



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

# IWF SHENZHEN 2025

## 深圳国际健身展

SHENZHEN INTERNATIONAL HEALTH, WELLNESS, FITNESS EXPO

## 运动用品外贸出口与跨境选品展

CHINA SPORTS GOODS TRADE & CROSS-BORDER SOURCING EXHIBITION

2025/9/19 — 9/21

深圳会展中心(福田)

Shenzhen Convention &  
Exhibition Center (Futian)

同期举办 CONCURRENT:

深圳国际时尚运动科技展

SHENZHEN INTERNATIONAL FASHION SPORTS & TECHNOLOGY EXPO

MORE THAN FITNESS 不止于健身



扫码获取更多展会信息  
Official WeChat Account



预登记领取展会门票  
Scan the QR Code for  
Exhibition Ticket Valued ¥50



# WHY SHENZHEN?

## 区位优势：

### 高能级国际贸易枢纽地位

- 大湾区核心引擎：深圳作为粤港澳大湾区的核心城市，具备辐射华南、珠三角、粤港澳大湾区、东南亚产业经济带的天然优势。
- 全球智能运动科技枢纽：依托深圳在人工智能、智能制造、电子信息技术等领域的产业集群优势，聚焦智能健身设备、运动穿戴科技、AI训练系统、VR/AR运动设备、运动大数据分析平台等前沿技术，打造全球领先的智能运动科技展示与交易平台。
- 运动产业生态圈核心：联动珠三角制造业基地和大湾区消费市场，覆盖运动健身器材生产、智能技术研发、体育服务全产业链，打造“展会+产业”融合的生态平台。

## 外贸与跨境特色：

### 全球运动产业供需平台

- 利用深圳作为中国外贸窗口和跨境电商中心地位，吸引国际贸易商与本土供应链对接，推动运动健身产品出口及国际技术合作。
- 依托深圳跨境电商交易额连续全国第一、前海自贸区政策优势，打造“跨境运动选品中心”，覆盖健身器材、智能设备、营养健康食品、运动服饰等品类，直通东南亚、中东、南美等新兴市场。



## 双城联动：

### 打造深圳特色的健身盛会

深度依托IWF上海国际健身展多年积累的丰富资源，从优质展商网络，到多元宣传渠道，从深厚的行业人脉，到成熟的运营经验，深入挖掘深圳本地特色资源，紧密联结本土健身企业、新兴运动品牌，引领健身行业迈向新的高度，开启运动健身行业双城协同的全新篇章。

## Strategic Location Advantages: High-Level International Trade Hub

### Core Engine of the Greater Bay Area:

As the core city of the Guangdong-Hong Kong-Macao Greater Bay Area, Shenzhen inherently excels in connecting markets across South China, the Pearl River Delta, the Greater Bay Area, and the Southeast Asian industrial-economic belt.

### Global Hub for Smart Sports Technology:

Leveraging Shenzhen's industrial clusters in AI, smart manufacturing, and electronics, the city focuses on cutting-edge technologies like smart fitness equipment, wearable tech, AI training systems, VR/AR sports devices, and big data analysis platforms (sports) to establish a world-class exhibition and trading platform for smart sports technology.

### Sports Industry Ecosystem:

Combining the Pearl River Delta's manufacturing base and the Greater Bay Area consumer market, Shenzhen integrates the entire industry chain from intelligent technology research and development & fitness equipment production to sports services—creating an "Exhibition + Industry" ecosystem.

## Global Trade & Cross-Border Combination: Supply-Demand Platform for the Global Sports Industry

### Gateway for Export & Collaboration:

Taking advantage of Shenzhen's position as China's premier hub for foreign trade and cross-border e-commerce, IWF bridges international buyers with domestic suppliers, driving the collaboration between fitness product exports and global tech.

### Cross-Border Fitness Sourcing Hub:

With Shenzhen's No.1 national cross-border e-commerce volume and Qianhai Free Trade Area policies, IWF serves as a gateway for brands in Fitness Equipment, Smart Tech, Health Nutrition and Sportswear to access emerging markets in Southeast Asia, the Middle East, and South America.

### Dual-City Synergy:

### Crafting a Fitness Event with Shenzhen's DNA

Building on IWF SHANGHAI's abundant resources in exhibitor networks, marketing channels, and industry connections, Shenzhen's local strengths will be deeply amplified in the event. By collaborating with homegrown fitness enterprises and emerging sports brands, it aims to elevate the industry and pioneer a new era of dual-city synergy in the global fitness landscape.





