

CIST SHANGHAI 2026

中国(上海)国际运动用品 出口及跨境展览会

CHINA (SHANGHAI) INTERNATIONAL SPORTS
GOODS EXPORT AND CROSS-BORDER TRADE EXPO

2026.3.13-15
上海世博展览馆

Shanghai World Expo Exhibition
and Convention Center



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市场趋势

中国“智造”成外贸增长新引擎

2024年，中国体育用品出口额达283.96亿美元，同比增长6.77%，其中运动器材出口表现尤为突出，出口额达50.47亿美元，同比大幅增长22.13%。中国“智造”的创新型功能训练器材、智能运动设备及可持续材料运动装备在国际市场上成为新宠，凸显中国制造在运动用品技术创新领域的竞争力。



海外市场多点突破 全球商机加速释放

欧洲市场深度开拓：

欧洲地区对高品质运动装备需求持续增长，德国、英国、法国和北欧等国的海外买家通过跨境电商平台直连中国供应商，跨境电商渗透率提升，使这些国家成为中国运动用品稳定的出口目的地。

“一带一路”市场潜力加速释放：

中国对共建“一带一路”国家体育用品出口整体呈现增长趋势，其中对东盟出口增幅显著。中亚市场发展迅速，哈萨克斯坦、乌兹别克斯坦等国对中国运动器材和装备的需求持续上升，中东地区如阿联酋、沙特阿拉伯等国家对中国高端运动休闲产品的消费需求旺盛。

新兴市场多点开花：

拉美地区如墨西哥、巴西持续稳居中国球类产品出口重要目的地；非洲市场消费潜力逐步释放，南非、埃及等国家对于基础健身设备及大众运动器材需求增长明显，为中国企业提供了多元化市场选择。

政策红利驱动创新突破

国家出台《关于提升加工贸易发展水平的意见》等系列政策，大力推动产业链向高端延伸，明确支持企业从OEM(代工模式)向ODM(自主设计)和OBM(自主品牌)转型升级，为行业发展提供了强有力的政策指引。

MARKET TRENDS

Chinese Smart Manufacturing Becomes a New Engine for Foreign Trade Growth

In 2024, China's sports goods exports values reached \$28.396 billion, marking a year-on-year increase of 6.77%. Among these, sports equipment exports performed exceptionally well, surging by 22.13% to \$5.047 billion. Innovative functional training equipments, intelligent sports devices, and sustainable-material sports gear under the "Chinese Smart Manufacturing" initiative have become a new favorite in the global market, highlighting China's competitive edge in the field of technological innovation in sports goods.

Overseas Markets Achieve Multi-Point Breakthroughs Unleashing Global Opportunities

Deep Expansion in European Markets: Demand for high-quality sports equipments continues to grow in Europe. Buyers from Germany, the UK, France, and Nordic countries are directly connecting with Chinese suppliers via cross-border e-commerce platforms. The increased penetration of cross-border e-commerce has solidified these countries as stable export destinations for China's sports products.

Accelerated Potential in The Belt and Road Markets: Exports of sports goods to Belt and Road partner countries have shown an overall upward trend, with significant growth in ASEAN markets. Central Asian markets, such as Kazakhstan and Uzbekistan, are experiencing rising demand for Chinese sports equipment and gear. Meanwhile, Middle Eastern countries like the UAE and Saudi Arabia exhibit strong consumption demand for China's high-end sports and leisure products.

Emerging Markets Diversify Opportunities: Latin American countries, including Mexico and Brazil, remain key destinations for China's ball sports exports. Africa's consumer potential is gradually emerging, with countries like South Africa, and Egypt showing increased demand for basic fitness equipment and mass-market sports gear, offering diversified market options for Chinese enterprises.



Policy Incentives Drive Innovation and Breakthroughs

The government has introduced policies such as the "Opinions on Enhancing the Development Level of Processing Trade", vigorously promoting the extension of industrial chains into high-end sectors. These policies explicitly support enterprises in transitioning from OEM (Original Equipment Manufacturer) to ODM (Original Design Manufacturer) and OBM (Original Brand Manufacturer). This provides strong policy guidance for industry development, empowering companies to enhance product value through technological innovation.

