

上海

IWF SHANGHAI

2027.03.12-14 上海世博展览馆

📍 Shanghai World Expo Exhibition & Convention Center

 UFI
Approved
Event

IWF Health, Wellness
Fitness Expo
国际健身展

IWF国际健身展 运动用品外贸出口与跨境选品展

INTERNATIONAL HEALTH, WELLNESS, FITNESS EXPO
CHINA SPORTS GOODS TRADE & CROSS-BORDER SOURCING EXPO

泳池装备
Swimming Equipment

营养健康
Nutrition & Health

健身器材
Fitness Equipment

运动用品
Sports Goods

AI运动
AI Sports

生物黑客
Biohacking

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深圳

IWF SHENZHEN

2027.08.20-22 深圳会展中心(福田)

📍 Shenzhen Convention & Exhibition Center (Futian)



ABOUT THE EXPO 展会简介

HEALTH WELLNESS FITNESS EXPO

自2014年以来，作为亚太运动健身市场风向标，由上海德纳展览服务有限公司主办的IWF国际健身展在全球范围内的行业影响力持续攀升。2025年，IWF组委会正式启动“沪深双城联动”战略，在IWF上海继续巩固行业领先地位的同时，首届IWF深圳国际健身展正式登陆鹏城，开拓大湾区及华南市场。

未来，IWF将继续秉持“MORE THAN FITNESS”主题，以上海和深圳为圆心，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，夯实商用及家用健身器材交易中心地位，进一步拓展运动用品、AI运动健身及康复、运动营养健康、BIOHACK生物黑客、青少年体育教育等细分领域，不断优化B2B采购模式，促进实质性商业合作落地。

“东南联合，优势互补；内外循环，链接全球。”IWF上海国际健身展和IWF深圳国际健身展，将分别立足长三角和珠三角产业腹地，依托华东及华南产业集聚区的生态优势，整合中国运动健身器材全产业链资源，汇聚全球优质品牌与专业买家，打造亚太地区极具规模与商贸价值的运动健身综合展，引领行业发展风向，搭建共赢发展桥梁。

Since 2014, the IWF International Health, Wellness & Fitness Expo — organized by Shanghai Donnor Exhibition Service Co., Ltd. and regarded as a bellwether of the Asia-Pacific sports and fitness market — has steadily expanded its industry influence around the world. In 2025, the IWF Organizing Committee officially launched its “Shanghai-Shenzhen Twin-City Synergy” strategy: while IWF Shanghai continued to consolidate its leading position in the industry, the inaugural IWF Shenzhen International Fitness Expo made its debut in Shenzhen, opening up the Greater Bay Area and the South China market.

In the future, IWF will continue to uphold the theme of “MORE THAN FITNESS,” focusing on Shanghai and Shenzhen, targeting the “Big Sports + Big Health” market, concentrating on the export of “Made in China” products and the cross-border expansion of national brands, consolidating its position as a trading center for commercial and home fitness equipment, further expanding into sub-sectors such as sporting goods, AI sports & fitness and rehabilitation, sports nutrition and health, BIOHACK, and youth sports. By continuously optimizing the B2B sourcing model, IWF aims to promote the implementation of substantive business cooperation.

“East and South joining forces, strengths complementing one another; domestic and global circulation, connected to the world.” Rooted respectively in the industrial heartlands of the Yangtze River Delta and the Pearl River Delta, the IWF Shanghai and IWF Shenzhen International Health, Wellness & Fitness Expos draw on the ecosystem advantages of the industrial clusters of East and South China. Together they integrate resources across China’s entire sports and fitness equipment value chain and bring together premium global brands and professional buyers — creating a comprehensive sports and fitness exhibition of exceptional scale and commercial value in the Asia-Pacific region, setting the direction for the industry and building a bridge to win-win growth.

EXHIBIT CATEGORIES

参展范围

健身器材

商用健身器材、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



运动用品及外贸跨境

家用健身器材、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



运动营养健康

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

AI运动·智能健身科技

智能科技健身器材、智能科技居家运动用品、智能场景化训练设备、智能健身镜、AI运动装备、AR/VR健身设备、虚拟运动游乐设备、智能运动康复装备、EMS智能穿戴设备、康复理疗机器人、青少年体适能测评、智能手表/手环、智能运动装备、AI私教系统、AI营养规划

Fitness Equipment

Commercial fitness equipment; fitness equipment parts & accessories; pilates equipment & accessories; small fitness accessories; functional training equipment; fitness testing / posture-correction devices; sports rehabilitation equipment

Sporting Goods & Cross-Border Trade

Home fitness equipment; sports rehabilitation & massage; sportswear, footwear & bags; outdoor sports gear; ball sports & accessories; all-category cross-border e-commerce service platforms

Sports Nutrition & Health

Sports nutrition supplements / foods; functional foods / beverages; light meals & healthy foods; energy bars & meal replacements; ingredients & packaging equipment; shaker bottles & mixing machines; basic nutrition products; sports nutrition OEM services



AI Sports · Smart Fitness

Smart-tech fitness equipment; smart-tech home exercise products; smart scenario-based training equipment; smart fitness mirrors; AI sports gear; AR/VR fitness equipment; virtual sports & entertainment equipment; smart sports rehabilitation equipment; EMS smart wearables; rehabilitation & physiotherapy robots; youth physical-fitness assessment; smartwatches / fitness bands; smart sports gear; AI personal-training systems; AI nutrition planning



