

**IWF** Health, Wellness  
Fitness Expo  
国际健身展



不止于健身  
MORE THAN FITNESS

# IWF SHANGHAI 2026 上海国际健身展

同期  
举办  
CONCURRENT

上海运动休闲展  
SHANGHAI LEISURE SPORTS EXPO

上海台球科技展  
SHANGHAI BILLIARDS EXPO



2026.3.13-3.15  
上海世博展览馆

运动用品  
Sports Goods

营养健康  
Nutrition & Health

健身器材  
Fitness Equipment

泳池装备  
Swimming Equipment

台球设施  
Billiards Facilities



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预登记领取展会门票

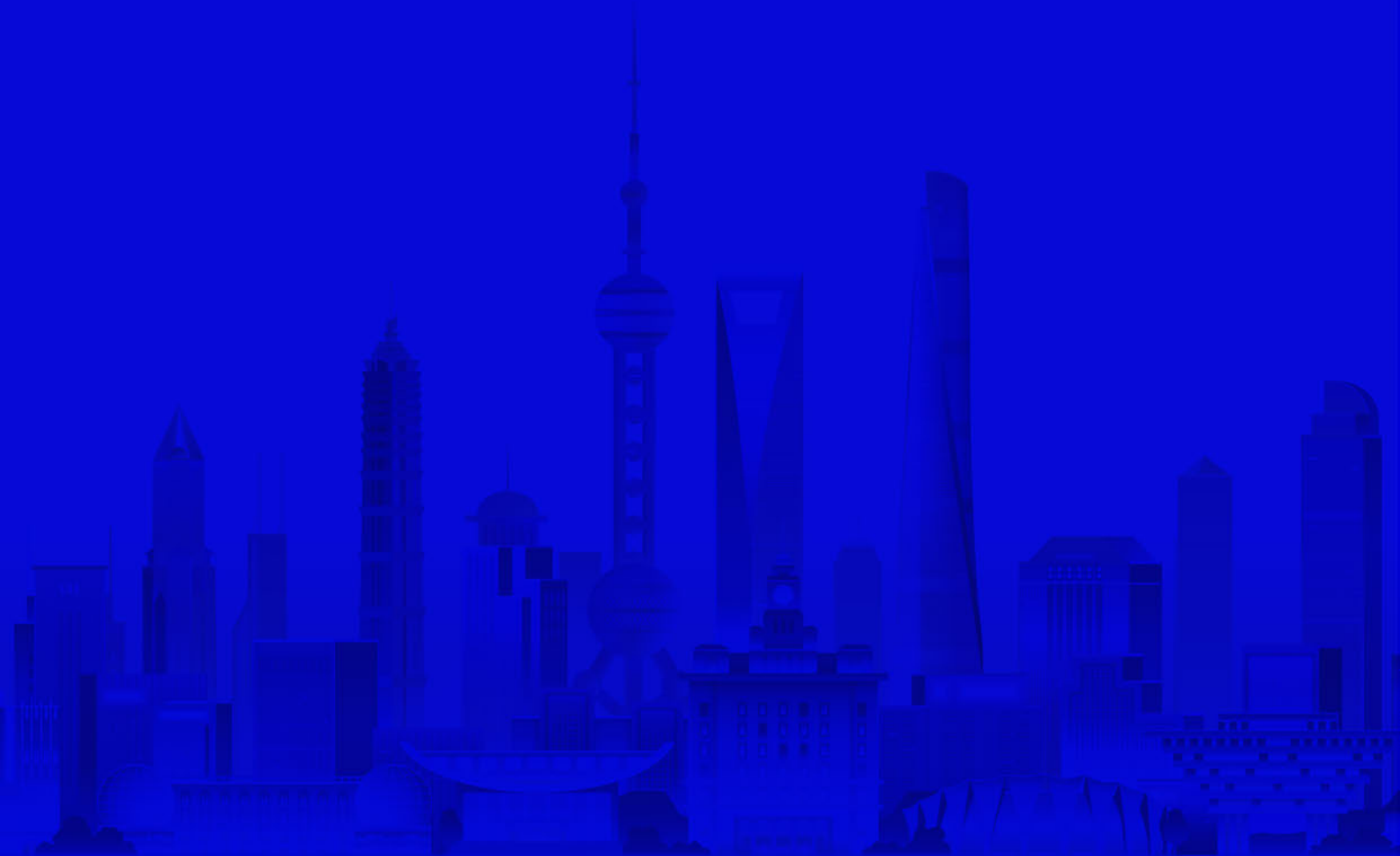


德纳展览  
DONNOR EXHIBITION

IWF SHANGHAI 2026

# IWF SHANGHAI

SINCE 2014



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## 展会简介

### Exhibition Introduction

IWF上海国际健身展作为亚太地区运动健身行业风向标，将于2026年3月13日迎来第13届展会的盛大开幕。锚定“大体育+大健康”市场，聚焦“中国质造”外贸出口和民族品牌跨境出海，以“MORE THAN FITNESS不止于健身”为主题，深耕商用及家用健身器材贸易对接服务，积极拓展运动休闲、台球桌式运动、青少年体育教育等细分领域，不断优化B2B采购模式，打造国际运动健身用品一站式采购商贸平台。

IWF组委会始终秉持“为客户创造更多商机”理念，致力于推动运动健身产业链各环节间资源的高效配置，全力发挥平台整合中心优势，以专业的配套服务协助参展商360°全景展贸；精心策划新品发布、高端论坛、赛事竞技、颁奖典礼、互动表演等行业盛典活动，全方位呈现体育健康优质内容；搭建海内外从业者沟通桥梁、运动健身爱好者风采展示舞台，推广科学健康生活方式，响应国家“全民健身”号召，助推中国运动健身产业迁跃革新。

IWF Shanghai Int'l Health, Wellness Fitness Expo, as the vane of the sports and fitness industry in the Asia-Pacific region, will usher in the grand opening of the 13th exhibition on March 13th, 2026. Anchored in the "Comprehensive Sports + General Health", market and themed "MORE THAN FITNESS", the expo focuses on advancing the export of China's high-quality manufacturing and empowering the cross-border expansion of domestic brands. It deepens trade-matching services for commercial and home fitness equipment, actively expands into niche sectors such as sports recreation, table sports (e.g., billiards), and youth sports education, and continuously optimizes B2B procurement models to establish itself as a one-stop international sourcing and trading platform for sports and fitness products.

The IWF organizing committee adheres to its philosophy of "To Create More Opportunities for Clients", driving efficient resource allocation across the sports and fitness industry chain. Leveraging its strengths as a platform integration hub, it provides professional support services to assist exhibitors in 360° panoramic product showcasing. The expo features meticulously curated industry highlights, including product launches, premium forums, competitive events, award ceremonies, and interactive performances, delivering a comprehensive display of high-quality sports and health content. By building bridges for collaboration between global industry professionals and offering a stage for fitness enthusiasts to showcase their talents, the expo promotes scientific and healthy lifestyles. Aligned with China's National Fitness Campaign, it strives to propel the leapfrog innovation of the nation's sports and fitness industry.

