Kerkmann	Germany	Outdoor Sports Equipment
Glukhova Anna	Russia	Gym Grass For Crossfit	Karen Liao	Indonesia	Fitness And Spa Technology
Gwangcheol	Republic of Korea	Outdoor Sports Equipment	Khalid Hussein	Australia	Gym Equipment
Hamza	Pakistan	Treadmills	Khoo Kian Cheong	Singapore	Sports Supplement Equipment
Harry Dukes	United Kingdom	Innovative Fitness Products			



Fitness Grand Ceremonies

中国健身盛典

IWF中国健身盛典始终坚持为运动健身行业的精英、俱乐部、工作室、教练和健身爱好者群体打造集智库论坛、赛事竞技、颁奖典礼、教育培训、互动体验于一体的潮流健身盛宴，分享时下最新行业趋势和业态信息，体验前沿的盛典内容和潮流的运动方式。

IWF China Fitness Festival always adhere to create a fashion fitness carnival integrated with forum, competition, award ceremony, education, training, interactive experience for the sports fitness industry elite, clubs, studios, coaches and fitness enthusiasts, share the latest industry trends and information, experience the forefront of content and the trend of movement.

智库论坛 Forums:

运动健身 行业趋势 行业发展 管理论坛/峰会

- 第六届中国健身影响力联盟战略私董会 #IP
- IWF2025第十二届亚太健身领袖论坛 #IP
- IWF中国运动健身创业者研学汇 #IP
 - 中国(上海)普拉提瑜伽行业投资人大会
 - 青少体育教育峰会
 - 全国健身健美协会秘书长会议(拟)
- ACSM全球健身趋势与健康生活方式促进论坛
- 中国健身俱乐部数智化管理论坛
- 中国普拉提技术创新发展大会
- 莱美中国学院论坛
- 运动康复论坛

游泳产业高峰论坛

- 第六届中国游泳场馆运营大会 #IP
- 第五届中国游泳池水处理高峰论坛 #IP
- 第四届中国健身俱乐部游泳池经营管理峰会 #IP
- 第三届中国水中运动康复产业高峰论坛
- 第六届中国婴幼儿游泳产业发展论坛

Fitness Industry Trends & Development Forum/Summit

Club Management Summit

- The 6th China Fitness Influence Strategic Alliance Board Meeting #IP
- The 12th IWF2025 Asia-Pacific Health & Fitness Leadership Forum #IP
- IWF China Sports and Fitness Entrepreneurship Research Association #IP
 - China (Shanghai) Pilates & Yoga Industry Investors Conference
 - Youth Sports Education Summit
 - National Fitness and Bodybuilding Association Secretary-General Meeting
- ACSM Global Fitness Trends and Health Lifestyle Forum
- China Fitness Club Digitalized Management Forum
- China Pilates Technological Innovation and Development Conference
- LesMills China Academy Forum
- Sports Rehabilitation Forum



Swimming Industry Summit Forum

- The 6th China Swimming Pool Facility Operation Conference #IP
- The 5th China Swimming Pool Water Treatment Summit Forum #IP
- The 4th China Fitness Club Swimming Pool Management Summit #IP
- The 3rd China Aquatic Sports Rehabilitation Industry Summit Forum
- The 6th China Children's Swimming Industry Development Forum

Nutrition and Health Summit

- The Seventh China Sports Nutrition Market Industry Forum #IP
 - Sports Drinks Trends and Development Forum
 - Research and Development of Health Nutrition and the Blue Ocean Market
 - Breaking New Ground in Sports Nutrition: Strategies for Niche Markets

International Trade Summit

- Export Trade and Cross-Border E-Commerce Conference
- China Sports Brands International Expansion Summit #IP
- B2B Match-making Service #IP

营养健康系列峰会

- 第七届中国运动营养食品市场行业论坛 #IP
 - 运动饮品消费趋势及发展论坛
 - 健康食品的研发与蓝海市场
 - 细分赛道破局运动营养新市场

国际贸易系列峰会

- 外贸出口及跨境电商发布研讨会
 - 中国运动品牌出海高峰论坛
- 国际买家采购说明会 #IP
- B2B Match-making Service #IP





赛事竞技

健身健美类:

2025 CBBA PRO中国健美健身精英职业赛

体能类:

CrossFit Open Games / 全国壶铃挑战赛

拳击运动表演赛/自由格斗“MMA”争霸赛

户外类:

陆冲、攀岩、露营

运动用品类:

运动用品时尚T台秀

Competitions

- 2025 CBBA PRO China Bodybuilding & Fitness Elite Professional Competition

Strength Category:

- CrossFit Open Games / National Kettlebell Challenge
- Boxing / MMA Matches

Outdoor Category

- Land Surfing, Rock Climbing, Camping, Wave Riding...
- Sports Apparel Fashion Runway Show