CIST简介

CIST中国(上海)国际运动休闲用品出口及跨境展览会，以“链动全球贸易，智创跨境出海”为主题，聚焦全产业链发展需求，致力于打造集产品展示、贸易合作、资源对接及行业交流于一体的体育运动健身用品跨境电商平台。

平台深度聚焦体育用品产业生态，汇聚全球优质产品、创新服务及前沿资源，一站式满足跨境商贸需求；搭建高效的商贸对接平台，助力企业精准把握跨境贸易机遇，展现中国运动用品产业在智能制造、供应链管理及数智化创新领域的核心竞争力；密切关注跨境电商生态构建、全球物流体系升级及国际市场战略布局等核心议题，共探跨境贸易发展新路径，促进国内国际双循环。



展会介绍

作为推动中国运动休闲产业“走出去”的重要桥梁，2026年CIST中国(上海)国际运动休闲用品出口及跨境展览会，将于3月13日-15日在上海世博展览馆举办。展会将汇聚全球优质品牌、创新产品及前沿服务，助力企业精准对接海外买家，拓展国际市场。同时，展会积极响应国家“国内国际双循环”发展战略，将为展商提供全球化、数字化、智能化的跨境商贸解决方案。



CIST INTRODUCTION

China (Shanghai) International Sports Goods Export and Cross-Border Trade Expo, with the theme of "Linking Global Trade, Innovating Cross-border Expansion", focuses on the development needs of the entire industrial chain and is committed to building a cross-border e-commerce platform for sports and fitness products that integrates product display, trade cooperation, resource connection and industry exchange.

The platform deeply focuses on the sports goods industry ecosystem, gathering high-quality products, innovative services and cutting-edge resources from around the world to meet cross-border trade needs in one stop; An efficient business connection platform are build to help enterprises accurately seize cross-border trade opportunities and showcase the core competitiveness of China's sports goods industry in the fields of intelligent manufacturing, supply chain management and digital innovation; We closely monitor core issues such as the construction of the cross-border e-commerce ecosystem, the upgrading of the global logistics system, and the strategic layout of the international market, jointly explore new paths for the development of cross-border trade, and promote the dual circulation at home and abroad.



EXPO INTRODUCTION

As a key bridge promoting the "Going Global" strategy of China's sports and leisure industry, 2026 China (Shanghai) International Sports and Leisure Goods Export and Cross-Border Trade Expo (CIST) will be held at the Shanghai World Expo Exhibition & Convention Center from March 13th to 15th. The exhibition will gather premium global brands, innovative products, and cutting-edge services to help enterprises precisely connect with overseas buyers and expand international markets. Simultaneously, actively responding to China's "dual-circulation" development strategy integrating domestic and international markets, the expo will provide exhibitors with globalized, digitalized, and intelligent cross-border commerce solutions.

规模预计 ESTIMATED SCALE

80,000m²

Exhibition Area

展示面积

1,000+

Brands

参展品牌

60,000+

Visitors

专业观众

1,200+

Overseas visitors

国外专业观众

108

Countries & Regions

国家和地区

100+

Events

同期活动

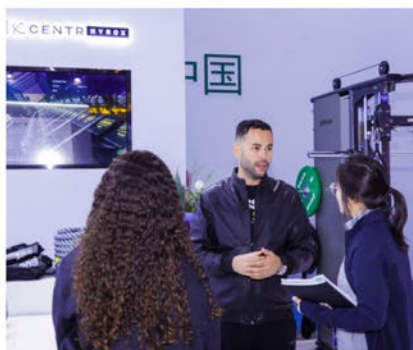
全球买家分布 Global Buyers Layout



目标观众 TARGET AUDIENCE

海外专业买家 Overseas Professional Buyers

出口分销商/代理商	Export Distributor/Agent
进出口贸易公司	Import and Export Trading Company
跨境大卖家	Cross-border Big Seller
商超/体育运动连锁店	Supermarket/Sports Chain Stores
制造商/OEM/ODM/OBM	Manufacturer/OEM/ODM/OBM
电子商务/电视购物平台	e-commerce/TV Shopping Platform
康复中心/瑜伽普拉提/生活方式馆	Rehabilitation Center/Yoga and Pilates/Lifestyle Store
健身房/俱乐部/工作室	Gym/Club/Studio
健身训练/体育研发机构	Fitness Training/Sports Research and Development Institutions
健身教练	Fitness Coach
运动健身爱好者	Sports and Fitness Enthusiasts
投资公司	Investment Company
其他	Other



参展范围 EXHIBITING SCOPE

健身器材整机及配件

商用/家用健身器材、功能性训练器材、智能健身器材、小型训练健身器材、瑜伽/普拉提器材、运动康复器械、青少年训练器械；液晶屏、跑步带、滚轴、马达、塑料配件等健身器材零配件。