## 规模预计

### Estimated Scale

**80,000m<sup>2</sup>**  
Exhibition Area  
展示面积

**60,000+**  
Visitors  
专业观众

**1,000+**  
Brands  
参展品牌

**100+**  
Events  
同期活动

**108**  
Countries &  
Regions  
国家和地区

**9**  
Areas  
主题展区



## 参展范围 Exhibiting Scope

### 健身器材

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

### 运动休闲用品及外贸跨境

家用健身器材、智能科技居家运动用品、智能运动装备、智能穿戴、运动康复按摩、运动鞋服及箱包、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、轻食及健康食品、能量棒代餐、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



### 俱乐部配套设施

健身房/俱乐部管理系统、门禁系统/闸机、虚拟健身设备（VR/AR交互训练）、健身房设计与营造、地面铺设/地胶地垫、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

### Fitness Equipment

Commercial Fitness Equipment, Smart-Tech Fitness Devices, Accessories, Pilates Equipment and Supporting Facilities, Small-Sized Fitness Equipment, Functional Training Equipment, Body Testing/Correction Equipment, Sports Rehabilitation Equipment, Youth Physical Fitness Equipment.

### Sports and Leisure Articles and Foreign Trade & Cross-border Solutions

Household Fitness Equipment, Smart-Tech Home Fitness System and Supplies, Intelligent Sports Gears, Smart Wearable, Sports Rehabilitation Massage, Sports Shoes & Apparel, Bags and Suitcases, 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 & Beverage, Light Diet & Healthy Foods, Meal Replacement Bar, Functional Drinks, Raw Materials and Equipment and Packaging Equipment, Shake Cup and Punching Machine, Basic Nutrition, Sports Nutrition OEM Services.

### Club Supporting Facilities

Gym/Club Management Systems, Access Control System/Gate Machine, VR/AR Interactive Training Tech, Gym Design and Construction, Ground Laying, Locker, Training/Institutional Operations, Franchise, Fight Combat, Boxing and 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.



## 台球用品及配套

台球桌、台球杆、台球、台尼、球杆盒、皮头巧克、手套、灯具、智能练球器、智能摆球机器人、三角架、球台五金配件、洗球机、计费系统、台球俱乐部运营管理系统、训练机构、台球俱乐部(厅)及连锁加盟品牌展示、时尚台球俱乐部/酒吧设计、各类球馆/会所等场馆设施与设备



## 青少体育教育

青少体育训练装备器材、青少体育教育配套产品、青少体育教育培训机构、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、青少体育教学装备



## 游泳装备及用品、游泳设施

游泳装备、泳衣泳镜、公共游泳设施及技术、私家泳池及配套设备、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

## 运动场馆营造及地面铺设

场馆场地材料及铺设、人造草坪、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

## Billiards Supplies and Accessories

Billiard Tables, Cue Sticks, Billiard Balls, Baize, Cue Cases, Cue Chalk, Billiard Gloves, Billiard Lighting Fixtures, Smart Training Devices, Automatic Ball Rackers (Smart Ball Racking Robots), Triangle Racks, Hardware Parts for Billiard Tables, Ball Cleaners, Billing Systems/Table Time Management Systems, Billiard Club Management Systems, Billiard Training Institutions, Billiard Clubs (Halls) and Franchise Brand Showcases, Stylish Billiard Club/Bar Designs, Venue Facilities and Equipment for Billiard Halls/Clubs.

## 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.

## Swimming Pool Equipment and Supplies, Swimming Facilities

Swimming Pool Equipment, Swimming Suit/Goggles, 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.



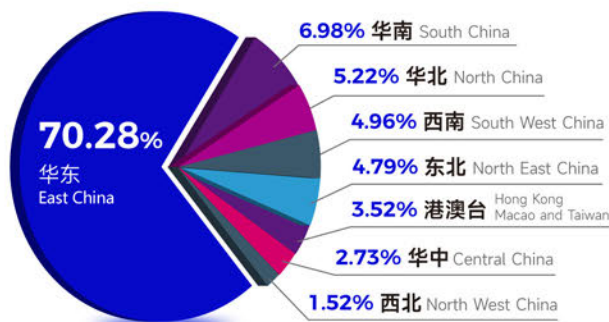
## Sports Venue Construction and Ground Laying

Venue Materials and Stadium Construction, Artificial Turf, Venue Supporting Facilities, Construction Equipment, Athletics and Gymnastics Competitive Equipment and Supplies, Fence and Purse Seine HVAC Materials, Lighting System, Indoor and Outdoor Balls, 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.