颁奖典礼

- IWF & CSE 2025开幕典礼 #IP
- IWF & CSE 2025欢迎晚宴 #IP
- CSE2025泳业之星颁奖典礼 #IP
- 国际贸易及科技创新产品颁奖盛典 #IP

Award Ceremony:

- IWF & CSE 2025 Opening Ceremony #IP
- IWF & CSE 2025 Welcome Dinner #IP
- CSE2025 Swimming Industry Star Award Ceremony #IP
- International Trade and Technological Innovation Product Awards Ceremony #IP

互动体验

- IWF&CSE 2025运动健身直播快闪
- IWF&CSE-Vlog逛展之旅
- 莱美大师课 Q1套路抢先体验
- ZUMBA X IWF新春热舞嘉年华
- 水中健身嘉年华

Engaging Activities:

- IWF&CSE 2025 Live Stream Event
- IWF&CSE Vlog Tour
- LesMills Trial Class
- ZUMBA X IWF Spring Dance Carnival
- Aquatic Fitness Carnival





Exhibitors Renewing Rate Reaches



2024展品数据

Exhibit Data

47.2%

商用器材 (力量、有氧、配件、普拉提、数字力量、体测仪等)
Commercial Equipment (Strength, Aerobic, Accessories, Pilates, Digital Strength, Body Measurement Devices, etc.)

31.8%

家用系列及运动小件 (含康复、护具、拳击用品)
Home Series and Sports Accessories (Including Rehabilitation, Protective Gear, Boxing Equipmen

10.7%

俱乐部及配套 (管理系统、设计、氧舱、地垫等)
Clubs and Support (Management Systems, Design, Oxygen Chambers, Floor Mats, etc.)