健身训练小工具及配套

杠哑铃，壶铃，踏板，奥杆，牛角包等配套训练工具。



运动康复及体质检测设备

运动康复、氧舱、冷疗舱、肌肉拉伸工具、肌肉放松贴片和喷雾/乳膏、健康睡眠辅助仪器、体质检测/体态矫正设备、分析仪设备。

Fitness Equipment and Accessories

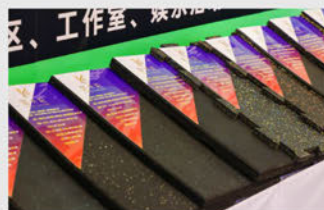
Commercial/Household Fitness Equipment, Functional Training Equipment, Smart Fitness Equipment, Small-Sized Training Gear, Yoga/Pilates Equipment, Sports Rehabilitation Devices, Youth Training Equipment, LCD Screen, Running Belt, Roller, Motor, Plastic Parts, and other Fitness Equipment Accessories.

Fitness Training Accessories and Supporting Tools

Barbells, Dumbbells, Kettlebells, Aerobic Step, Olympic Bars, Bulgarian Bags and Other Related Training Tools.

Sports Rehabilitation & Physique Testing Devices

Sports Rehabilitation Equipment, Oxygen Chambers, Cryotherapy Chambers, Muscle Stretching Tools, Muscle Relaxation Patches/Sprays/Creams, Sleep Aid Devices, Physique Testing/Posture Correction Equipment, Analytical Instruments.



按摩家庭保健产品

按摩椅、按摩床、筋膜枪、按摩小件、足底按摩器、桑拿远红外线等设备。

搏击格斗 运动护具及周边配套

武术、柔道、跆拳道、MMA、拳台、摔跤、举重、搏击服饰等综合配套相关产品。

运动地面材料及俱乐部配套用品设备

健身房/场馆地板地胶等地面铺设、采暖、灯光、声控、隔音、新风等配套；智能锁柜、ABS、木质及钢结构更衣柜。

Massage & Household Healthcare Products

Massage Chairs, Massage Beds, Muscle Massage Gun, Portable Massagers, Foot Massagers, Sauna Far-Infrared Equipment.

Combat Sports, Protective Gear & Accessories

Martial Arts, Judo, Taekwondo, MMA Gear, Boxing Wrestling Weightlifting Equipment, Combat Sportswear, Comprehensive Supporting Products.

Sports Ground Materials and Club Supporting Supplies & Equipment

Gym/Stadium Flooring (Rubber, PVC), Heating, Lighting, Sound Control, Soundproofing, Ventilation Systems, Smart Lockers, ABS/Wooden/Steel Lockers.

运动鞋服及穿戴设备（陆上/水上运动）

陆上运动：各类运动健身训练服装，电流肌肉刺激系统（EMS）智能健身服、运动箱包、瑜伽服、户外休闲服、速干衣、冲锋衣、滑雪服、运动功能内衣、运动毛巾、运动训练鞋、抓地鞋、洞洞鞋、功能袜、矫正袜及配饰、功能面料、辅料、鞋材、运动耳机、运动眼镜、运动手表/手环等；

水上运动：泳衣泳镜及水上运动设备。



户外路径及室内外游乐设备

全系列户外路径器材设备、室内外拓展训练器材、青少游乐设备及配套。

户外运动用品及休闲装备

徒步/登山：登山杖、绳索、运动护具、背包雨罩、防水袋、护膝、遮阳帽、智能手表、眼镜、心率带、背包、手套等系列全套；

骑行：各类骑行自行车及配件、头盔、防晒袖、水壶、速干毛巾、运动手表、运动拍摄设备等全系列；

冰雪：冰雪雪具穿戴、应急、救援等全系列产品，室内模拟训练设备；

露营：帐篷、天幕、烧烤用具、移动电源、户外桌椅、睡袋、灯具、保温箱、野餐包、防潮垫、望远镜、吊床、急救包全套、露营毯、充气泵、运动器材装备、房车及配套；

户外运动：蹦床、陆冲、轮滑、飞盘、跳绳、腰旗橄榄球、攀岩、射击/箭、飞镖、桨板、路亚垂钓、跑酷、卡丁车。



球类竞技运动器材及球场配套用品

足篮排、网羽乒及配套产品；台球、桌球及配件；高尔夫、棒球、手球、橄榄球等全系列、室内外球类及球场地面、围网等配套产品；举重、体操、马术、游艇等竞技类设备用品。

跨境电商全品类服务平台

跨境电商平台、信息咨询、物流仓储、运营管理系统、支付平台、数字营销、保险财税、金融投资、跨境机构、跨境电商产业园。

Sportswear & Wearable Gear Land/Water Sports)