# MORE THAN FITNESS 不止于健身

**200+**  
BRANDS  
参展品牌

**12,000m<sup>2</sup>**  
EXHIBITION AREA  
展示面积

**20+**  
EVENTS  
同期活动

**IWF2025深圳国际健身展将于2025年9月19-21日在深圳会展中心盛大举办。**

- 致力于构建“全球运动产业供需平台”，汇聚全球范围内的健身行业精英，集中展示全产业链前沿产品与技术创新，全面覆盖运动健身领域的各个关键板块。
- 助力参展企业拓展市场渠道，与全球合作伙伴建立长期稳定关系，实现品牌知名度的提升，为参展企业带来更多潜在商机。
- **紧扣深圳“科技+外贸+供应链”的三大核心优势，整合全中国产业链资源、搭建华南/粤港澳大湾区/亚太地区贸易合作桥梁。**
- 华南地区智能运动科技风向标，同时通过外贸与区域联动，辐射全球市场，推动运动健身产业向科技化、国际化升级革新。

**IWF SHENZHEN 2025 (Shenzhen International Health, Wellness, Fitnesss Expo) will be held at the Shenzhen Convention & Exhibition Center from September 19<sup>th</sup> to 21<sup>st</sup>, 2025.**

●Aimed at establishing a **Global Sports Industry Supply-Demand Platform**, the exhibition gathers global fitness leaders and exhibitors to showcase their cutting-edge products and innovations across the entire sports and fitness value chain.

●Focused on empowering exhibitors to expand market reach, develop long-term partnerships, and boost brand visibility, the expo will capitalize on Shenzhen's core strengths in **technology, global trade and supply chain** integration.

●By integrating resources across China and bridging the Greater Bay Area, Asia-Pacific, and global markets, it will serve as the flagship hub for smart sports technology in South China, driving industry transformation through tech-driven innovation and cross-border collaboration.





## 全球买家布局



- 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)

- 格鲁吉亚 (Georgia)
- 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)

- 厄瓜多尔 (Ecuador)
- 安提瓜和巴布达 (Antigua and Barbuda)
- 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)
- 韩国济州岛 (Jeju Island, South Korea)
- 法国 (France)
- 德国 (Germany)

- 意大利 (Italy)
- 荷兰 (Netherlands)
- 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)

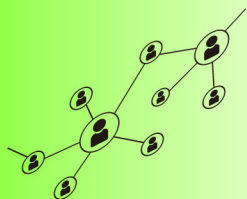




# Global Marketing Matrix

## 全球营销矩阵

### 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  
贸易撮合  
商贸组团

Factory Tour  
B2B Matchmaking  
Visitor Group

### FORUM 峰会

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



# EXHIBITING SCOPE

## 参展范围

### 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

### 俱乐部配套设施

健身房/俱乐部管理系统、虚拟健身设备 (VR/AR交互训练)、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等配套服务

### 运动休闲用品、外贸跨境及游泳装备用品

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、游泳装备及用品、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

### 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

### 体育场馆营造

场馆场地材料及铺设、场馆配套设施、施工设备、田径体操竞技类器材及用品、围栏围网暖通材料、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



# EXHIBITING SCOPE

### 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

### Club Supporting Facilities

Gym/Club Management Systems, 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 and Other Supporting Service

### Sports Leisure Articles/Cross-Border Trade Solutions/Swimming Gears

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, Swimming Gears & Pool Equipment, 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

### 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

### Stadium Construction

Venue Materials and Stadium Construction, 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



# EVENTS 同期活动

## FORUMS 智库论坛

- IWF SHENZHEN 2025 开幕典礼
- 中国(深圳)健身行业领袖论坛
- B2B外贸出口及跨境买家论坛
- 运动健身产品跨境爆品发布会
- 中国运动健身科技智能产业峰会
- IWF SHENZHEN 2025 Opening Ceremony
- China Fitness Industry Leadership Forum (Shenzhen)
- B2B Export Trade and Cross-Border E-Commerce Forum
- Cross-Border Hot-Selling Products (Sports & Fitness) Release Conference
- China Sports and Fitness Intelligent technology Industry Forum



## TRAINING 私教培训

- 运动康复与损伤预防研讨会
- 大湾区健身教练培训
- 2025 IWF Sports Rehabilitation and Injury Prevention Seminar
- The Greater Bay Area Fitness Coach Training



## ENGAGING ACTIVITIES 互动体验

- 大湾区运动创新成果展示区
- 运动科技创新企业发布会
- 深圳知名健身俱乐部游学会
- 观众打卡活动
- The Greater Bay Area Sports Innovation Achievement Exhibition Area
- Sports Technology Innovation Enterprise Launch Conference
- Shenzhen Famous Fitness Club Study Tour
- Carding Route Activity

## AWARD CEREMONY 晚宴颁奖

- 健韵尊荣·精英荟萃酒会暨健身行业颁奖典礼
- Grand Fitness Gala & Fitness Industry Awards Ceremony



## COMPETITIONS 赛事表演

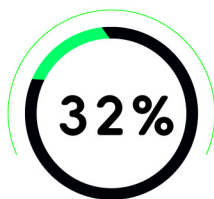
- 塑形大师·IWF时尚健身精英赛
- 跃动先锋·IWF运动健身装备秀
- 国潮普拉提
- LesMills莱美大师课
- Zumba Party
- Body Shaping Master • IWF Fashion Fitness Elite Competition
- Fitness leader • IWF Sports Fitness Equipment Show
- Pilates Activity
- LesMills Master Class
- Zumba Party