10.3%

营养品
Nutritional Supplements



小品类 (商用系列) 品类占比
Category: commercial use
Category share

13.5%

数字力量、体测仪
Digital Strength, Body Measurement Instruments

11.8%

普拉提
Pilates

22%

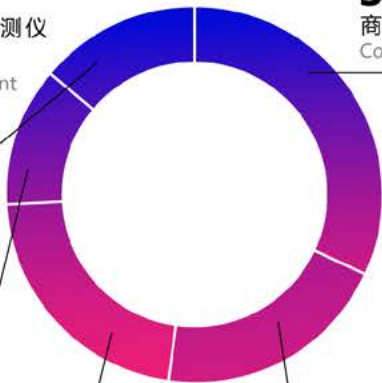
商用配件
Commercial Accessories

32.2%

商用力量器械
Commercial Strength Equipment

25%

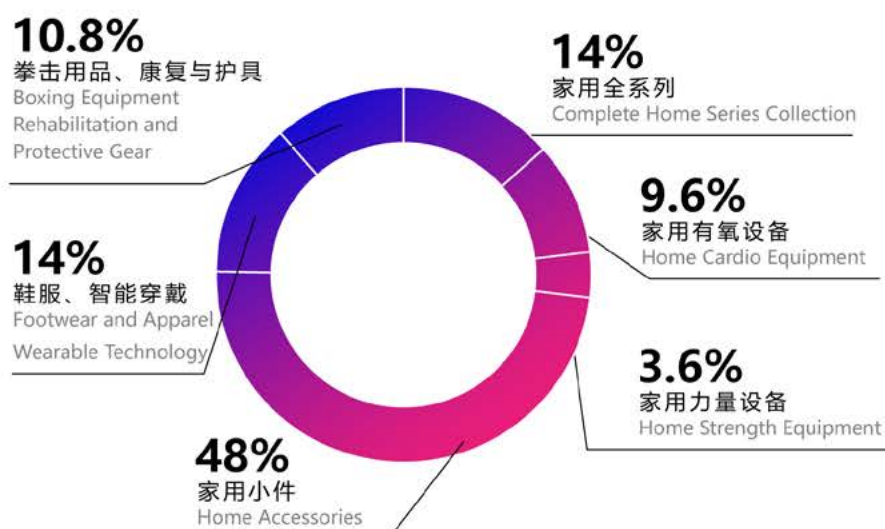
商用有氧器械
Commercial Cardio Equipment



小品类 (家用系列) 品类占比

Category: Home use

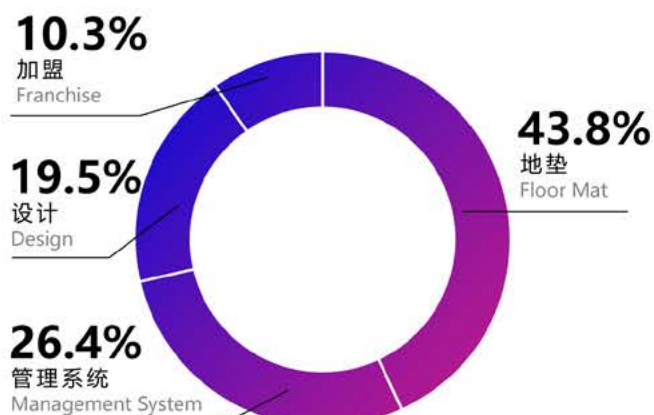
Category share



小品类 (俱乐部) 品类占比

Category: Club use

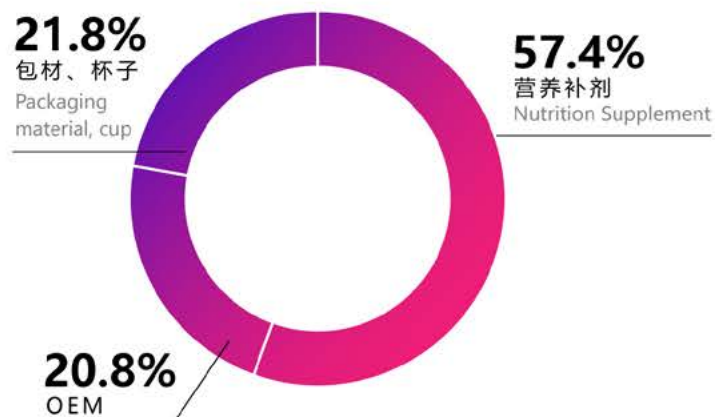
Category share



小品类 (营养品) 品类占比

Category: Nutrition Supplement

Category share



74个国家和地区的

60,108人次

Professional
Buyers From 74
Countries and
Regions

参观目的 Purpose of Visit

Collect Marketing Information

收集市场信息, 了解行业动态

40.43%

Participating in fitness festival training/
attending related exhibition events

参加健身盛典培训/出席展会相关活动

16.48%

Procurement

采购

15.04%

Seek Brand Agency/Cooperation

寻求品牌代理/合作

12.02%

Business negotiation

商务洽谈

9.51%

Assess Exhibiting Possibility

评估参展可行性

4.91%

Others 其他

1.61%

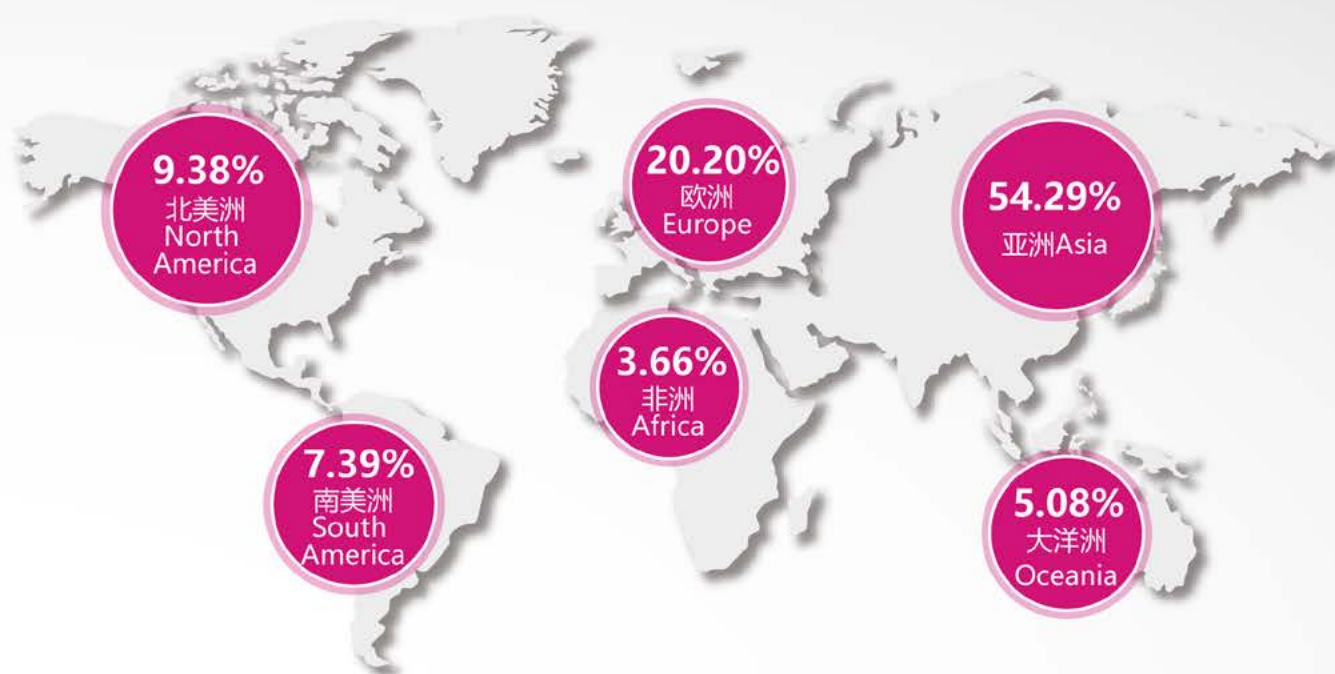
2024观众数据 Visitors Data



观众类型 Visitors Category

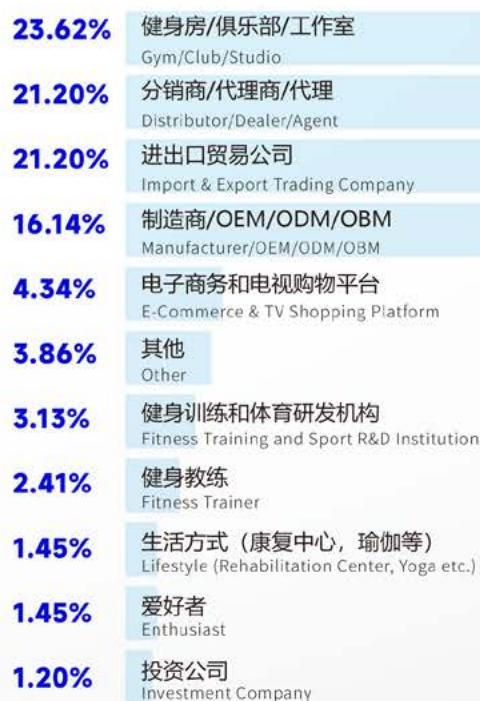


海外观众分布 Overseas Buyers Source



海外专业观众**1066**位
1066 Oversea Buyers

海外观众类型 Overseas Visitors Category



海外参观目的 Overseas Purpose of Visit



2024中国健身盛典活动回顾

Review of the 2024 China Fitness Ceremony

智库论坛 Forum

聚焦行业趋势发展 助力产业新升级

Focus on the development of industry trends to help the new industrial upgrading

在“全民健身”口号日益唱响的大背景下，国内健身行业正焕发新的生机。IWF2024同期举办聚焦运动健身行业前沿热点，探索行业发展趋势，探讨经营策略调整。

The domestic fitness industry is experiencing a revival of vitality. Held concurrently with IWF2024, the event concentrates on forefront topics in the sports and fitness industry, explores trends in industry development, and discusses adjustments to business strategies.



开幕典礼

来自全国各地70多个省、市体育、健身、康体休闲等行业协会领导和嘉宾们共同出席本次开幕典礼。

Opening Ceremony

Leaders and guests from over 70 provinces, cities, and associations in the sports, fitness, and wellness leisure industries across the country jointly attended the opening ceremony.