EXHIBIT CATEGORIES

EXHIBIT CATEGORIES

参展范围

EXHIBIT CATEGORIES

俱乐部配套设施

健身房/俱乐部管理系统、门禁系统/闸机、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、美容瘦身产品、体能测试系统、数字化智能健身系统



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

运动场馆营造

场馆场地材料及铺设、场馆配套设施、人造草坪、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

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服务、儿童游乐设施及设备、水上乐园、水上运动设备

生物黑客

光生物调节 (PBM) 设备、脑神经健康、高压氧舱、冷疗冷冻仓、红外桑拿、抗衰与细胞健康、睡眠优化、光照管理、深睡修复、代谢管理、个性化营养、运动恢复、压力管理、冥想设备等

Club Facilities & Support

Gym / club management systems; access control / turnstiles; gym design & construction; flooring / rubber mats; lockers / changing-room cabinets; training & operations services; chain franchising; combat & martial-arts training packages; fitness apps; beauty & slimming products; fitness testing systems; digital smart fitness systems

Youth Sports Education

Youth sports training equipment; youth sports education support products; youth sports-education training institutions; children's smart sports wearables; youthsports franchise & investment recommendations; campus sports venue & facility construction; youth sports teaching equipment

Sports Venue Construction

Venue surfacing materials & installation; venue support facilities; artificial turf; construction equipment; track, field & gymnastics competition equipment; fencing, netting & HVAC materials; lighting systems; indoor & outdoor ball-sports equipment; acoustic, anti-vibration & soundproofing materials; smart fitness trails; amusement & recreation equipment; park sports & related facilities; campus sports equipment; campus smart safety-monitoring devices; digital application platforms

Swimming Gear & Supplies & Swimming Facilities

Swimming gear; swimwear & goggles; public swimming facilities & technology; private pools & accessories; landscaping & water-feature fountain equipment; swimming / lifesaving equipment; equipment, gear & supplies; sauna / hot-spring / shower & spa leisure facilities & products; infant swimming facilities & services; children's play facilities & equipment; water parks; water-sports equipment



Biohacking

Photobiomodulation devices; brain and neurological health; hyperbaric oxygen chambers; cryotherapy chambers; infrared saunas; anti-aging & cellular health; sleep optimization; light therapy & circadian lighting management; deep sleep recovery ; metabolic health management; personalized nutrition; sports recovery; stress management; meditation devices

DEEPENING OUR GLOBAL PRESENCE

深化国际布局

Overseas Footprint

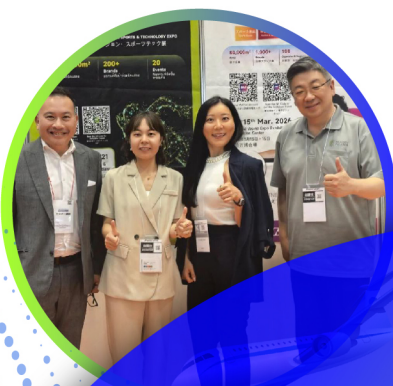
海外足迹

自IWF2014首届国际健身展以来，IWF组委会始终以全球化视野布局运动健身产业生态，稳步拓展海外版图，足迹已遍布韩国、泰国、菲律宾、印度、日本等多个国家与地区。IWF2026第十三届上海国际健身展现场共接待了来自**110**个国家的**1,616**位海外参观商；首届IWF深圳国际健身展一经召开便吸引了来自**54**个国家的专业买家。

未来，IWF国际健身展将持续深化亚太、南美、欧洲等国际市场战略布局，不断拓宽全球优质采购商资源，帮助参展商对接更多、更优质的海外客户。预计IWF2027第十四届上海国际健身展和IWF2027第三届深圳国际健身展，现场将迎来更大比例的海外专业观众和更高质量的国际采购商群体。

Since the first IWF International Health, Wellness & Fitness Expo in 2014, the IWF Organizing Committee has approached the sports and fitness industry ecosystem with a global vision, steadily expanding its overseas reach to South Korea, Thailand, the Philippines, India, Japan and many other countries and regions. The 13th IWF Shanghai International Health, Wellness & Fitness Expo (2026) welcomed **1,616** overseas visitors from **110** countries while the inaugural IWF Shenzhen International Health, Wellness & Fitness Expo 2025 attracted professional buyers from **54** countries as soon as it opened.

Looking ahead, the IWF International Health, Wellness & Fitness Expo will continue to deepen its strategic presence in international markets across the Asia-Pacific, South America and Europe, steadily broadening its pool of premium global buyers and helping exhibitors connect with more — and higher-quality — overseas clients. The 14th IWF Shanghai International Health, Wellness & Fitness Expo (2027) and the 3rd IWF Shenzhen International Health, Wellness & Fitness Expo (2027) are expected to welcome an even greater share of overseas professional visitors and a higher caliber of international buyers.



