德纳展览 DONNOR EXHIBITION

上海

IWF&CIST 2027 SHANGHAI

2027.03.12-14 上海世博展览馆

Shanghai World Expo Exhibition & Convention Center

免费领取入场门票
Pre-registration

14th YEAR MORE THAN FITNESS

ufi Approved Event | IWF Health, Wellness Fitness Expo 国际健身展 | CIST INTERNATIONAL SPORTS GOODS EXPO 国际运动用品展

IWF国际健身展

运动用品外贸出口与跨境选品展

INTERNATIONAL HEALTH, WELLNESS, FITNESSS EXPO

CHINA SPORTS GOODS TRADE & CROSS-BORDER SOURCING EXPO

营养健康 Nutrition & Health | 运动用品 Sports Goods | 健身器材 Fitness Equipment | AI运动 AI Sports | 生物黑客 Biohacking

www.ciwf.com.cn

深圳

IWF&CIST 2027 SHENZHEN

2027.08.19-21 深圳会展中心(福田)

Shenzhen Convention & Exhibition Center (Futian)

免费领取入场门票
Pre-registration

3nd YEAR MORE THAN FITNESS

CIST2027

国际运动用品外贸出口与跨境选品展

INT'L SPORTS GOODS EXPORT & CROSS-BORDER TRADE SOURCING EXPO

5th YEAR MORE THAN FITNESS

上海 2027.3.12-14 上海世博展览馆

深圳 2027.8.19-21 深圳会展中心(福田)

关于CIST

2023年起，IWF国际健身展围绕"不止于健身MORE THAN FITNESS"战略布局，倾力打造了核心品类专题展——CIST国际运动用品外贸出口与跨境选品展。

CIST依托IWF成熟的运营体系与海量行业资源，与主展同期举办，构成"双展联袂、业态联动、互补共生"的平台新生态，CIST精准链接全球运动用品制造商、品牌方、渠道商及跨境平台，致力于搭建从源头工厂到全球经销渠道的高效合作桥梁。



展品范围

- 家用整机设备
- 运动小件
- 运动鞋服及穿戴
- 运动康复及按摩
- 球类产品
- AI运动·智能健身
- 户外运动装备
- 跨境电商平台

CIST2026SHANGHAI

运动用品出口及跨境版块

+61%	+79%	+58%
参展面积（同比增长）	参展商数量（同比增长）	新签约参展商数量（同比增长）

40.69%	运动小件 Fitness Accessories
22.38%	家用整机 Home Cardio Equipment
12.36%	运动康复 Sports Rehabilitation
10.04%	器材配件 Equipment Parts & Accessories
8.58%	运动鞋服 Sportswear & Footwear
5.95%	其他 Others

展会简介 / BASIC INFO

IWF国际健身展暨CIST国际运动用品展作为亚太地区运动健身业的风向标，以“不止于健身 MORE THAN FITNESS”为主题，深耕商用及家用健身器材的贸易对接，积极拓展运动用品、生物黑客、AI运动健身、营养健康、俱乐部配套设施、青少年体育教育等细分领域，持续深化B2B采购模式，打造国际化运动健身领域一站式采购商贸平台。

目前，IWF上海国际健身展与IWF深圳国际健身展，已形成一东一南、双城联动的布局，稳步推进“辐射全国、链接全球”的战略，致力为亚太地区健身行业高质量发展注入强劲动能。