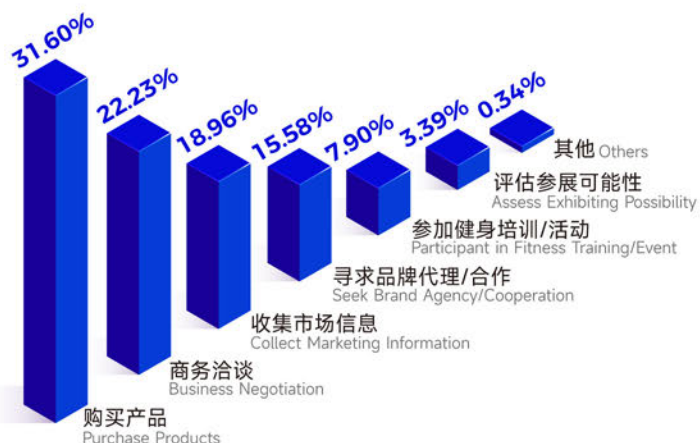
## 参观商群体 Buyer Group

### 国内观众分布

Domestic Visitor Distribution

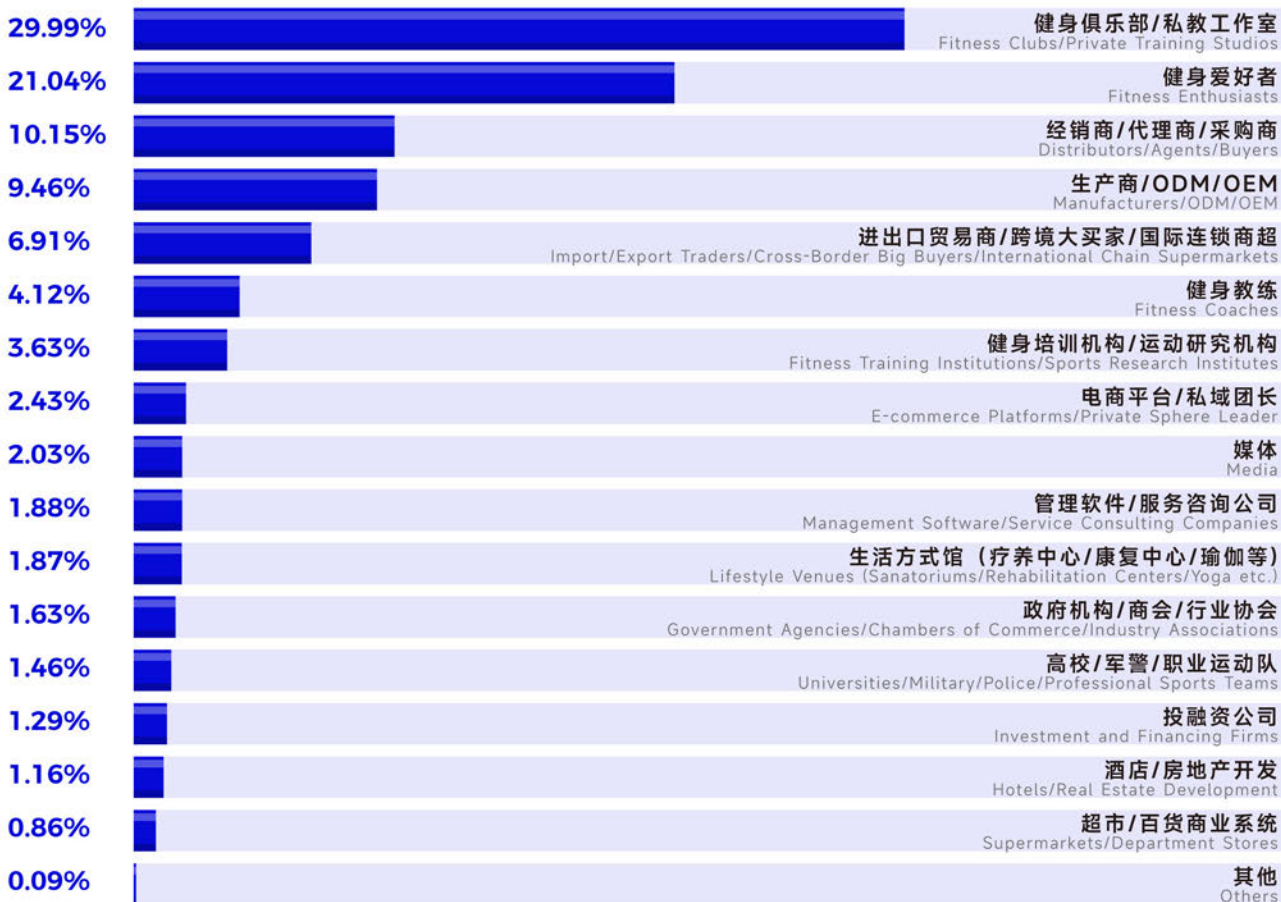


### 参观目的 Purpose of Visitor



### 专业买家类型

Professional Buyer Type





# IWF 2026 CHINA FITNESS GALA 中国健身盛典

IWF中国健身盛典始终致力于为运动健身行业精英、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，展示前沿的产业内容和潮流的运动方式。

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





# 智库论坛 Forums

## 高端论坛峰会

IWF上海国际健身展组委会将组织举办多场亚太及国际地区间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。

- 第十三届亚太健身行业领袖论坛 #IP
- B2B外贸出口及跨境买家论坛 #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

## High-End Forums

The IWF 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.

- The 13<sup>th</sup> Asia-Pacific Fitness Industry Leadership Forum #IP
- B2B Foreign Trade Export and Cross-Border Buyers Forum #IP
- The 8<sup>th</sup> 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



## 新品发布会

IWF上海国际健身展为各参展品牌提供绝佳平台发布旗下创新产品、在海内外同行与潜在客户面前展示前沿科技理念以及制造实力；第一时间为全球从业者和健身爱好者带来行业最新动态与技术发展方向；为企业采购、产品研发以及健身服务升级提供参考依据。

- 健身器材
- 运动用品
- 营养健康食品
- 普拉提器械
- 康复设施
- 体测设备
- 管理系统

## Product Launch Events

IWF Shanghai Int'l Health,Wellness Fitness Expo provides an unparalleled platform for exhibitors to launch innovative products, showcasing cutting-edge technologies and manufacturing capabilities to global industry peers and fitness enthusiasts. These events deliver real-time updates on the latest product trends and technological advancements, offering key insights for procurement, R&D, and service upgrades.

- Fitness Equipment
- Sports Products
- Nutritional Health Food
- Pilates Equipment
- Rehabilitation Facilities
- Fitness Testing Equipment
- Management Systems





## 行业颁奖典礼

IWF2026 will feature multiple award ceremonies among sports & health and other industries recognizing enterprises, brands, and individuals who have demonstrated excellence, set benchmarks, and inspired innovation in sports and health industries over the past year. These awards aim to motivate industry advancement and provide learning and reference benchmarks for practitioners in the field of sports and health while delivering superior products and services to global consumers.

- 外贸出口及跨境电商研讨会暨颁奖典礼 #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典礼 #IP

## Industry Award Ceremonies

IWF2026 will feature multiple award ceremonies among sports & health and other industries recognizing enterprises, brands, and individuals who have demonstrated excellence, set benchmarks, and inspired innovation in sports and health industries over the past year. These awards aim to motivate industry advancement and provide learning and reference benchmarks for practitioners in the field of sports and health while delivering superior products and services to global consumers.

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

## 职业赛事竞技

IWF will stage a spectacular sports and fitness showdown, hosting professional bodybuilding and fitness competitions to attract elite athletes, enthusiasts, and potential buyers. These events offer massive exposure opportunities for brands, promote the widespread dissemination of new sports and fitness products and training concepts, and empower stakeholders to gauge market trends and consumer preferences.

- 2026中国健身健美精英职业联赛(上海站)
- Zumba明日之星晋级赛(上海站)
- 旱地冰球2V2争霸赛
- IBE上海台球大师赛
- 青少年体能挑战赛
- 虚拟拳跆拳道争霸赛

## Professional Competitions

IWF will stage a spectacular sports and fitness showdown, hosting professional bodybuilding and fitness competitions to attract elite athletes, enthusiasts, and potential buyers. These events offer massive exposure opportunities for brands, promote the widespread dissemination of new sports and fitness products and training concepts, and empower stakeholders to gauge market trends and consumer preferences.

- 2026 China Fitness and Bodybuilding Elite Professional League (Shanghai)
- Zumba Rising Star Qualifying Promotion Competition (Shanghai)
- Floorball 2V2 Championship
- IBE Shanghai Billiards Masters Competition
- Youth Physical Fitness Challenge
- Virtual Boxing and Taekwondo Championship







## 课程表演互动

IWF上海国际健身展组委会精心策划举办一系列涵盖课程、培训、表演、互动与体验等多个维度的运动健身领域活动，为专业观众们带来一场全方位沉浸式的健身行业派对。进一步增强展会的互动性与吸引力，促进行业上下游企业之间的交流与合作，推动产业发展创新。

- 2026上海私教节
- LesMills莱美特色课程
- 国潮普拉提
- Zumba派对
- 健康营养师咨询培训
- 青少运动体能培训课
- AI应用-私教赋能培训课程
- 运动创新成果展示区
- 现场打卡路线活动
- 趣味智能武道运动荟
- 柔力机专场活动
- 普拉提展示/超模机体验
- 橄榄球体验展示
- 达人粉丝见面会

## Workshops, Performances & Interactive Experiences

The expo will curate a series of immersive workshops, live performances, and hands-on activities, transforming the event into an all-encompassing immersive fitness industry celebration. These engagements enhance attendee interaction, foster cross-sector collaboration, and catalyze industry-wide innovation.