IWF2024第十一届中国健身领袖论坛暨第五届中国健身影响力联盟战略私董会

论坛在原有商业健身房核心群体基础上新增精品私教工作室、普拉提（连锁）场馆、运动流量博主三大人群，重点聚焦商业模式、数字化运营等前沿话题，思考在健身市场转型背景下，如何借鉴海外的商业增长策略，打造独具竞争力的健身品牌。

IWF2024 China Fitness Leaders Forum and 5th China Fitness Influence Alliance Strategic Board Meeting

The forum, building on its core group of commercial gyms, has added three major demographics: boutique personal training studios, Pilates (chain) venues, and sports influencers. It focuses on cutting-edge topics such as business models and digital operations, contemplating how to draw on overseas commercial growth strategies to create a competitive fitness brand against the backdrop of the fitness market's transformation.

B2B贸易选品会

B2B Matchmaking Event



外贸出口及跨境电商发布研讨会及颁奖

随着竞争的加剧和消费者需求的多样化，品牌需要针对特定人群提供差异化的产品或服务，以形成独特竞争优势。这意味着跨境已进入3.0时代，此次研讨会就跨境出海策略、阿里国际站推广、创新产品发布等进行交流深抓企业和买家的双向需求。

Foreign Trade Export and Cross-border E-commerce Seminar and Award Ceremony

As competition intensifies and consumer demands diversify, brands need to offer differentiated products or services targeted at specific demographics to establish a unique competitive edge. This signifies the transition into the era of Cross-Border 3.0. The seminar focuses on cross-border go-global strategies, promotion on Alibaba International, innovative product launches, and deeply engaging with the dual needs of businesses and buyers.

精练GymSquare《2023中国健身和健康生活方式行业报告》发布会

2月29日,精练GYMSQUARE《2023中国健身和健康生活方式行业报告》正式发布。头部健身场馆经营者、家庭健身代表及健身消费品牌代表,就「2024,健身房挑战与机遇」、「运动健身与健康生活方式」报告解读及圆桌论坛等环节,展开深度探讨。发表对中国健身与健康生活方式行业发展趋势的见解与展望。

GymSquare

2023 China Fitness and Healthy Lifestyle Industry Report Press Conference

On February 29th, the "2023 China Fitness and Healthy Lifestyle Industry Report" by GYMSQUARE was officially released. Leading fitness venue operators, home fitness representatives, and fitness consumer brand representatives engaged in in-depth discussions on "2024, Gym Challenges and Opportunities," "Sports Fitness and Healthy Lifestyle," report interpretations, and roundtable forums. They shared their insights and outlook on the development trends of China's fitness and healthy lifestyle industry.