Global Marketing Matrix

全球营销矩阵

MEDIA 媒体



@IWF国际健身展
官方公众号



@IWF国际健身展
官方视频号



@IWF上海国际健身展
企业微信



@IWF上海国际健身展
官方抖音



@IWF上海国际健身展
官方小红书



@IWF上海国际健身展
官方微博

INTERNATIONAL INFLUENCE

国际影响力

1,616

海外专业买家

Overseas Professional Buyers



34.6%

同比增长

Year-on-Year Growth



110+

国家/地区

Countries / Regions



IWF SHANGHAI 2027

规模预计 ESTIMATED SCALE

85,000m² 展览面积 Exhibition Area	65,000+ 观众人次 Flow	1,000+ 参展品牌 Exhibiting Brands
110+ 国家/地区 Countries / Regions	100+ 同期活动 Concurrent Events	6 主题展区 Themed Zones



区位优势

实力积淀深厚

IWF上海国际健身展深耕长三角产业带13年，在运动健身会展行业积累了良好口碑与深远影响力，已逐步成为行业风向标；

区位辐射力强

上海作为地处长三角腹地的超一线城市，可快速辐射江浙沪、京津冀等国家级城市群，高效汇聚产业链上下游从业者、采购商和经销商；

消费活力旺盛

作为中国运动健身产业消费高地，上海市拥有超3,000家商业健身场馆，年消费规模约200亿元，健身消费者数量占比达19.63%，大幅领先其他城市；

国际贸易枢纽

上海不仅是国际金融中心，同时坐拥虹桥、浦东两大国际机场和海运港口，具备突出的外贸出口优势，是汇聚全球品牌和国际买家的先天枢纽，也是链接海内外健身产业资源的对外窗口。

LOCATION ADVANTAGES

Deep, Proven Strength

With 13 years rooted in the Yangtze River Delta industrial belt, China (Shanghai) International Health, Wellness, Fitness Expo has built a strong reputation and far-reaching influence in the sports and fitness exhibition sector, gradually becoming an industry bellwether.

Powerful Regional Reach

As a super first-tier city at the heart of the Yangtze River Delta, Shanghai quickly extends its reach to national city clusters such as the Jiangsu-Zhejiang-Shanghai and Beijing-Tianjin-Hebei regions, efficiently bringing together professionals, buyers and distributors from across the value chain.

A Vibrant Consumer Market

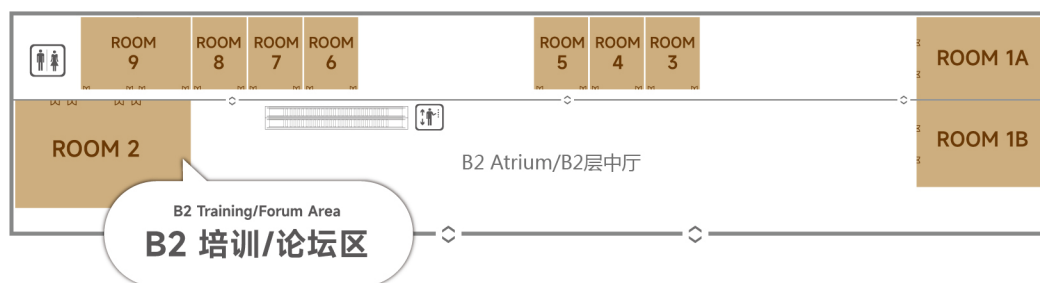
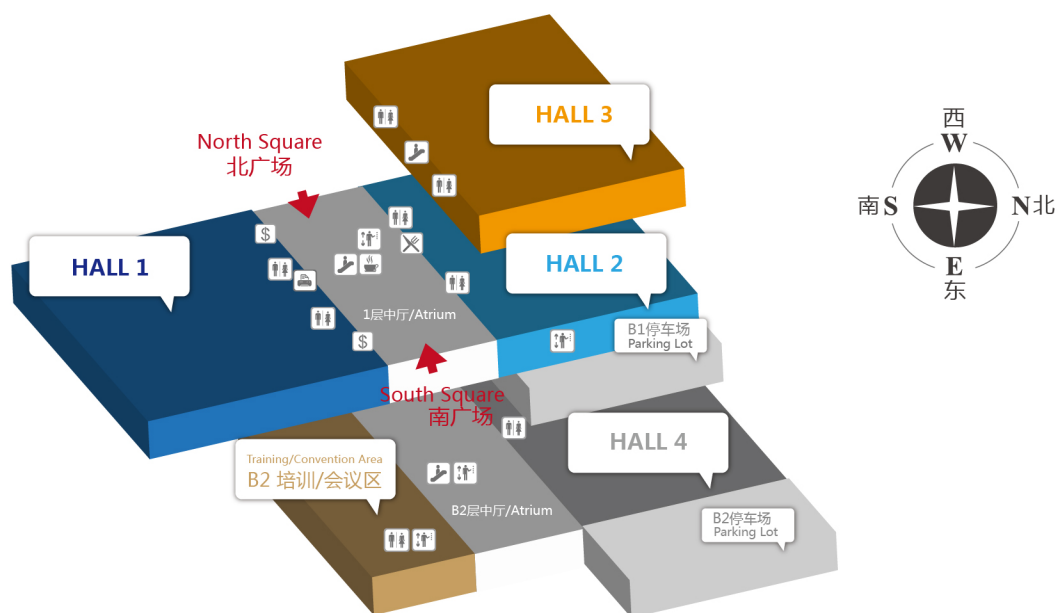
As a leading hub of fitness consumption in China, Shanghai is home to over 3,000 commercial fitness venues with annual spending of around RMB 20 billion; The proportion of fitness consumers reaches 19.63%, significantly outpacing other cities.

An International Trade Hub

Shanghai is not only an international financial center but also home to two major international airports — Hongqiao and Pudong — along with sea ports, giving it outstanding export advantages. It is a natural hub for gathering global brands and international buyers, and a gateway connecting fitness-industry resources at home and abroad.