Land Sports: Fitness & Training Apparel, EMS (Electrical Muscle Stimulation), Smart Fitness Wear, Sport Bags, Yoga Outfits, Outdoor Casualwear, Quick-Dry Clothes, Waterproof Jackets, Ski Suits, Athletic Undergarments, Sports Towels, Training Shoes, Traction Shoes, Crocs-Style Footwear, Functional Socks Support Stockings, Technical Fabrics, Shoe Materials, Sports Earphones, Sports Glasses, Smartwatches/Fitness Trackers;

Water Sports: Swimwear, Goggles and Water Sports Gear.

Outdoor Fitness & Indoor/Outdoor Amusement Facilities

Whole Series of Outdoor Fitness Trail Devices, Indoor/Outdoor Adventure Training Equipment, Youth Playground Equipment & Accessories.

Outdoor Sports Gear & Leisure Equipment

Hiking/Mountaineering: Trekking Poles, Ropes, Protective Gear, Backpack Covers, Waterproof Bags, Knee Pads, Sun Hats, Smartwatches, Glasses, Heart Rate Belts, Backpacks, Gloves and Full-Range Accessories;

Cycling: Bicycles & Parts, Helmets, UV-Protective Sleeves, Water Bottles, Quick-Dry Towels, Sports Watches, Action Cameras and Complete Cycling Gear;

Snow/Ice Sports: Winter Sports Gear, Emergency/Rescue Equipment, Indoor Simulators;

Camping Gear: Tents, Canopies, BBQ Tools, Power Banks, Outdoor Furniture, Sleeping Bags, Lights, Insulated Container, Picnic Bags, Moisture-Proof Mats, Binoculars, Hammocks, First Aid Kits, Camping Blankets, Air Pumps, Sports Equipment & Gear, Recreational Vehicles and Accessories;

Outdoor Sports Gear: Trampolines, Land Surfboards, Rollerblades, Frisbees, Jump Ropes, Flag Football, Rock Climbing Devices, Archery/Shooting Gear, Darts, Paddleboards, Lure Fishing Gear, Parkour Devices, Go-Kart.

Ball Sports Equipment & Stadium Supporting Supplies

Football/Basketball/Volleyball, Tennis/Badminton/Table Tennis Gear, Billiards and Accessories; Golf/Baseball/Handball/Rugby & Related Whole Series; Indoor/Outdoor Court Flooring, Fencing; Weightlifting/Gymnastics/Equestrian/Yachting Competition Gear.

Cross-Border E-Commerce Full-Category Services

E-Commerce Platforms, Consultancy, Logistics & Warehousing, OMS (Operations Management Systems), Payment Gateways, Digital Marketing, Insurance/Tax Services, Financial Investment, Cross-Border Agencies, Cross-Border E-Commerce Industrial Parks.



CONCURRENT 同期活动

高端论坛峰会

组委会将组织举办多场亚太及国际地区运动健身领域高端论坛峰会，吸引来自全球的行业精英、企业代表及专家学者齐聚一堂，共同围绕行业前沿趋势、创新发展、市场机遇与挑战等关键议题展开深入探讨与交流。汇聚全球智慧，共话产业革新。

- 运动用品出口及跨境选品大会 #IP
- B2B外贸出口及跨境买家论坛 #IP
- 第十三届亚太健身行业领袖论坛 #IP
- 第八届中国运动营养食品市场行业论坛 #IP
- 中国(上海)普拉提行业峰会 #IP
- 洞见台球·创新驱动发展论坛
- 中国台球高质量发展研讨会
- 青少体育发展论坛
- 《2025中国运动健身行业数据报告》发布会

新品发布会

组委会可以为各参展品牌提供发布旗下创新产品的平台。参展品牌能够通过新品发布会向海内外同行及潜在客户，充分展现自身前沿的科技理念与卓越的制造实力；同时，新品发布会也能第一时间为企业采购、产品研发和健身服务升级提供极具价值的参考。

行业颁奖典礼

组委会将举行多场外贸出口、运动用品等领域的行业颁奖活动，向在该年度内表现卓越、为行业树立榜样、激励更多从业者不断开拓进取的企业、品牌和个人予以表彰。旨在激发行业的创新发展，为行业从业者们提供学习与借鉴标杆。

- 外贸出口及跨境电商研讨会暨颁奖典礼 #IP
- 运动科技产品颁奖 #IP
- 运动营养食品荣誉颁奖盛典 #IP
- SUPER ICON超级达人大会暨颁奖盛典 #IP

High-End Forums

The Organizing Committee will host multiple Asia-Pacific and international high-level forums, gathering industry leaders, corporate representatives, and experts worldwide. Discussions will be focused on emerging trends, innovative breakthroughs, market opportunities, and challenges, pooling global insights to drive industry innovation.