中国健身场馆数智化管理论坛 《2023中国健身行业数据报告》全国发布会

2月29日,在国家体育总局、中国健美协会的指导下,上海体育大学经济管理学院、三体云动和万博宣传联合制作的《2023年中国健身行业数据报告》在IWF2024上正式发布。报告显示,2023年中国健身行业发展特征和趋势主要体现在三个方面:第一,行业深度“洗牌”。商业健身俱乐部“适者生存”,积极寻求转型之路,健身俱乐部开始尝试月付制模式。第二,健身场馆开始尝试流量平台上售卖卡课。第三,健身行为多元化。

China Venue Intelligent Management Forum National Release Conference of the 2023 China Fitness Industry Data Report

On February 29th, under the guidance of the General Administration of Sport of China and the China Bodybuilding Association, the "2023 China Fitness Industry Data Report" produced jointly by the School of Economics and Management of Shanghai University of Sport, SanTi Cloud Motion, and MSL Group was officially released at IWF 2024. The report reveals that the development features and trends of China's fitness industry in 2023 are mainly reflected in three aspects: First, a deep "reshuffle" within the industry. Commercial fitness clubs "survival of the fittest," actively seeking paths for transformation, with fitness clubs beginning to try monthly payment models. Second, fitness venues start to sell class cards on traffic platforms. Third, diversification of fitness behaviors.

跨越·共生 | IWF x 瑜言伽· 中国(上海)第六届普拉提瑜伽行业投资人大会

IWF携手瑜言伽聚焦普拉提和瑜伽业态,跨越行业,探索普拉提、瑜伽协同共生的策略,为全球普拉提瑜伽从业者提供共同合作、思考和探索未来的平台。

Leap . Cocreation IWF X YUYAN Yoga

IWF collaborates with Yuyan Yoga to focus on Pilates and yoga formats, crossing industries, and exploring strategies for the symbiosis of Pilates and yoga. It provides a platform for global Pilates and yoga practitioners to collaborate, think, and explore the future together.



第六届中国运动营养食品市场行业论坛

2月29日,IWF&INE携手食研汇FTA、食研汇Foodix、食品商务网举办【发力时刻!2024运动营养创新应用论坛】。论坛汇聚行业专家、知名企业、高校学者,分享运动营养食品的最新趋势、政策法规、前沿技术、创新产业研究等。运动营养,发力正当时!

The 6th China Sports Nutrition and Food Market Industry Forum

On February 29th, IWF & INE, in collaboration with FTA of Food Research Assembly, Foodix of Food Research Assembly, and the Food Business Network, held the "Power Up Moment! 2024 Sports Nutrition Innovation Application Forum". The forum brought together industry experts, well-known companies, and university scholars to share the latest trends in sports nutrition food, policies and regulations, cutting-edge technologies, and research on innovative industries. It's the perfect time to power up sports nutrition!

ACSM2024全球健身趋势与健康生活方式促进论坛

由舒华运动研究院联合IWF共同举办。论坛邀请十三位健身行业各赛道知名领军人物，一起探讨2024全球健身趋势与健康生活方式，拓展健身的深度和广度，引领健身行业朝向更健康、持续的发展。

ACSM2024 Global Fitness Trends and Healthy Lifestyle Promotion Forum

Co-hosted by the Shuhua Sports Research Institute and IWF. The forum invites thirteen renowned leaders from various sectors of the fitness industry to discuss the global fitness trends and healthy lifestyles of 2024, expanding the depth and breadth of fitness, and leading the fitness industry towards a healthier and more sustainable development.



更多论坛

- 北体大普拉提活动
- 上海市健身健美协会第七季健身创业者沙龙
- 运动用品产业新生代交流会
- “跨界而来，落地而生”
中国普拉提行业《奥可美》品牌发布会
- 首届中国普拉提技术创新发展大会
- 青少儿项目职业经理人发展论坛
暨动商体适能培训师毕业典礼
- 北体运动技能评定儿童游泳项目第三版标准发布暨
首批北体运动技能评定儿童游泳行业导师颁奖
- 中国红十字基金会儿童安全力教育防溺水公寓论坛

CSE第四届中国游泳产业发展峰会

邀请来自游泳行业的企业精英、行业大咖齐聚魔都，从硬件设备到配套服务，从泳池运维到泳池赋能，从水质管理到水育培训，从泳池市场到泳池国际贸易，全面覆盖游泳产业新兴前沿和热点话题。

CSE 4th China Swimming Industry Development Summit

Inviting corporate elites and industry leaders from the swimming sector to gather in Shanghai, covering everything from hardware equipment to supporting services, from pool operation and maintenance to pool empowerment, from water quality management to aquatic education and training, from the pool market to international trade in pools, comprehensively covering emerging frontiers and hot topics in the swimming industry.