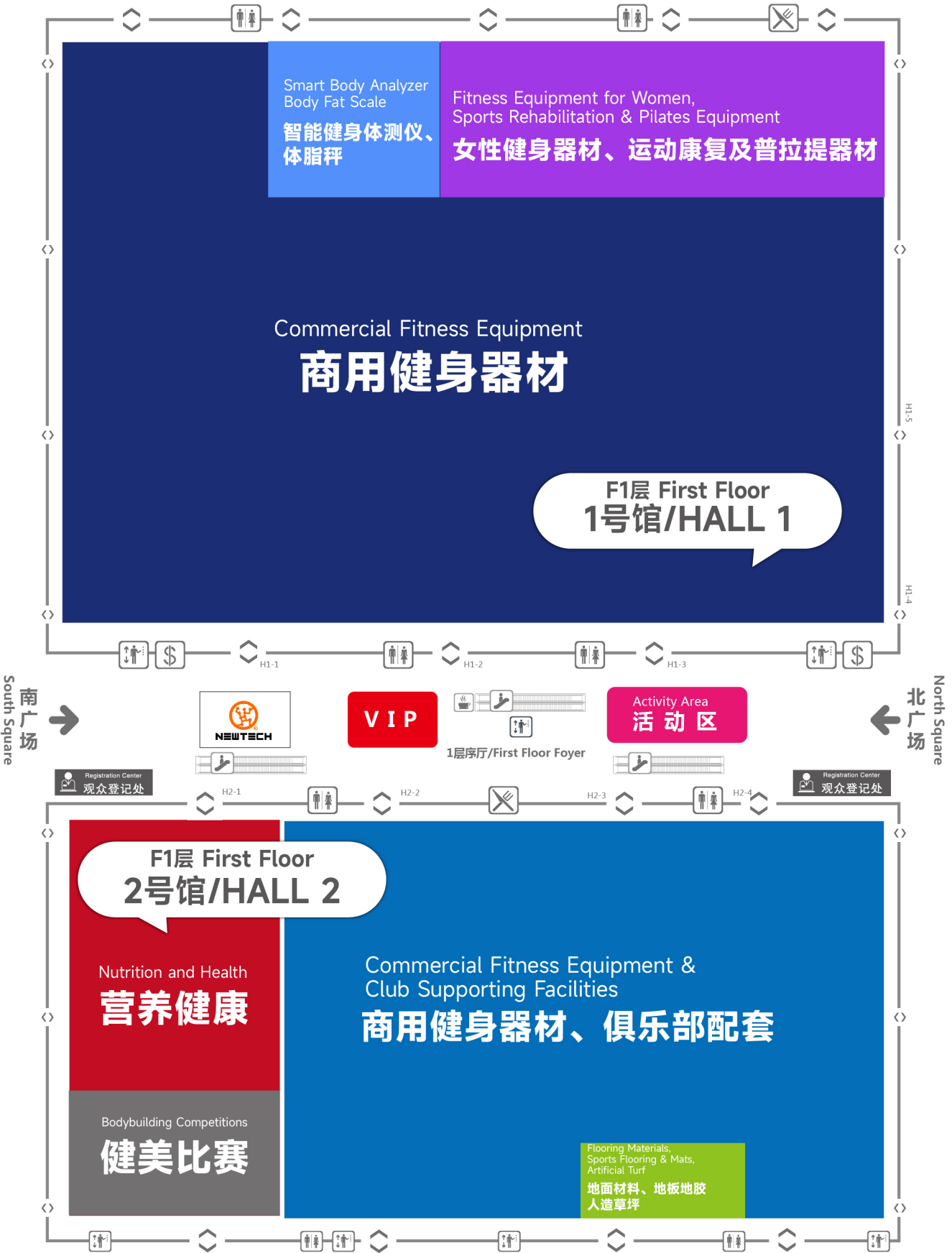
FLOOR PLAN

展馆平面图



FLOOR PLAN

展馆平面图



CONCURRENT 同期举办

CIST运动用品外贸出口与跨境选品展

为进一步整合产业资源、为运动用品领域企业搭建更为广阔的出口及跨境贸易交流平台，组委会精心策划运动用品外贸出口与跨境选品展。现场参展商可面对面接触来自全球的采购商、品牌代理商以及跨境电商从业者，拓展销售渠道；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，更好地把握跨境贸易机遇。

中国(上海)AI运动·智能健身科技展

运动健身产业正与人工智能深度融合、迈入以“数据驱动”与“个性化体验”为标志的新阶段。AI技术作为推动这场革命、开启未来蓝海的核心引擎，催生出充满潜力的新兴市场。AI运动·智能健身科技展致力于推动AI与运动健身产业协同创新，整合智能化运动健身器材制造产业链，构建持续演进、充满活力的AI健身新生态。



CIST China Sports Goods Export & Cross-Border Sourcing Expo

To further integrate industry resources and build a broader platform for export and cross-border trade among sporting-goods companies, the IWF Organizing Committee has carefully designed the CIST. On site, exhibitors can meet face-to-face with buyers, brand agents and cross-border e-commerce professionals from around the world to expand their sales channels, and join industry experts and cross-border e-commerce platform representatives in discussions on cross-border e-commerce operations, international logistics solutions, overseas market-expansion strategies and more — helping them seize cross-border trade opportunities.