- Sports Goods Export and Cross-border Product Selection Conference #IP
- B2B Foreign Trade Export and Cross-Border Buyers Forum #IP
- The 13th Asia-Pacific Fitness Industry Leadership Forum #IP
- The 8th China Sports Nutrition Food Market Industry Forum #IP
- China (Shanghai) Pilates Industry Forum #IP
- Insight into Billiards • Innovation-Driven Development Forum
- China Billiards High-Quality Development Symposium
- Youth Sports Development Forum
- "2025 China Sports and Fitness Industry Data Report" Launch Conference

Product Launch Events

The Organizing Committee provides participating brands with a dedicated platform to launch their innovative products. Through the new product launch events, exhibitors can comprehensively showcase their cutting-edge technological concepts and outstanding manufacturing capabilities to both domestic and international industry peers as well as potential clients. These launch sessions simultaneously serve as valuable reference sources for corporate procurement decisions, product R&D optimization, and fitness service upgrades.

Industry Award Ceremonies

The Organizing Committee will host a series of industry award ceremonies across sectors including international trade exports and sporting goods, recognizing enterprises, brands, and individuals who have demonstrated exceptional performance, established industry benchmarks, and inspired practitioners to pursue innovation and advancement during the current year. These awards aim to catalyze industry-wide innovation while providing professionals with exemplar models for strategic learning and operational benchmarking.

- Foreign Trade Export & Cross-Border e-Commerce Seminar and Awards Ceremony #IP
- Awards for Sports Technology Products #IP
- Sports Nutrition Food Honor Awards Ceremony #IP
- SUPER ICON Super Influencer Conference and Awards Ceremony #IP