- 2026 Shanghai Private Trainer Festival
- LesMills Special Courses
- Pilates Activity
- Zumba Party
- Health Nutritionist Consultation Training
- Youth Sports and Physical Fitness Training Course
- AI Application-Private Trainer Empowerment Training Course
- Sports Innovation Achievement Display Zone
- Carding Route Activity
- Fun Smart Martial Arts Sports Gathering
- Flexibility Machine Special Session
- Pilates Display / Supermodel Machine Experience
- Rugby Experience Display
- Influencer Fan Meet-Up





## 国际影响力 International Influence

1,200+

↑ 海外专业买家  
Overseas Buyers

12.57%

↑ 同比增长  
Year-on-year Growth

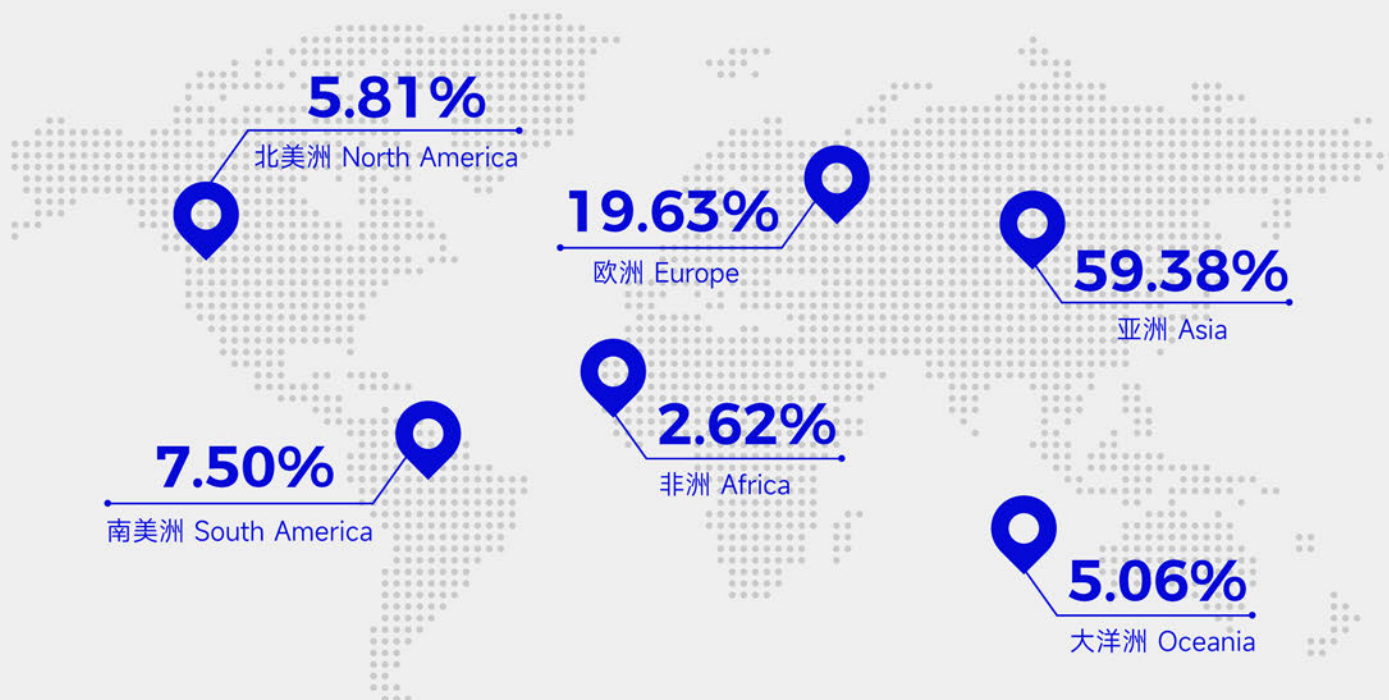
108

国家及地区  
Countries & Regions

51.06%

东南亚市占率  
Market Share in Southeast Asia

## 全球观众分布 Global Visitor Distribution





## 深化国际布局

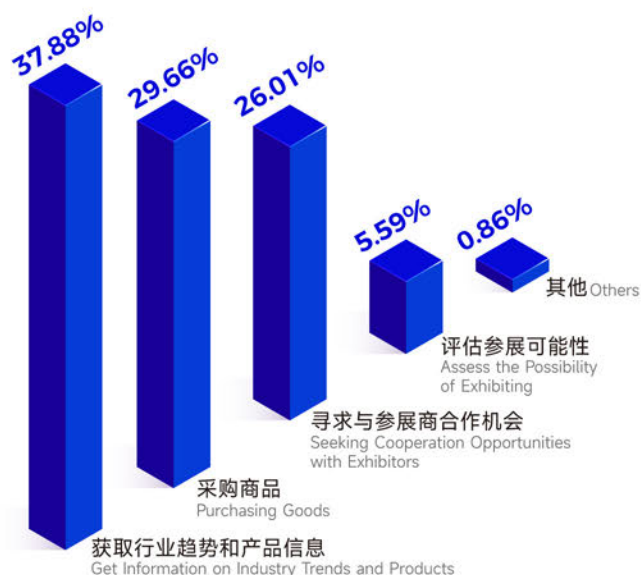
### Deepening International Layout

IWF上海国际健身展组委会积极与亚太地区运动健身领域头部企业机构建联；计划与韩国、泰国、澳大利亚等国家和地区的当地政府协会建立战略合作；同时组织带领民族企业出展以沙特、泰国、德国为代表的境外展会。预计第13届IWF2026上海国际健身展海内外观众人数将取得更大幅度与规模的提升。

The organizing committee of IWF Shanghai Int'l Health, Wellness Fitness Expo will actively establish alliance with the head enterprises and institutions in the field of sports and fitness in the Asia-Pacific region; plan to establish strategic cooperation with the local government associations of South Korea, Thailand, Australia, etc.; and at the same time, organize and lead the national enterprises to participate in the exhibitions outside the country as represented by the industry exhibition in Saudi Arabia. It is expected that the number of domestic and overseas visitors to the 13<sup>th</sup> IWF Shanghai Int'l Health, Wellness Fitness Expo will be increased substantially and on a larger scale.