More Forums

- BSU Pilates Activity Zone
- Shanghai Fitness Bodybuilding Association 7th Season Fitness Entrepreneurs Salon
- New Generation Exchange Conference for Sports Equipment Industry
- Crossing Boundaries, Landing and Thriving Brand Launch of AOKEMEI FIT in China's Pilates Industry
- The First China Pilates Technical Innovation and Development Conference
- Youth Project Professional Development Forum and Dynamic Business Physical Fitness Trainer Graduation Ceremony
- BSU Sports Skill Assessment Children's Swimming Project 3rd Edition Standard Release and First Batch of BSU Skill Assessment Children's Swimming Industry Mentor Awards
- China Red Cross Foundation Children's Safety Education Drowning Prevention Public Welfare Forum

2024中国健身盛典活动回顾

Review of the 2024 China Fitness Ceremony

教育培训 Educational Training

技能提升赋能行业专业化发展

IWF致力于倡导“理论+技能+实践”的健身理念，此次教育培训专区继续以公开课形式成功开展，各领域国际名师等从各职业技能方向分专题分享经验，助推运动健身行业科学化、专业化发展。

Skill Upgrading Promotes the Professional Development of the Industry

IWF is committed to advocating the fitness philosophy of "theory + skill + practice." This education and training session successfully continued in the form of public classes, where international experts from various fields shared their experience on specific topics related to professional skills, helping to promote the scientific and professional development of the sports and fitness industry.



AI工具&营养咨询，私教赋能新时代 | 3HFIT专场

由两位权威导师——杨凯和李岩，分别讲授如何通过数字化与AI体系，及营养咨询结合运动的方式，在新时代中，为私教实现专业赋能。

AI Tools & Nutritional Consulting, Personal Training Empowering the New Era | 3HFIT Special

Led by two authoritative instructors, Yang Kaihe and Li Yan, the courses cover how to leverage digitalization and AI systems, combined with nutritional consultation and exercise, to professionally empower personal trainers in the new era.

IASTM筋膜刀课程-AAASFP

筋膜刀不仅仅是一种工具，更是一种革命性的健康方式。这是物理治疗师常常使用的临床方法，不但针对劳损姿态问题特别有用，对肌肉不平衡所引致的问题也十分到位。该课程教授IASTM筋膜刀手法、应用个案分析及癌症康复后教练运动方案设计等。

AASFP Theme Lecture Exercise After Cancer Rehabilitation-Coach's Exercise Program Design Guidelines

The fascial blade is not just a tool, but also a revolutionary approach to health. It is a clinical method often used by physiotherapists, particularly effective for strain posture issues and precisely addressing problems caused by muscle imbalances. The course teaches IASTM fascial blade techniques, application case analysis, and the design of exercise programs for post-cancer recovery coaching.

体德学院公开课

作为健身教练专业培训学院，体德学院导师代表团副校长张帅、明星导师陈杰、邹志杰与众多业内人士就前沿技术设备等深入交流，共同分享、探讨健身领域前沿的专业知识，为教练群体进阶赋能。

TSAA Training

As a professional training academy for fitness coaches, the delegation from TiDe College, including Vice Principal Zhang Shuai, star instructors Chen Jie and Zou Zhijie, engaged in in-depth discussions with many industry insiders about cutting-edge technology and equipment. Together, they shared and explored advanced professional skills and knowledge in the fitness field, empowering the coaching community to advance.

CSE游泳商学院——场馆运营与教学管理研修班

本次培训会锚定「场馆运营」、「游泳教学」两个关键词展开精准深度的内容输出，突围“内卷”竞争，展望就业与创业之路，更好促进全国业界交流、学习和资源对接。

CSE Swimming Business School - Venue Operation and Teaching Management Training Course

This training session focuses on "Venue Operations" and "Swimming Instruction" as its keywords for precise and in-depth content delivery. It aims to break through the "internal competition" and looks forward to employment and entrepreneurship opportunities, better facilitating national industry exchange, learning, and resource connection.

2024中国健身盛典活动回顾

Review of the 2024 China Fitness Ceremony

赛事竞技&互动体验 Competition & Immersive Experience

才华体能 激情迸发

此次展会与多方联手在现场呈现多场超高人气的激烈赛事，全面展现健身健美领域文化，同时顺应潮流动向举办各类场景化互动体验活动，人气聚集，在热血盛宴中迸发才华与能力突破自我。

Burst Out the Passion of Talent and Physical Energy

This exhibition, in collaboration with multiple parties, presents several highly popular and intense competitions on-site, fully showcasing the culture of the fitness and bodybuilding field. At the same time, it follows the trend by organizing various contextual interactive experience activities, attracting large crowds, where talent and ability burst forth in a passionate feast, leading to self-improvement.