China (Shanghai) AI Sports & Smart Fitness Tech Expo

The sports and fitness industry is deeply integrating with artificial intelligence, entering a new era defined by "data-driven" and "personalized" experiences. As the core engine driving this revolution and opening up future blue oceans, AI technology is giving rise to a promising emerging market. The AI Sports & Smart Fitness Tech Expo is dedicated to advancing collaborative innovation between AI and the sports and fitness industry, integrating the smart fitness-equipment manufacturing value chain and building a continually evolving, dynamic new AI fitness ecosystem.

REVIEW 回顾

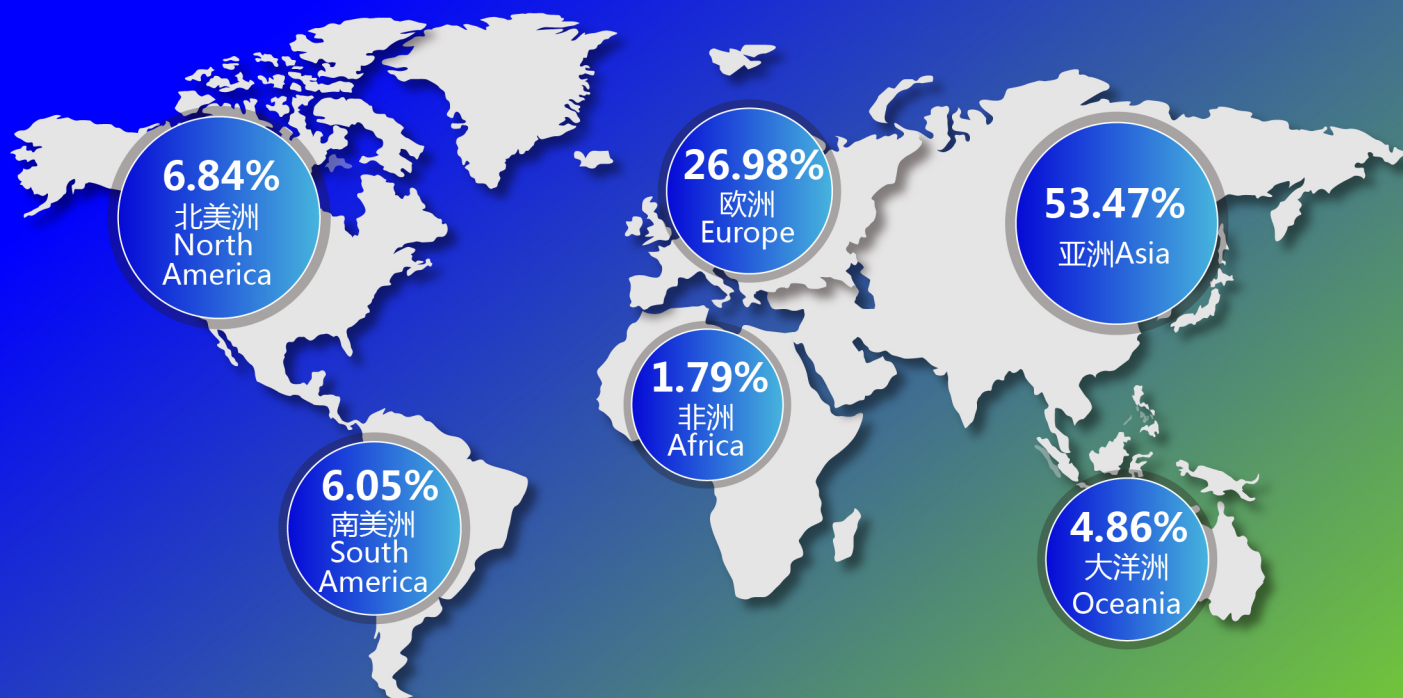
全球采购商布局



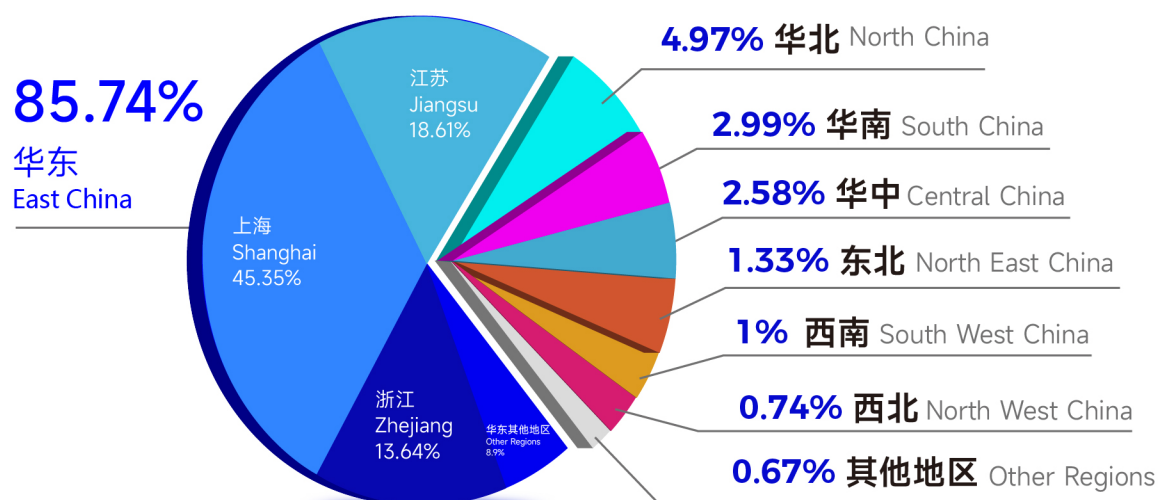
IWF SHANGHAI 2026

REVIEW 回顾

Overseas Buyer Distribution 海外买家地域分布