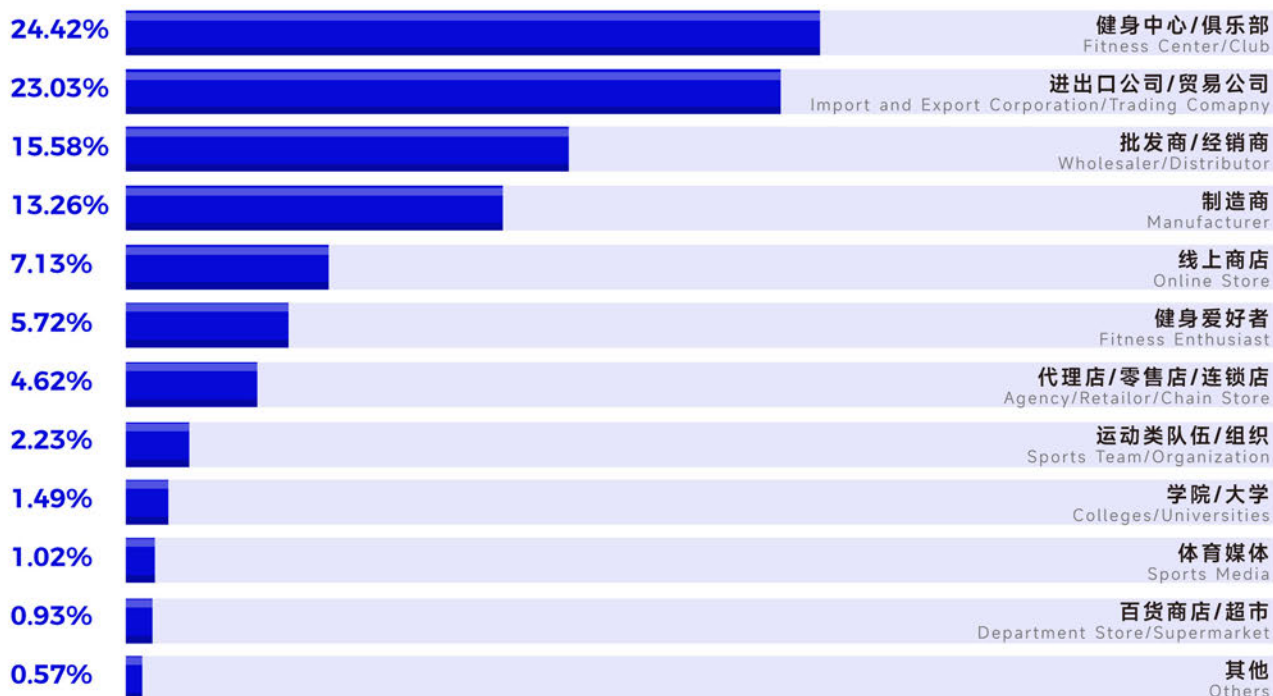
## 海外观众参观目的

### Overseas Purpose of Visitor



## 海外专业买家类型

### Overseas Professional Buyer Type



## 全球买家分布 Global Buyers Layout



## 中国免签国家 Visa-Free

阿联酋 (UAE)  
卡塔尔 (Qatar)  
亚美尼亚 (Armenia)  
文莱 (Brunei)  
马尔代夫 (Maldives)  
白俄罗斯 (Belarus)  
塞尔维亚 (Serbia)  
哈萨克斯坦 (Kazakhstan)  
吉尔吉斯斯坦 (Kyrgyzstan)  
泰国 (Thailand)  
新加坡 (Singapore)  
阿曼 (Oman)

马来西亚 (Malaysia)  
沙特阿拉伯 (Saudi Arabia)  
波黑 (Bosnia and Herzegovina)  
阿尔巴尼亚 (Albania)  
毛里求斯 (Mauritius)  
塞舌尔 (Seychelles)  
摩洛哥 (Morocco)  
突尼斯 (Tunisia)  
巴巴多斯 (Barbados)  
巴哈马 (Bahamas)  
格林纳达 (Grenada)  
格鲁吉亚 (Georgia)

厄瓜多尔 (Ecuador)  
多米尼克 (Dominica)  
苏里南 (Suriname)  
牙买加 (Jamaica)  
古巴 (Cuba)  
斐济 (Fiji)  
汤加 (Tonga)  
日本 (Japan)  
荷兰 (Netherlands)  
法国 (France)  
德国 (Germany)  
意大利 (Italy)

西班牙 (Spain)  
瑞士 (Switzerland)  
爱尔兰 (Ireland)  
匈牙利 (Hungary)  
奥地利 (Austria)  
比利时 (Belgium)  
卢森堡 (Luxembourg)  
萨摩亚 (Samoa)  
法属留尼汪 (Réunion, France)  
法属波利尼西亚 (French Polynesia)  
韩国济州岛 (Jeju Island, South Korea)  
安提瓜和巴布达 (Antigua and Barbuda)



# Global Marketing Matrix

## 全球营销矩阵



# IWF SHANGHAI 2026

## 全面升级 Comprehensive Upgrade





## 同期举办 Concurrent



### 中国（上海）国际运动休闲用品出口及跨境展览会

为进一步整合产业资源、为运动休闲用品领域企业搭建更为广阔的出口及跨境贸易交流平台，上海德纳展览精心策划举办中国(上海)国际运动休闲用品出口及跨境展览会。

为参展企业提供展示丰富多元体育运动产品的一站式采购平台、为有意向拓展国际市场的国内运动休闲用品企业提供绝佳契机；现场接触来自全球的采购商、品牌代理商以及跨境电商从业者，建立直接的业务联系，拓展销售渠道，提升品牌在国际市场上的知名度与影响力；与行业专家、跨境电商平台代表围绕跨境电商运营技巧、国际物流解决方案、海外市场拓展策略等话题展开讨论与分享，助力企业更好地把握跨境贸易机遇，解决出口过程中遇到的问题。

### China (Shanghai) International Sports Goods Export and Cross-border Expo

In order to further integrate industrial resources and build a broader export and cross-border trade platform for enterprises in the field of sports and leisure goods, Shanghai Donnor Exhibition carefully plans to organize China (Shanghai) International Sports and Leisure Goods Export and Cross-border Expo.

The events provides exhibitors with a one-stop sourcing platform to showcase a diverse range of sports and fitness products, and offers an excellent opportunity for domestic sports and leisure brands aiming to expand into international markets. Meet and connect directly with global buyers, brand agents, and cross-border e-commerce professionals to build strong business relationships, explore new sales channels, and enhance brand visibility and influence in the global market. Engage in in-depth discussions with industry experts and representatives from leading cross-border e-commerce platforms on key topics such as cross-border operations, international logistics solutions, and global market expansion strategies—helping enterprises seize new trade opportunities and effectively tackle challenges in the export process.

### 中国（上海）国际台球产业科技展览会

展览会将于2026年3月13-15日在中国上海世博展览馆举办。进一步丰富展会内容，为台球产业提供集中贸易展示机会，拓展体育健康产业交流平台，为运动健身行业从业者及爱好者带来更为全面的与会体验。

对于台球企业而言，一方面可以借此机会展示最新产品与技术，提升品牌知名度与影响力，拓展销售渠道，与国内外经销商、代理商建立合作关系；另一方面通过与同行企业以及终端消费者的交流互动，及时了解市场动态与需求变化，为产品研发与市场推广提供有力依据。对于台球厅经营者、体育行业从业者和台球爱好者来说，本届展览会将是一个采购优质产品与服务、了解行业最新趋势、学习交流台球运动知识与技巧的绝佳机会。



### China (Shanghai) International Billiards Industry & Technology Expo

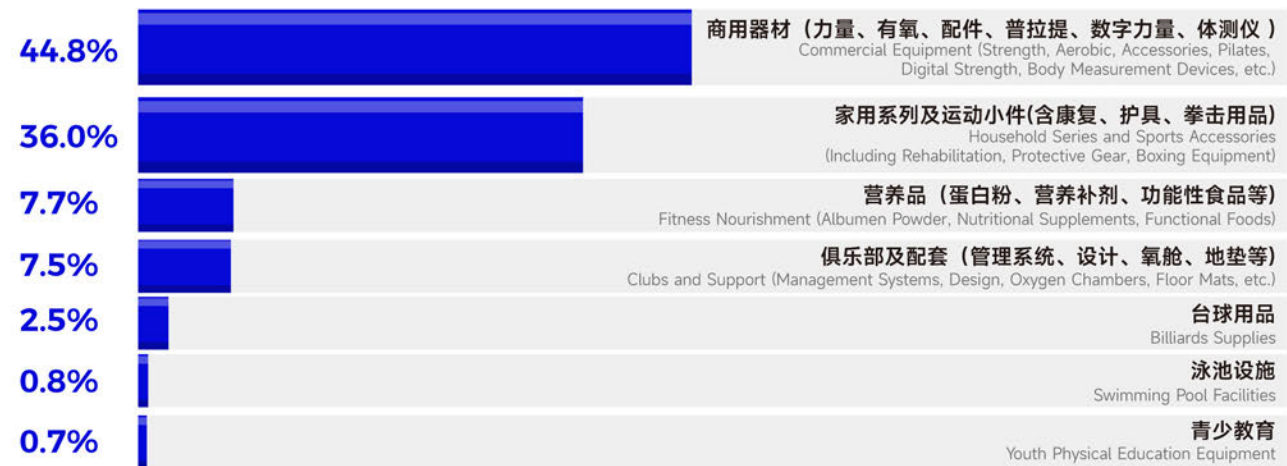
The exhibition will be held from March 13th to 15th, 2026, at the Shanghai World Expo Exhibition & Convention Center. This event aims to further enrich the exhibition content, provide a centralized trade and display platform for the billiards industry, expand exchange opportunities within the sports and wellness sectors, and offer a more comprehensive experience for industry professionals and sports enthusiasts.