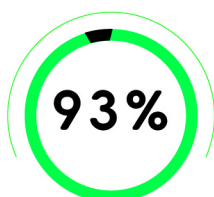


# DATA ANALYSIS

## 数据分析



国际展商占比  
International Exhibitors Rate



参展商续订率达  
Exhibitors Renewing Rate

## 展品数据 Exhibit Data



## 海外观众 Overseas Attendees

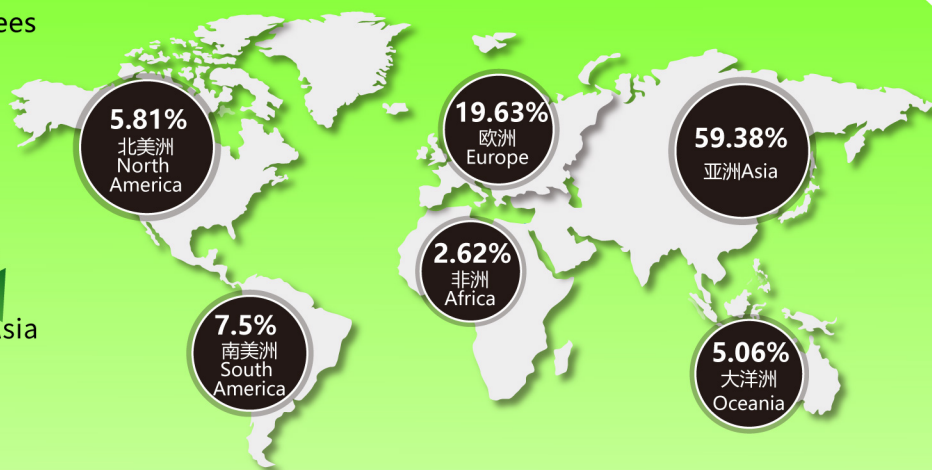
1,200+ 位海外专业买家

同比增长 12.57%

覆盖 108+ 国家及地区。

东南亚市占率 51.06%

1,200+ Overseas Buyers ( 12.57% ↑ )  
108+ Countries & Regions  
51.06% Market Share in Southeast Asia



## 海外观众类型

Overseas Visitors Categories



## 海外参观目的

Purpose of Overseas Visitors



# DATA ANALYSIS 数据分析

## 国内观众 Domestic Attendees

**60,000 +**  
**人次专业观众**  
Professional Visitors

70.28%



华东  
East China

6.98%



华南  
South China

5.22%



华北  
North China

4.96%



西南  
Southwest China

4.79%



东北  
Northeast China

3.52%



港澳台  
Hong Kong  
Macao and Taiwan

2.73%



华中  
Central China

1.52%



西北  
Northwest China

## 国内观众分布

Domestic Buyers Source

## 观众类型 Visitors Categories

29.99%	健身俱乐部/私教工作室 Fitness Club/Private Training Studio
21.04%	健身爱好者/私域团长 Fitness Enthusiast/Private Sphere Leader
10.15%	经销商/代理商/采购商 Distributor/Agent/Buyer
9.46%	生产商/ODM/OEM Manufacturer/ODM/OEM
6.91%	进出口贸易商 Import and Export Trader
4.12%	健身教练 Fitness Trainer
3.63%	健身培训机构/运动研究机构 Fitness Training Institution/Sports Research Institute
2.43%	电商平台 E-Commerce Platform
2.03%	媒体 Media
1.88%	管理软件/服务咨询公司 Management Software/Service Consulting Company
1.87%	生活方式馆（疗养中心/康复中心/瑜伽等） Lifestyle Center (Sanatorium, Rehabilitation Center, Yoga, etc.)
1.63%	政府机构/商会/行业协会 Government Agency/Chamber of Commerce/Industry Association
1.46%	高校/军警/职业运动队 University/Military Police/Professional Sports Team
1.29%	投融资公司 Investment and Financing Company
1.16%	酒店/房地产开发 Hotel/Real Estate Development Company
0.86%	超市/百货商业系统 Supermarket/Department Store
0.09%	其他 Other

## 参观目的 Purpose of Visit

**39.48%**

收集市场信息/了解行业动态

To Collect Marketing Information and Learn about Industry Trends

**16.39%**

采购

Purchase Products

**15.81%**

参加健身盛典培训/出席展会相关活动

Participate in Fitness Training Ceremony/Attend Events

**12.55%**

寻求品牌代理/合作

Seek Brand Agencies/Cooperations

**9.67%**

商务洽谈

Business Negotiation

**4.87%**

评估参展可行性

Evaluate the Feasibility to Attend Next IWF

**1.23%**

其他

Other



# Exhibitors Service 参展商尊享服务

## NO.1

### 宣传服务

- 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
- 公众号、视频端推广
- 媒体采访

## 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
- 酒店优惠预定服务
- 展台搭建服务推荐
- 展品运输商推荐
- 会议室/舞台租赁

## 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！



### 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



### Onsite-Service

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



### 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)



# BOOTH TYPE AND COST

## 展台类型及费用



### 精装展位

Standard Boutique 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 One 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 complies 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 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 <sup>2</sup> 起租) (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>



# IWF SHENZHEN 2025



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