Domestic Visitor Geographic Distribution 国内观众分布



Professional Buyer Types
专业买家类型

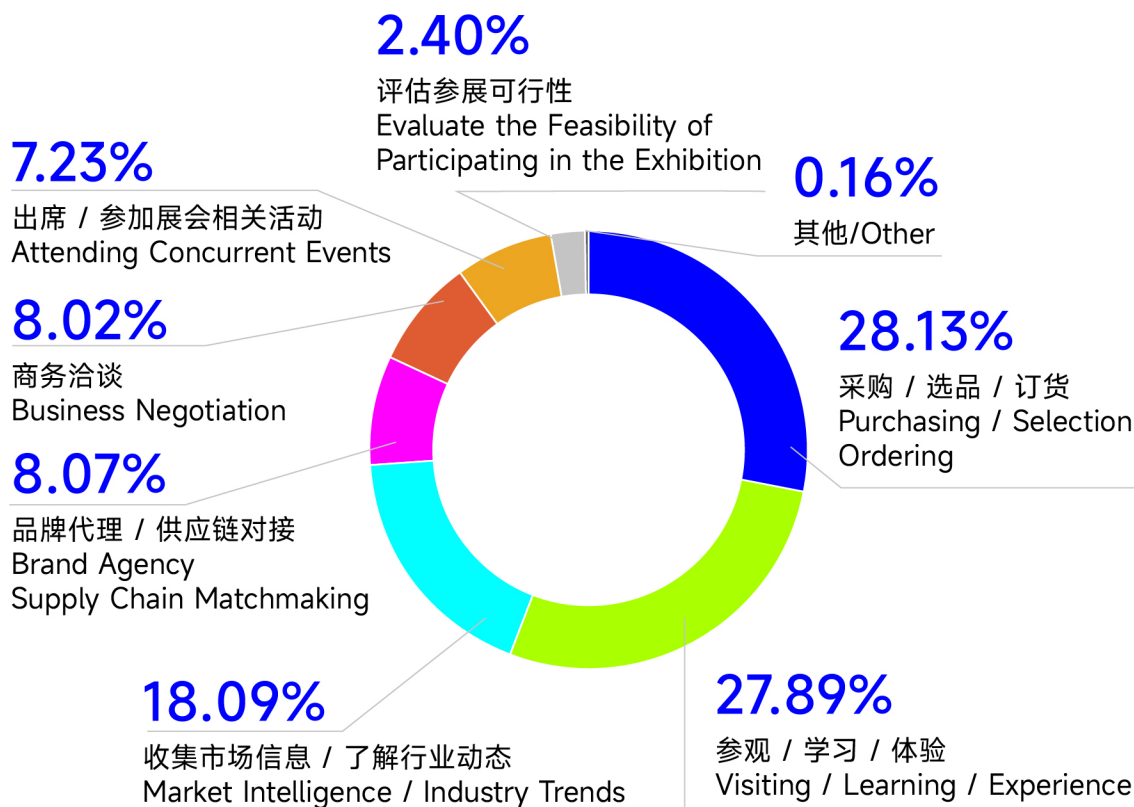
29.52%	采购商/经销商/代理商/进出口贸易公司 Buyers / Distributors / Agents / Import-Export Companies
28.93%	健身/运动爱好者 Fitness & Sports Enthusiasts
21.20%	健身房/运动中心/私教工作室 Gyms / Sports Centers / Personal Training Studios
5.94%	健身教练/私教老师 Fitness Coaches / Personal Trainers
5.92%	原料商/ ODM/OEM生产商 Raw Material Suppliers / ODM & OEM Manufacturers
1.97%	行业媒体/自媒体/MCN Industry Media / We-Media / MCM
1.77%	投资人/管理软件/服务商/咨询公司 Investors / Management Software / Service Providers / Consulting
1.64%	跨境电商平台 Cross-border E-commerce Platform
1.51%	健身培训机构/运动研究机构 Fitness Training / Sports Research Institutions
1.39%	普拉提馆/康复疗养中心 Pilates Studios / Rehabilitation & Recovery Centers
0.20%	其他 Other