For billiards enterprises, the exhibition presents a valuable opportunity to showcase their latest products and technologies, enhance brand visibility and market influence, expand distribution channels, and establish partnerships with domestic and international dealers and agents. Meanwhile, through in-depth exchanges with peers and end consumers, companies can stay updated on market trends and shifting demands, which provides crucial insights for product development and marketing strategies. For billiard hall operators, sports industry professionals, and billiards enthusiasts, the exhibition will be an ideal platform to source high-quality products and services, explore the latest industry trends, and gain valuable knowledge and skills in the sport of billiards.

# IWF SHANGHAI 2025回顾

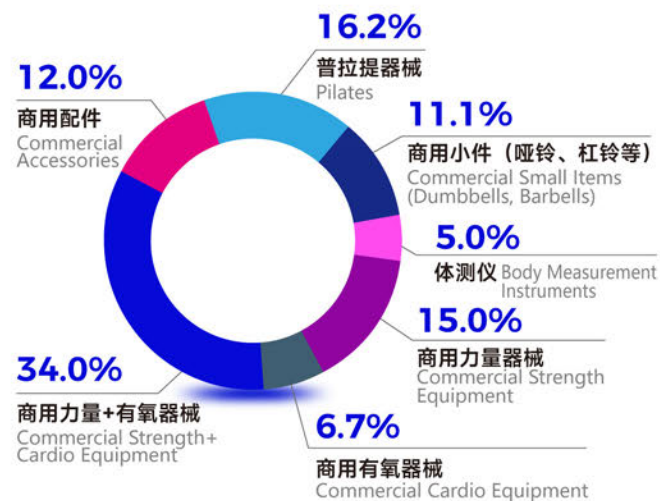
## IWF SHANGHAI 2025 Post-Exhibition Report

### 大品类占比 Main Categories



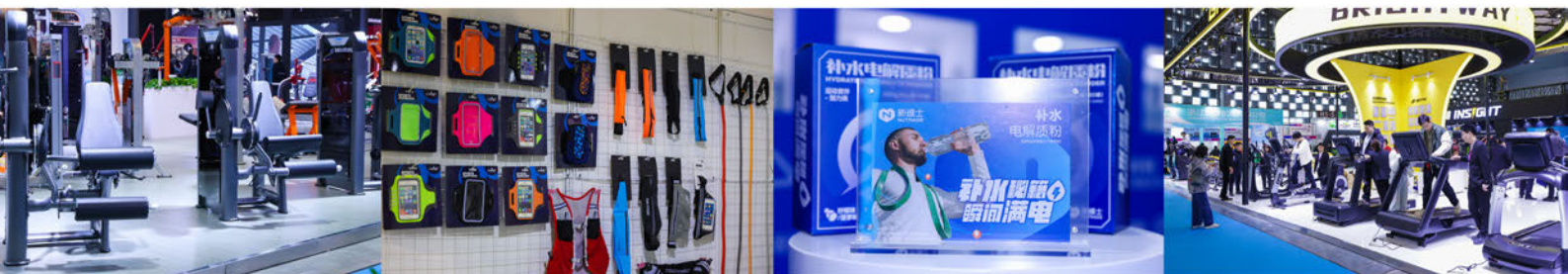
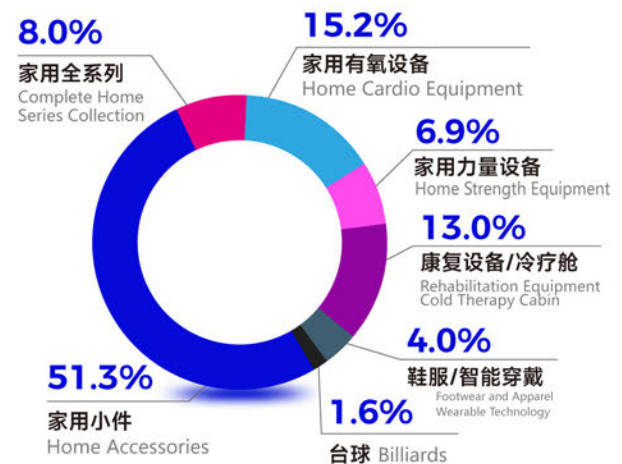
### 商用系列品类占比

#### Commercial Series Categories



### 家用系列及运动小件品类占比

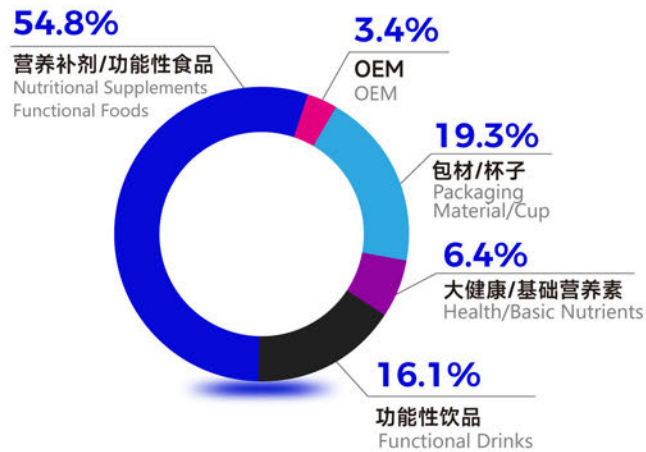
#### Household Series and Sports Accessories Categories





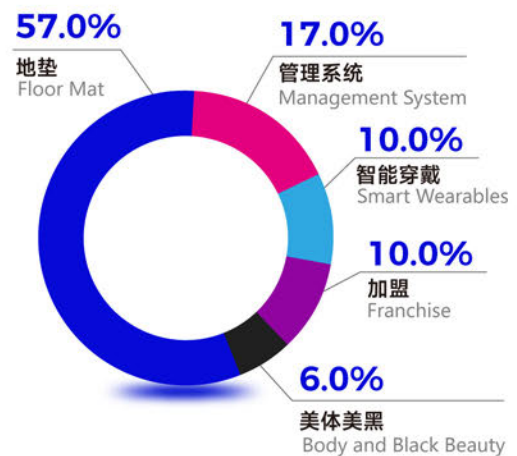
## 营养健康食品品类占比

### Nutrition and Health Food Categories



## 俱乐部设施及配套品类占比

### Club Facilities and Supporting Categories



## 支持及到场海内外政府协会

### Global Supporting and Attending Government Associations

上海市体育局  
 国家发改委中国宏观经济研究院  
 中体产业集团团体认证检测中心  
 中国健美协会  
 中国台球协会  
 Asia-Pacific Health & Fitness Association  
 新加坡健身联盟  
 韩国首尔体育协会  
 Seoul Para Ice Hockey Association  
 Seoul Disability Sports Association  
 Korean Safety Right Welfare Association  
 Korean Physical Sports Association  
 Korean Chiropractic Association  
 中国澳门体适能协会  
 上海保健品行业协会  
 上海市健身健美协会  
 江苏省健身健美运动协会