- DMS职业赛&冠军经典赛
- IWF旱地冰球2V2射门王争霸赛
- 2024IVOFitness全国硬式壶铃挑战赛 上海站
- 莱美大师Q1套路抢先体验——全新课程LES MILLS DANCE 舞动青春·活力焕新官方课程派对
- ZUMBA X IWF新春热舞嘉年华
- “中广泳池”水中健身嘉年华
- DMS Championship Classic
- IWF Dryland Ice Hockey 2v2 Goal Scoring Championship
- 2024IVO Fitness National Hardstyle Kettlebell Challenge Shanghai Stop
- LesMills Trial Class
- ZUMBA X IWF New Year Dancing Carnival
- ZG-POOL Aqua Fitness Carnival

颁奖典礼Award Ceremony

多方互动 大咖云集

汇聚政府部门、行业协会领导、行业头部精英、行业俱乐部领袖、知名品牌生产商、经销商、运动健身达人KOL及行业主流媒体等，携手展现运动健身行业新生态。

Interact Many Fields, Gather the Famous Fitness People

Bringing together leaders from government departments, industry associations, industry elites, industry club leaders, well-known brand manufacturers, distributors, sports and fitness KOLs, and mainstream media in the industry, to jointly showcase the new ecosystem of the sports and fitness industry.



- 2024国际买家之夜
- 运动营养食品荣誉颁奖盛典
- 2024 International Buyer's Night
- Sports Nutrition Product Award Ceremony

展台类型及费用

Booth Type and Cost



精装展位

Boutique Standard Booth

9m² (3m×3m)

- | | |
|----------------------------|--|
| ① 一张咨询桌 | ① One Table |
| ② 两把椅子 | ② Two Chairs |
| ③ 一块中英文公司楣板
(双开口提供两块楣板) | ③ Exhibition Lintel (Bilingual)
(Two Side Open With Two Lintel) |
| ④ 一个220V电源插座 | ④ One 220v Socket |
| ⑤ 两支射灯 | ⑤ Two Spot Lights |
| ⑥ 两/三面间板 | ⑥ Two/Three Panels |
| ⑦ 展位内满铺地毯 | ⑦ Space And Carpet |

备注：展位效果图仅供参考，具体以现场实物为准。

Note: The picture is for your reference,
the real booth comply with release onsite.



光地 (36m²起租)

Raw Space (Minimum 36m²)