Products of Interest
感兴趣的产品

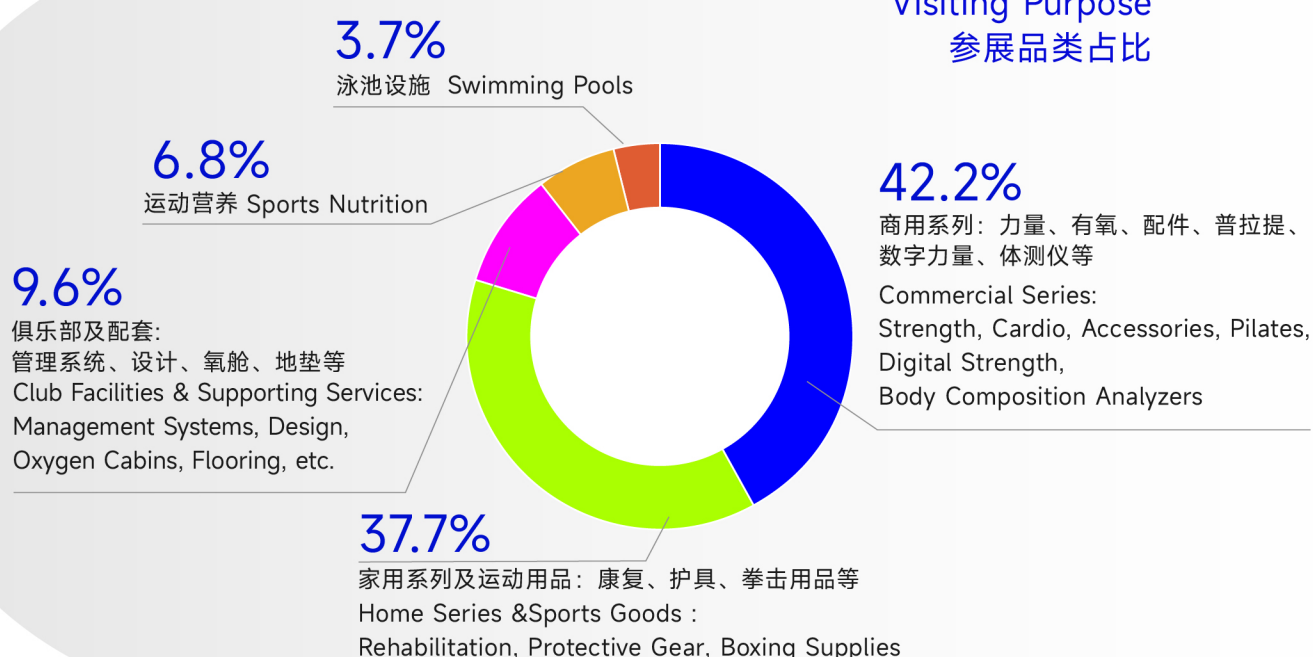
96.94%	健身器材 Fitness Equipment
82.90%	健身器材小件 Fitness Accessories (Small Items)
70.04%	运动营养补剂 Sports Nutrition Supplements
35.38%	运动康复器械 Sports Rehabilitation Equipment
32.30%	器材配件 Equipment Components & Accessories
20.43%	家用健身器材 Home Fitness Equipment
18.93%	普拉提器材 Pilates Equipment
17.87%	运动鞋服及穿戴 Sports Apparel, Footwear & Wearables
16.69%	体测仪器 Body Composition Monitors
16.03%	瑜伽器材 Yoga Equipment
15.61%	户外运动装备 Outdoor Sports Gear
14.48%	青少年体能设备 Youth Fitness Equipment
13.59%	俱乐部配套服务 Club Supporting Services
10.24%	运动APP Sports & Fitness APPs
7.97%	摇摇杯及冲调机 Shaker Bottles & Preparation Machines
6.38%	原料及包装设备 Raw Materials & Packaging Equipment
6.28%	地面材料 Flooring & Surface Materials
5.88%	运动营养 OEM服务 Sports Nutrition OEM Services
3.50%	台球及配套 Billiards & Related Accessories
2.39%	EMS