河南省健美健美操协会  
 辽宁省健身健美协会  
 湖南省健身协会  
 吉林省健身健美协会  
 安徽省健美运动协会  
 天津市健美运动协会  
 浙江省温州市健美健身协会  
 安徽省马鞍山市健美健身协会、健身行业工会联合会  
 北京市体育休闲产业协会、健身产业分会  
 陕西省台球协会  
 上海市浦东新区台球协会  
 山东省烟台市台球协会  
 江苏省淮安市台球协会  
 安徽省六安市台球协会  
 山东省宁津县健身器材产业协会  
 亚健体育学院  
 (以上排名不分先后)



**人次专业观众**  
Professional Visitors

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



## 第12届IWF上海国际健身展开幕典礼

上海市体育局副局长许琦先生、中国健美协会主席张海峰先生、德纳会展董事长潘伟先生，分别作为政府代表、协会代表以及主办方代表进行了精彩的开幕致辞。针对中国经济的数据与趋势、世界经济的地缘政治与规则变化，国家发改委中国宏观经济研究院副院长、纪委书记蔡莹先生，结合运动健身行业的深刻洞察发表了开幕主题演讲。以详实的数据、精准的分析和前瞻性的战略布局，同各位与会嘉宾分享了当前行业形势与未来发展方向，展现了高度的专业性和经济全局视野。

### Opening Ceremony of the 12<sup>th</sup> IWF Shanghai Int'l Health, Wellness Fitness Expo

Mr. Xu Qi, Deputy Director of the Shanghai Sports Bureau; Mr. Zhang Haifeng, Chairman of the China Bodybuilding Association; and Mr. Pan Wei, Chairman of Donnor Exhibitions, delivered inspiring opening speeches as representatives of the government, the industry association, and the organizer respectively. In light of China's economic trends and data, as well as the shifting geopolitical landscape and global economic rules, Mr. Cai Ying, Deputy Director and Party Secretary of the Chinese Academy of Macroeconomic Research under the National Development and Reform Commission (NDRC), delivered the keynote speech at the opening ceremony. Drawing on in-depth insights into the sports and fitness industry, Mr. Cai provided a comprehensive analysis backed by solid data, strategic foresight, and a broad macroeconomic perspective. His speech offered valuable insights into the current state of the industry and its future development direction, demonstrating a high level of professionalism and a wide economic vision.



## 第十二届亚太健身行业领袖论坛

亚洲及太平洋地区众多行业领军人物齐聚一堂，为大体育大健康市场的发展注入新的活力与智慧。多位行业权威人士带来了高屋建瓴且极具前瞻性的观点，深入剖析了全球体育产业的宏观发展趋势。国际嘉宾们还分享了企业在全局布局和运营管理方面的成功经验，强调了品牌建设、服务质量提升以及数字化转型在企业发展中的关键作用。第十二届亚太健身行业领袖论坛的成功举办，为亚太地区健身行业从业者搭建了一个高端的交流与合作平台。通过各方的深入交流与思想碰撞，不仅为行业发展提供了宝贵的经验借鉴和战略指导，也进一步凝聚了行业共识，为推动亚太地区健身行业的持续、健康、创新发展奠定了坚实基础。



### The 12<sup>th</sup> Asia-Pacific Fitness Industry Leadership Forum

Industry leaders from across the Asia-Pacific region gathered at the 12<sup>th</sup> Asia-Pacific Fitness Industry Leadership Forum, injecting new vitality and intelligence into the development of the broader sports and wellness market. Several authoritative figures in the field presented high-level and forward-thinking insights, offering in-depth analysis of the global macro trends shaping the sports industry. International guests shared successful experiences in global business expansion and operational management, highlighting the critical roles of brand building, service quality enhancement, and digital transformation in business development. The successful convening of the forum provided a premier platform for exchange and collaboration among fitness industry professionals in the Asia-Pacific region. Through deep discussions and idea exchange, the event not only offered valuable strategic guidance and experience but also fostered stronger industry consensus—laying a solid foundation for the sustained, healthy, and innovative growth of the regional fitness industry.





## 运动用品出口及跨境选品论坛

吸引了众多运动用品行业从业者、跨境电商平台代表、供应链专家以及外贸领域专业人士，围绕运动用品出口过程中的贸易壁垒应对、跨境物流优化、海外市场推广渠道选择等实际问题，共同探讨运动用品出口及跨境选品的最新趋势与发展策略。通过各方的交流与分享，IWF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。

## Sports Equipment Export & Cross-border Product Selection Forum

This forum attracted numerous professionals from the sports goods industry, representatives from cross-border e-commerce platforms, supply chain experts, and international trade specialists. Discussions focused on practical challenges in sports equipment export, such as coping with trade barriers, optimizing cross-border logistics, and choosing effective overseas marketing channels. By facilitating knowledge sharing and exchange among diverse stakeholders, IWF aims to provide practical guidance and strategic direction for enterprises engaged in exports and cross-border product selection—offering fresh solutions to real-world business challenges.

## 第七届中国运动营养食品市场行业论坛

吸引了众多运动营养领域的权威专家、知名企业代表以及行业从业者纷至沓来。从行业发展现状的深度剖析，到未来趋势的精准预判；从创新产品研发思路的分享，到市场渠道拓展策略的探讨，与会者们围绕运动营养食品市场的诸多关键议题展开了热烈讨论。运动营养食品荣誉颁奖盛典旨在对运动营养食品领域表现卓越的企业和产品进行表彰，涵盖了产品创新、市场影响力、质量安全等多个维度，激励整个行业不断追求卓越，持续创新，为消费者提供更优质、安全、有效的运动营养产品。

## The 7<sup>th</sup> China Sports Nutrition Industry Forum

Forum attracted a wide array of leading experts, renowned brand representatives, and industry professionals in the field of sports nutrition. The forum featured in-depth analysis of the current state of the industry and precise predictions of future trends. From sharing innovative approaches to product R&D to discussing strategies for expanding market channels, the participants engaged in lively discussions on key issues shaping the sports nutrition market. The Sports Nutrition Awards Ceremony was held to honor outstanding enterprises and products in the field. Awards covered multiple dimensions including product innovation, market influence, and quality & safety—encouraging the industry to continuously pursue excellence, drive innovation, and provide consumers with high-quality, safe, and effective sports nutrition products.