深入产业基地 B2B商贸对接 FACTORY TOUR & B2B MATCHMAKING



山东省 | 德州市宁津：商用健身器材

浙江省 | 金华市义乌和永康、宁波市：家用健身器材、运动休闲用品

福建省 | 厦门市：家用/商用健身器材、运动服饰

江苏省 | 南通市：健身器材小件

河北省 | 定州市：哑铃、杠铃

广东省 | 广州市、深圳市：智能数字化健身设备

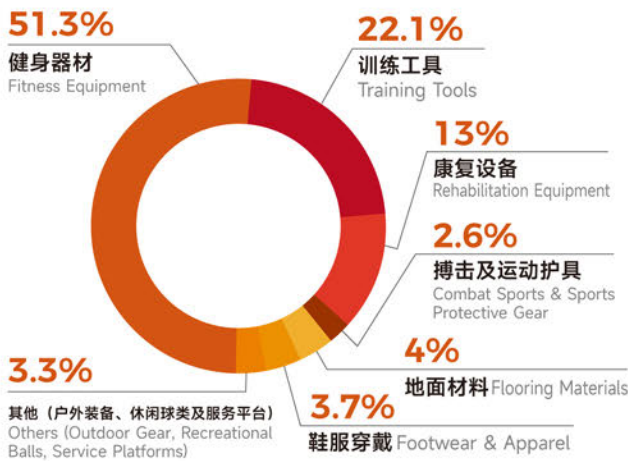
中国台湾 | 最早形成健身器材生产市场，最初以代工为主



2025回顾 REVIEW

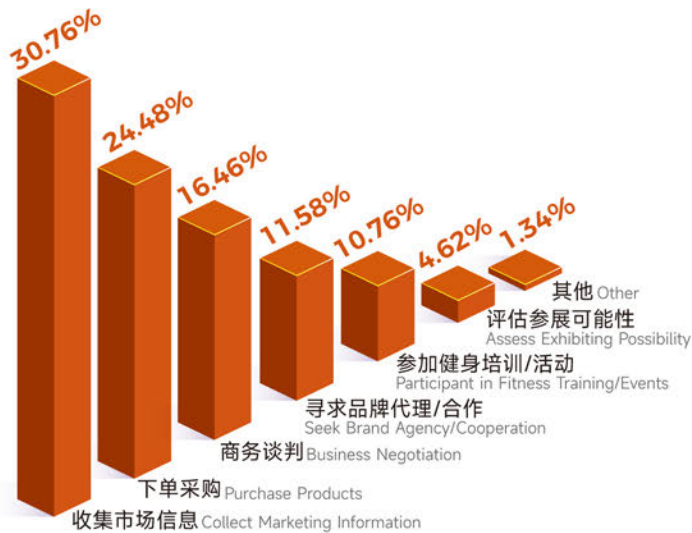
家用系列及运动小件品类占比

Household Series and Sports Accessories Categories

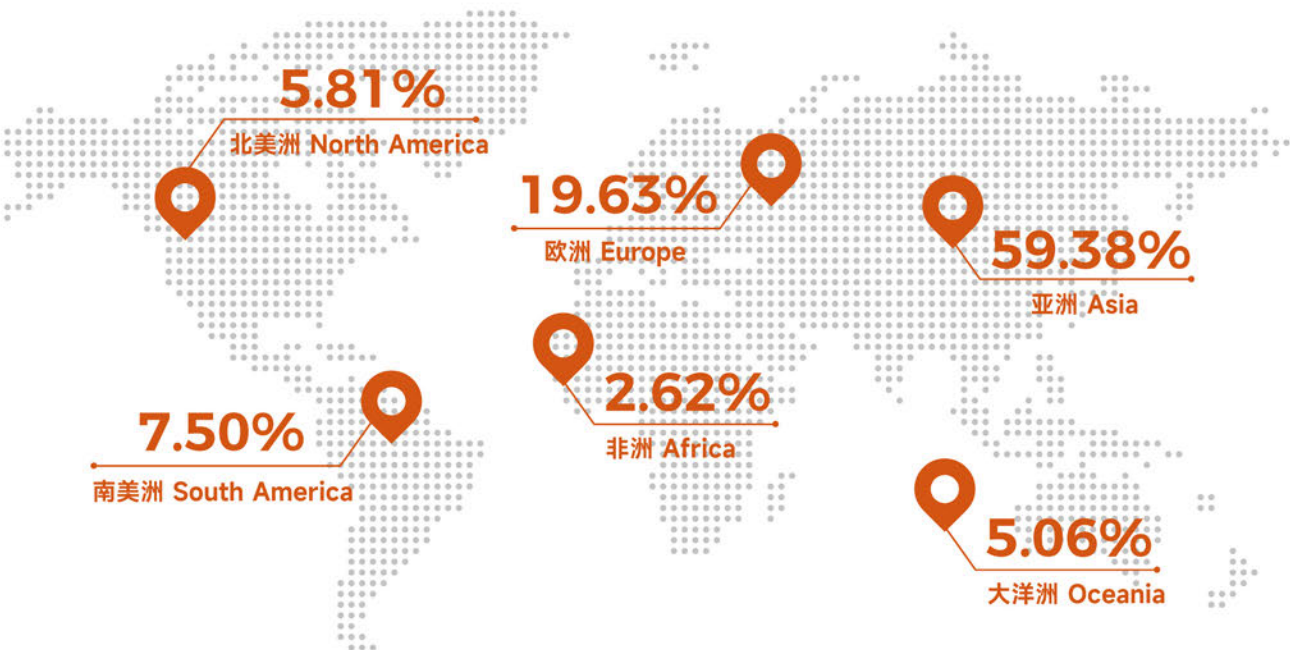


海外观众参观目的

Purpose of Overseas Visitors



全球观众分布 Global Visitor Distribution



合作品牌/机构 COOPERATIVE BRANDS COLLECTION



参展商续订率达

Exhibitors
Renewing Rate

60,000+

人次专业观众
Professional Visitors

35.55%

观众增长率
行业信心显著回升
Visitors Growth
(2023年疫情后复苏表现)



以上为部分品牌，排名不分先后 Brands are not listed in particular order



运动用品出口及跨境选品论坛峰会 #IP

聚焦全球市场机遇与政策风向，运动用品出口及跨境选品论坛峰会特邀海关、跨境平台、物流供应链及行业专家，深度解析国际贸易规则、海外消费趋势及跨境电商运营策略。峰会涵盖主题演讲、圆桌对话及案例分享，论坛旨在为企业在出口及跨境选品方面提供切实可行的指导与方向，为解决实际业务难题提供新思路。