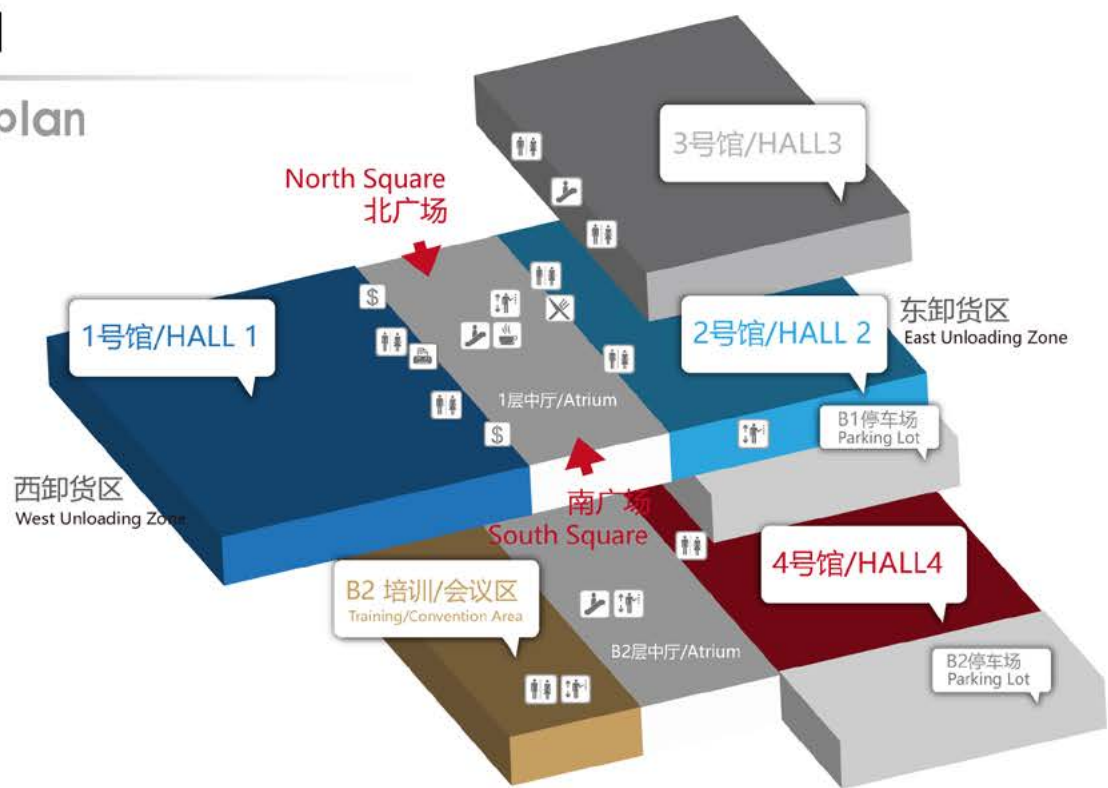
展出场地，无任何设施

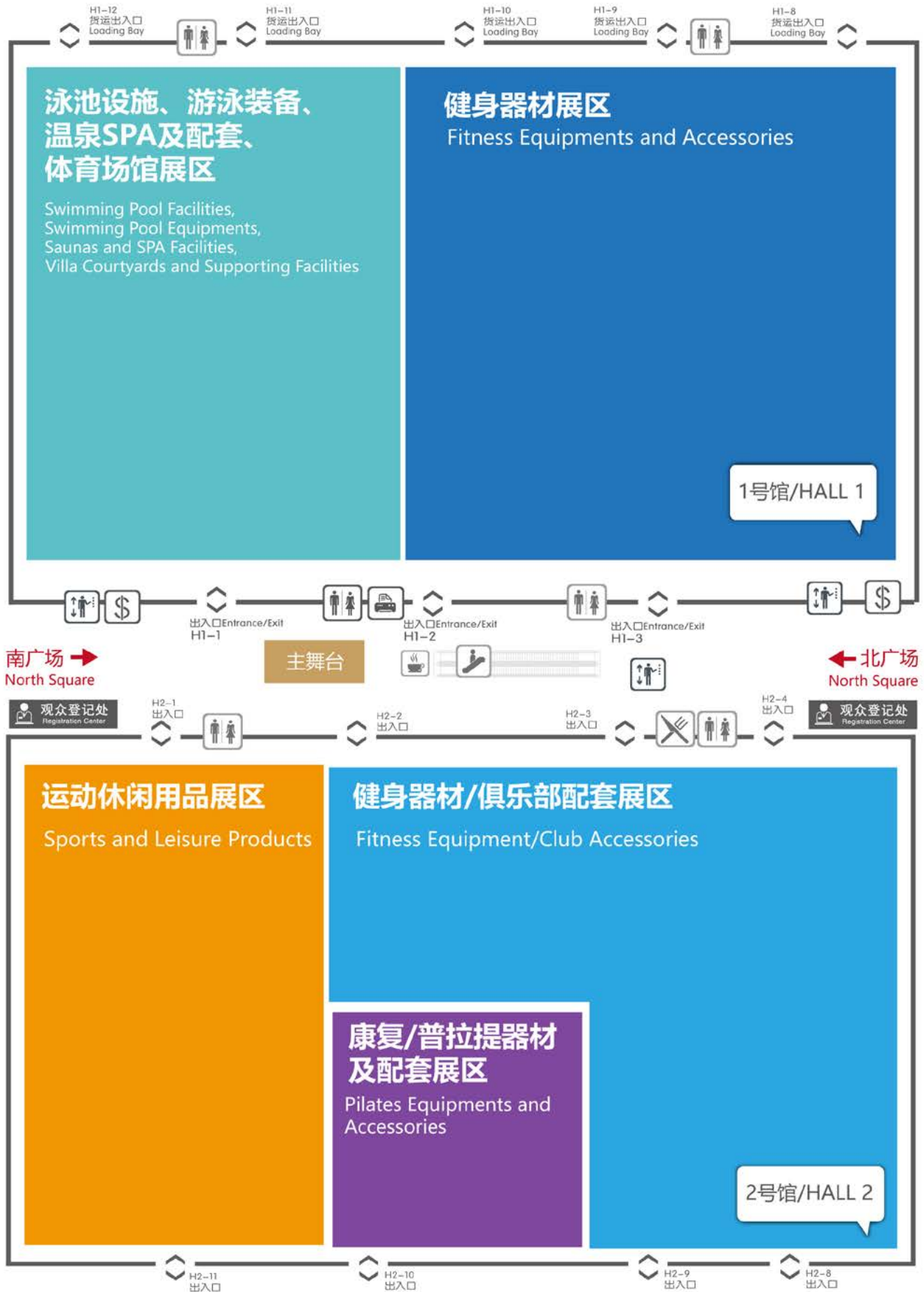
Exhibiting space and no furniture package

展区 \ 规格 Area \ Type	精装展位 Boutique (3m×3m)	精装双开口展位 Two-side Open Boutique (3m×3m)	光地 Raw Space (36m ² 起租) (Minimum 36m ²)
国内企业 Domestic	17800 元/展位 17800 RMB	18800 元/展位 18800 RMB	1600 元/m ² 1600 RMB/m ²
境外企业 Oversea	3500 美元/展位 3500 USD		320 美元/m ² 320 USD/m ²

展馆平面图

Pavilion plan







同期举办/CONCURRENT

IWF 中国健身盛典

CSE 中国（上海）国际泳池设施及场馆设施展览会

CIST 中国（上海）国际运动休闲用品博览会

CONCURRENT

IWF China Fitness Convention

CSE China (Shanghai) Int' | Swimming Pool Facility and Venue Facility Expo

CIST China (Shanghai) Int' | Sports Leisure and Trends Expo

展会垂询/Info.

上海德纳展览服务有限公司 | Shanghai Donnor Exhibition Service Co., Ltd.

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