## 中国（上海）普拉提行业峰会 暨中国普拉提行业联盟成立大会

本次大会标志着中国普拉提行业迈向全新发展阶段。来自全国各地的普拉提行业精英、专家学者、健身机构负责人以及相关领域从业者齐聚一堂，共同见证这一具有里程碑意义的时刻。多位权威专家围绕普拉提行业的发展现状、面临的挑战与机遇展开深入剖析，从不同角度提出了建设性的解决方案，强调行业规范化、标准化发展的重要性。中国普拉提行业联盟旨在整合行业资源，加强行业自律，推动普拉提行业的规范化、专业化、国际化发展，为广大从业者搭建一个交流合作、共同成长的平台。

## China (Shanghai) Pilates Industry Forum & Inaugural Ceremony of the China Pilates Industry Alliance

This landmark event marked a new chapter in the development of China's Pilates industry. Elite professionals, scholars, fitness studio executives, and stakeholders from across the country gathered to witness this milestone moment. Several distinguished experts conducted in-depth analysis of the industry's current status, challenges, and opportunities, offering constructive solutions from various perspectives. A strong emphasis was placed on the importance of standardization and regulated development within the sector. The newly established China Pilates Industry Alliance aims to consolidate industry resources, promote self-discipline, and accelerate the professional, standardized, and international development of the pilates industry. It also seeks to provide a collaborative platform for practitioners to exchange ideas and grow together.



## 2025 SUPER ICON超级达人大会暨颁奖盛典

来自全国各地的健身达人、MCN机构、行业精英以及媒体代表齐聚于此，共同见证这一荣耀时刻。大会旨在表彰在运动健身领域具有卓越影响力、为推动健身文化传播做出杰出贡献的个人与团队，同时为健身达人们提供一个交流、分享与展示自我的平台。颁奖盛典奖项涵盖多个领域，获奖者们的成功激励着更多人投身于健身事业，为推动健身文化的发展贡献力量。

## 2025 SUPER ICON Fitness Influencer Conference & Awards Ceremony

Fitness influencers, MCN agencies, industry professionals, and media representatives from across the country gathered to witness this moment of honor and celebration. The conference aims to recognize individuals and teams who have made outstanding contributions to the promotion of fitness culture and demonstrated exceptional influence in the health and fitness industry. Beyond celebrating excellence, the event also serves as a vibrant platform for influencers to connect, share, and showcase their unique styles and achievements. The awards ceremony is featured a wide range of categories with the success stories of the winners, inspiring more people to join the fitness movement and contribute to the growth and vitality of the industry.

## 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.iwf-china.com](http://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。



#### Platform Promotion

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

#### B2B Trading Ecological Platform

IWF Global:

[www.iwf-china.com](http://www.iwf-china.com)

Powered by Google search engine, IWF 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.

#### Official Website Promotion

[www.ciwf.com.cn/en](http://www.ciwf.com.cn/en)

[www.ciwf.com.cn](http://www.ciwf.com.cn)



# 展台类型及费用 Booth Type and Cost



## 精装展位

Boutique Standard Booth

9m<sup>2</sup> (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<br>(双开口提供两块楣板) | ③ Exhibition Lintel (Bilingual)<br>(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 (36m<sup>2</sup>起租)

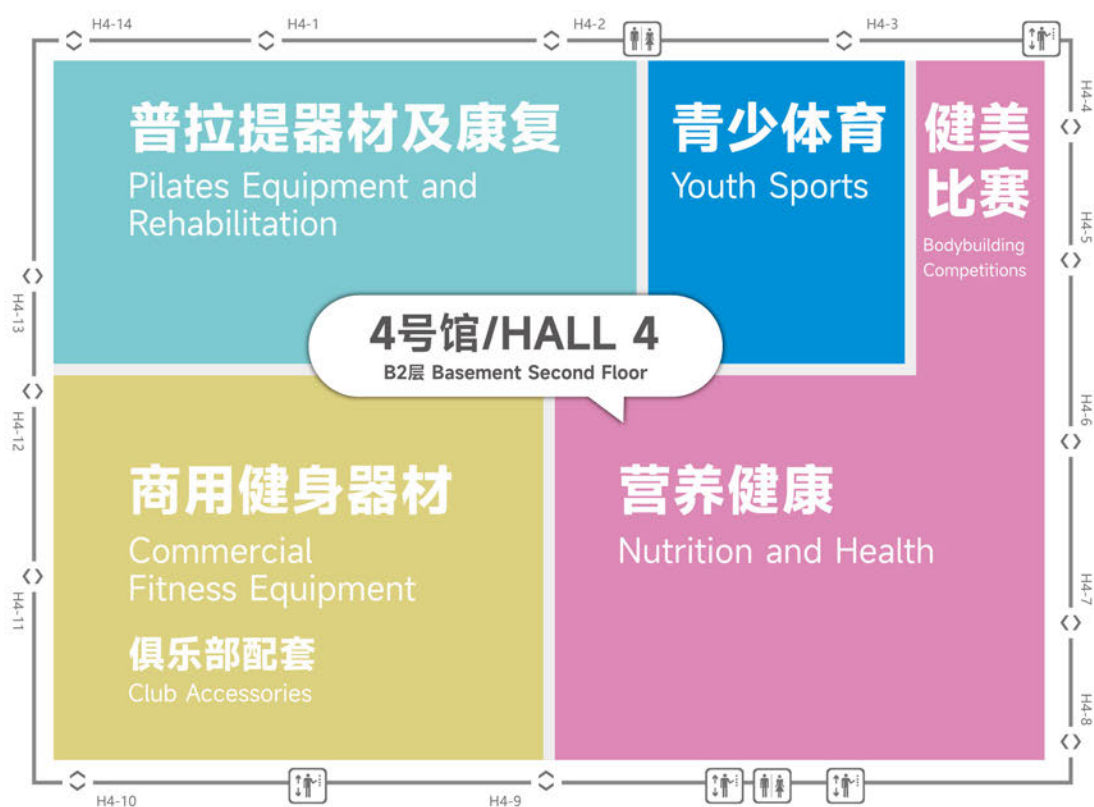
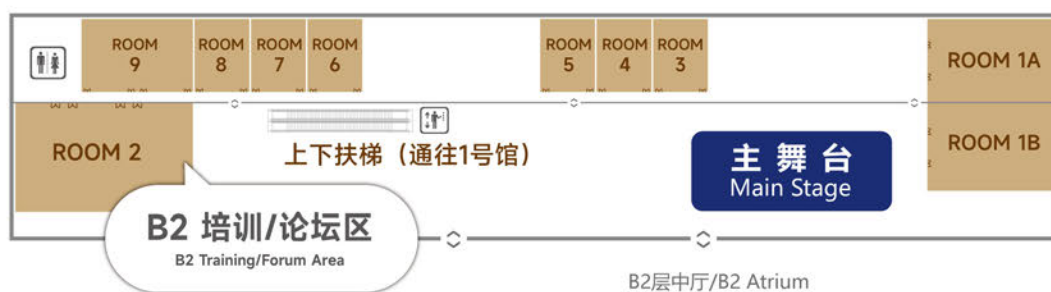
Raw Space (Minimum 36m<sup>2</sup> )

备注：展出场地，无任何设施。

Note: Raw Space with no furniture equipped.

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

# 展馆平面图 Hall Plan







# 不止于健身 MORE THAN FITNESS

运动用品  
Sports Goods

营养健康  
Nutrition & Health

健身器材  
Fitness Equipment

泳池装备  
Swimming Equipment

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.

电话TEL: +86-21-66102038

邮箱E-MAIL: [iwf@donnor.com](mailto:iwf@donnor.com)