国际贸易及科技创新产品颁奖盛典 #IP

国际贸易及科技创新产品颁奖盛典旨在表彰在国际贸易与科技创新领域作出突出贡献的企业、机构及个人，为行业树立标杆，激发创新活力，进一步推动行业高质量发展。获奖企业不仅可提升行业影响力，更能借此契机对接全球优质资源，助力产品国际化布局，塑造全球竞争力。



Sports Goods Export and Cross-border Product Selection Forum #IP

Focusing on global market opportunities and policy trends, the Sports Goods Export and Cross-border Product Selection Forum has specially invited experts from customs, cross-border platforms, logistics supply chains and the industry experts to deeply analyze international trade rules, overseas consumption trends and cross-border e-commerce operation strategies. The forum includes keynote speeches, roundtable discussions and case sharing. The forum aims to provide practical guidance and directions for enterprises in export and cross-border product selection, and offer new ideas for solving actual business problems.

The International Trade and Technological Innovation Product Award Ceremony #IP

The International Trade and Technological Innovation Product Award Ceremony aims to honor enterprises, institutions and individuals who have made outstanding contributions in the fields of international trade and technological innovation, set benchmarks for the industry, stimulate innovation vitality, and further promote the high-quality development of the industry. Award-winning enterprises can not only enhance their influence in the industry, but also take this opportunity to connect with high-quality global resources, facilitate the international layout of their products, and shape their global competitiveness.



体育用品B2B贸易对接会 #IP

体育用品B2B贸易对接会为参展商与全球专业买家搭建高效洽谈平台。活动采用预匹配机制，结合行业需求精准对接，确保供需双方高效互动。来自欧美、东南亚、中东等地区的采购商、品牌商及跨境电商平台将齐聚现场，为企业拓展海外市场提供直接商机。参与企业可借助这一平台快速建立国际销售网络，实现订单高效转化，加速全球化业务拓展。



运动用品厂家新品推介会 #IP

运动用品厂家新品推介会为品牌商、制造商及科技企业提供全球首发舞台，集中展示行业前沿产品与技术。活动通过专场发布会、产品路演及媒体直播等形式，帮助企业迅速触达目标客户，抢占市场先机。参与企业不仅能获得高曝光度的推广机会，还能与渠道商、投资方及行业专家深度交流，精准把握市场趋势，推动新品快速落地并实现商业化突破。



B2B Trade Matching Conference for Sports Goods #IP

The B2B Trade Matching Conference for Sports Goods provides an efficient negotiation platform for exhibitors and global professional buyers. The event adopts a pre-matching mechanism to ensure precise alignment with industry demands, facilitating highly effective interactions between supply and demand. Procurement companies, brand owners, and cross-border e-commerce platforms from regions including Europe, America, Southeast Asia, and the Middle East will gather onsite, offering direct business opportunities for companies to expand into overseas markets. Participating enterprises can leverage this platform to rapidly establish international sales networks, achieve efficient order conversion, and accelerate global business expansion.

The New Product Launch Conference of Sports Equipment Manufacturers' #IP

The Sports Equipment Manufacturers' New Product Launch Conference offers brands, manufacturers, and tech enterprises a global stage to debut cutting-edge products and technologies. Through dedicated launch events, product roadshows, and media live streams, the event helps businesses swiftly reach target customers and seize market opportunities. Participating companies will not only gain high-visibility promotion but also engage in in-depth exchanges with investors, distributors, and industry experts. This enables them to accurately grasp market trends, drive rapid product commercialization, and achieve breakthroughs in global market penetration.

参展商尊享服务 EXHIBITORS SERVICE

NO.1

宣传服务

- 专属电子邀请函
- VIP嘉宾参会模式，形成头部效应
- 全平台宣发（官网、新媒体矩阵、大众媒体等）
- 会刊（展商目录）宣传
- 公众号、视频号推广
- 媒体采访



Promotion Service

- Exclusive Electronic Invitation
- Build VIP Networks & Achieve Industry Head Effect
- Media Matrix (Website, New Media, Mass Media)
- Show Directory (Catalogue) Promotion
- WeChat Promotion (Official Account Articles & Video Channel)
- Media Interviews

NO.2

现场服务

- B2B贸易对接区
- 多国语言翻译服务、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 Matchmaking
- Chinese Translation Service, Luggage Storage
- Hotel Discount Reservation, Free Hotel Service
- Booth Building Service Recommendation
- Exhibits Carrier Recommendation
- Conference Room / Stage Rental

NO.3

平台推广

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.nihaosports.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。



Platform Promotion

Products and Services Promotion & Brand Promotion
(Including Logo / Enterprise Introduction / Core Product Information, etc.)