展品范围 / EXHIBITING SCOPE



商用健身器材
Commercial Fitness Equipment



生物黑客
Biohacking



AI运动·智能健身科技
AI Sports & Smart Fitness Technology



家用整机设备
Home Cardio Equipment



运动小件
Fitness Accessories



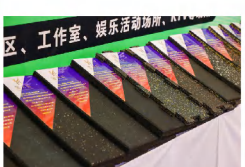
运动鞋服及装备
Sports Gear



普拉提器械及康复
Pilates Equipment & Rehabilitation



氧舱及体质检测设备
Oxygen Chambers & Physical Fitness Testing Equipment



运动场馆营造及地面铺设
Sports Venue Construction & Flooring



体能跑训练设备
Agility & Running Training Equipment



营养健康
Sports Nutrition & Wellness



青少年体育教育
Youth Sports Education

展后回顾 / POST REPORT OF 2026

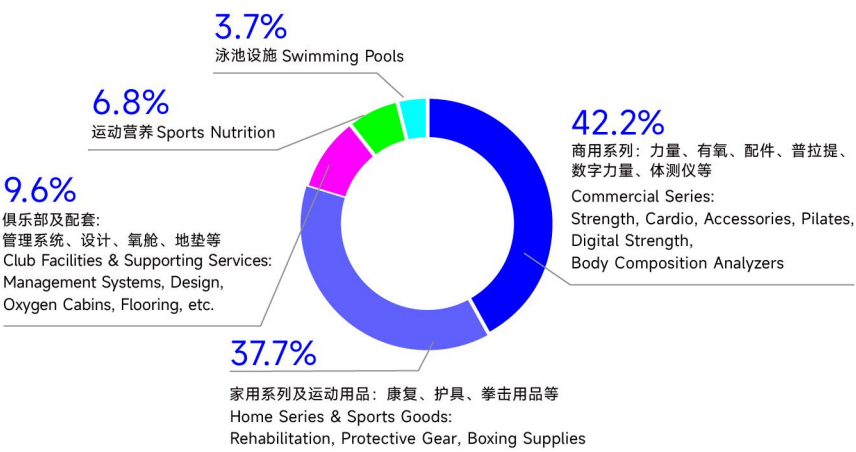
IWF&CIST 2026 SHANGHAI

80,000㎡ 展示面积 Exhibition Area

1,000+ 参展品牌 Exhibiting Brands

60,000+ 观展人次 Flow

1,616 海外买家 Overseas Buyers



IWF&CIST 2026 SHENZHEN

20,000㎡ 展示面积 Exhibition Area

400+ 参展品牌 Exhibiting Brands

20,000+ 观展人次 Flow

72% 海外买家增长率 Growth Rate of Overseas Buyers

55.12%	商用健身器材 Commercial Fitness Equipment
30.75%	运动用品/家用健身器材 Sporting Goods / Home Fitness Equipment
6.71%	俱乐部配套设施 Club Facilities & Supplies
4.77%	生物黑客 Biohacking
2.65%	营养健康 Nutrition & Health

一站式采购平台
ONE-STOP PROCUREMENT PLATFORM

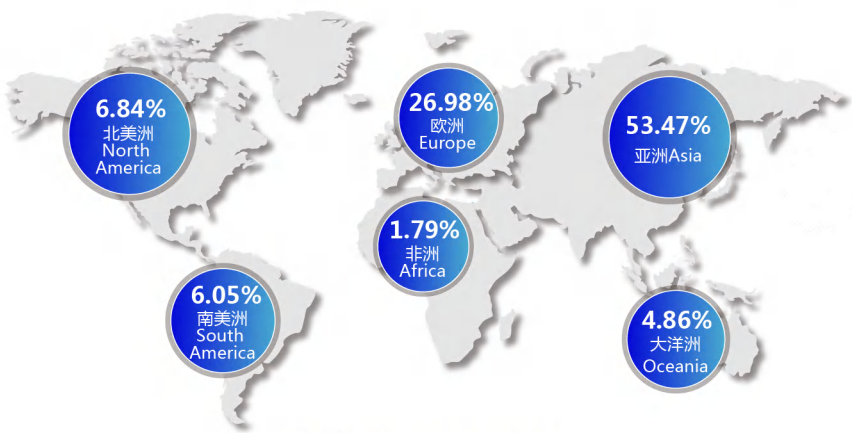
IWF国际健身展暨CIST国际运动用品展是海内外采购商、经销商、代理商选品拓源、商贸对接的标杆平台。

依托“上海+深圳”双城协同格局，展会每年汇聚1,500+优质运动健身品牌，集结山东、河北、江苏、浙江、福建等国内核心产业带源头工厂，全面覆盖商用器材、家用小件、营养健康、智能健身、普拉提康复、俱乐部配套等全产业链品类，集中发布年度新品、精准撮合商贸配对，助您一站式锁定源头好货、高效达成深度合作。





海外买家地域分布 / OVERSEAS BUYERS DISTRIBUTION



盛典活动 / EVENTS

同时，IWF国际健身展暨CIST国际运动用品展还将精心策划一系列展期活动，涵盖行业论坛、赛事表演、颁奖典礼、互动体验等，为海内外从业者及运动健身爱好者们呈现集贸易对接、合作交流、体验互动于一体的中国健身盛典。









INTERNATIONAL BUYER BENEFITS

ALL BENEFITS REQUIRE COMPLETION OF REGISTRATION AND AN ADDITIONAL SIGN-UP ON THE OFFICIAL WEBSITE

01 FREE HOTEL



To make it more convenient for overseas professional buyers to participate, we will provide accommodation benefits, Please visit our official website for details on how to participate.

02 VISA APPLICATION SUPPORT

03 LEADER'S AIRFARE

For approved groups of 8+, the leader's flight ticket will be covered by the IWF committee.

04 B2B MATCHMAKING SERVICE

Global Fitness Connections Matchmaking International Buyers with Top Chinese Manufacturers.



Association Cooperation:
Cici Yuan | yuansiqi@donnor.com

International Visitor Relations:
Eureka Wang | wangyunqi@donnor.com
Ivy Huang | huangxiangjun@donnor.com

International Exhibitor Relations:
Andy Xiao | xiaorihui@donnor.com

IWF Int'l Fitness Expo On-site Exclusive Benefits

Follow Us, Discover the Future of Fitness

展区平面图 / Floor Plan

IWF&CIST 2027 SHANGHAI

预计展会规模 / Expected Exhibition Scale

85,000㎡	65,000+	1,000+
展览面积 Exhibition Area	观众人次 Flow	参展品牌 Exhibiting Brands



IWF&CIST 2027 SHENZHEN

预计展会规模 / Expected Exhibition Scale

30,000㎡	25,000+	5,00+
展览面积 Exhibition Area	观众人次 Flow	参展品牌 Exhibiting Brands





IWF&CIST 2027 IWF&CIST 2027IWF IWF&CIST 2027 IWF&CIST 2027

展台类型及费用 / BOOTH TYPE AND COST

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 (36m²起租) (Minimum 36m²)
境内企业 Domestic	17,800 元/展位 RMB 17,800	18,800 元/展位 RMB 18,800	1,600 元/m² RMB 1,600/m²
境外企业 Oversea	3,500 美元 /展位 USD 3,500		320 美元/m² USD 320/m²

联系我们 / CONTACT

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