B2B Trading Ecological Platform

Global:

www.nihaosports.com

Powered by Google search engine, Global is based on the SaaS platform architecture for the website construction to optimize and promote the foreign trade marketing solutions, enabling enterprises to quickly obtain a large number of overseas high quality inquiries.

专业观众邀约海外推广之旅

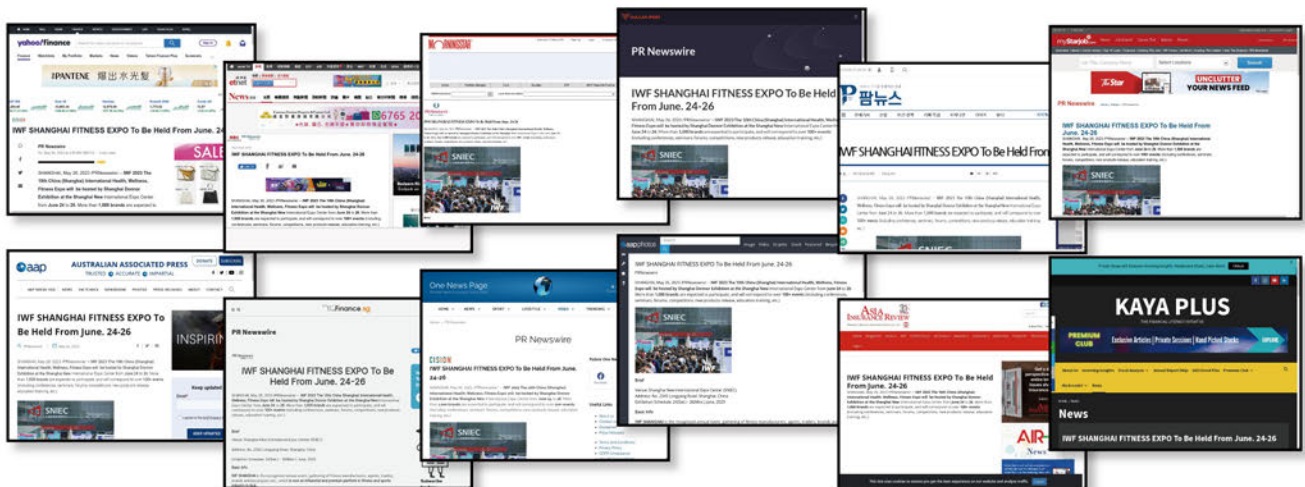
PROFESSIONAL BUYERS INVITE OVERSEAS PROMOTION TOURS



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 , Asia Insurance Review, Cision, etc.



媒体合作 MEDIA COOPERATION



全球营销矩阵 GLOBAL MARKETING MATRIX

MEDIA 媒体



ASSOCIATIONS
协会

OFFLINE EXPO
线下会展

COOPERATIONS
商务合作



INDEPENDENT WEBSITE
独立站

CALL CENTER
呼叫中心

DATABASE
数据

EDM
邮件营销



CONTENTS
内容

EVENTS
活动

工厂基地行	Factory Tour
免费酒店政策	Free hotel
贸易撮合	B2B Matchmaking
商贸组团	Visitor Group

FORUM
峰会

The Asia-Pacific Fitness Leadership Forum
亚太健身行业领袖论坛

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 Booth with Two Lintels) |
| 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,
and the real booth comply with release onsite.



光地 (36m²起租) Raw Space (Minimum 36m²)

备注：展出场地，无任何设施。
Note: Raw Space with no furniture equipped.

展台 \ 规格 Booth Type	精装展位 Booth (3m×3m)	精装双开口展位 Two-side Open Booth (3m×3m)	光地 (36m ² 起租) Raw Space (Minimum 36m ²)
境内企业 Domestic	17,800 元/展位 RMB 17,800	18,800 元/展位 RMB 18,800	1,600 元/m ² RMB 1,600/m ²
境外企业 Oversea	3,500 美元/展位 USD 3,500		320 美元/m ² USD 320/m ²

展馆平面图 HALL PLAN





INTERNATIONAL SPORTS GOODS TRADE PLATFORM

运动用品国际商贸平台

健身器材
Fitness Equipment

营养健康
Nutrition & Health

运动用品
Sports Goods

游泳用品
Swimming Gear

台球设施
Billiards Facilities

展会垂询/Contact

上海德纳展览服务有限公司

Shanghai Donnor Exhibition Service Co., Ltd.

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