Visiting Purpose 参观目的



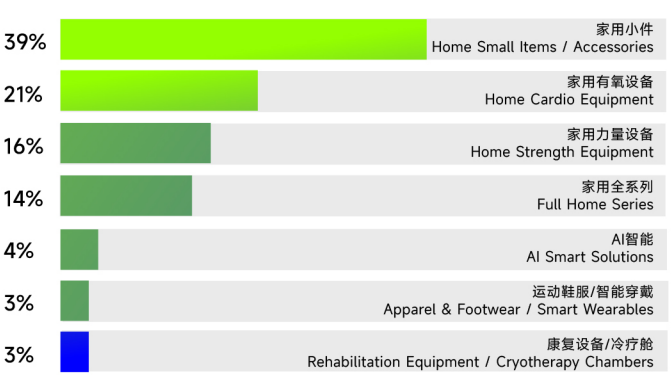
Visiting Purpose 参展品类占比



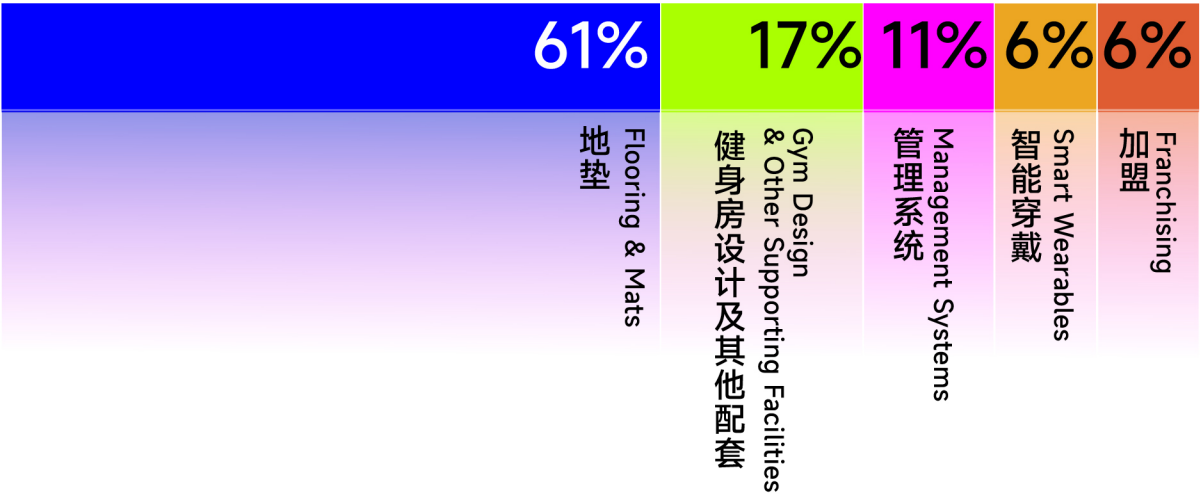
Commercial Series 商用系列



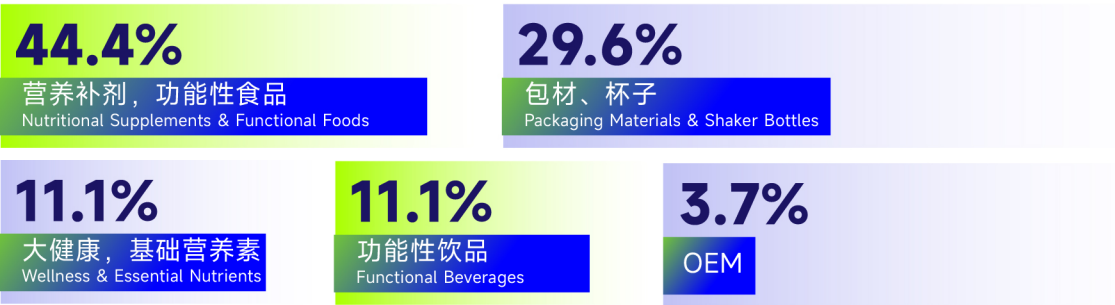
Home Series & Sports Goods 家用系列及运动用品



Club Facilities & Supporting Services 俱乐部设施及配套系列



Sports Nutrition 运动营养



IWF 2026 China Fitness Gala IWF 2026中国健身盛典

REVIEW 回顾

IWF国际健身展不仅呈现来自全球的知名健身品牌、前沿产品，还倾力打造集智库论坛、赛事竞技、教育培训、颁奖典礼、表演展示、互动体验于一体的中国健身盛典，为在场的参展商、采购商、专业观众和健身爱好者呈现精彩绝伦的视觉盛宴。

Beyond showcasing renowned fitness brands and cutting-edge products from around the world, the IWF Organizing Committee goes all out to create the China Fitness Gala — integrating think-tank forums, competitions, education and training, award ceremonies, performances and interactive experiences. It offers exhibitors, buyers, professional visitors and fitness enthusiasts on site a spectacular visual feast.

第13届IWF上海国际健身展开幕典礼

上海市会展行业协会党委副书记、会长桑敬民先生，上海体育大学副校长魏建军先生，北京体育大学党委常委、副校长洪平先生，德纳会展董事长潘伟先生，分别代表协会代表、体育高校以及主办方进行精彩的开幕致辞。从行业引领、学术支撑、产业驱动等角度，为健身行业高质量发展建言献策，传递出行业协同共进的坚定信心。

第14届中国健身领袖CEO圆桌论坛

以上海德纳董事总经理彭冲先生为代表的IWF组委会，特邀11位健身领域重磅嘉宾及特邀主持人，以远见洞察机遇，以共识聚力前行，为中国健身行业的高质量发展注入全新思路与强劲动能。24/7 FITNESS中国大陆行政总裁兼市场总监王玉强先生、瑞力健身创始人高志强先生、Z&B Fitness创始人胡文明先生等，围绕“突破健身行业困境：经营管理过程中的三大雷点及案例复盘经验分享”、“未来市场破局之路：商业健身房与预付制发展路径解析及趋势洞察”两大核心议题展开交流讨论，分享过往经验与发展思路。



Opening Ceremony

Mr. Sang Jingmin, Deputy Party Secretary and President of the Shanghai Convention & Exhibition Industry Association; Mr. Wei Jianjun, Vice President of Shanghai University of Sport; Mr. Hong Ping, Standing Committee member of the Party Committee & Vice President of Beijing Sport University; and Mr. Pan Wei, Chairman of Donnor Exhibition, delivered inspiring opening addresses on behalf of the industry association, the sports universities and the organizer respectively. From the perspectives of industry leadership, academic support and industrial impetus, they offered professional insights for the high-quality development of the fitness industry and conveyed firm confidence in advancing the sector together.

The 14th China Fitness Industry Leaders Roundtable Forum

The IWF Organizing Committee, represented by Mr. Peng Chong(Jason), Managing Director of Shanghai Donnor Exhibition, has invited 11 heavyweight guests from the fitness sector together with a special host to spot opportunities with foresight and move forward through consensus. Mr. Wang Yuqiang(Simon), Chief Executive Officer and Marketing Director of 24/7 FITNESS, Mainland China; Mr. Gao Zhiqiang, founder of REALLY FITNESS; Mr. Hu Wenming(James), founder of Z&B FITNESS; and other guests held discussions around two core themes — “Breaking Through the Fitness Industry’s Challenges: Case Review and Sharing of Three Major Pitfalls in the Gym Operations” and “Paths to Break the Market Deadlock: Analysis and Trend Insights on Commercial Gyms and the Prepaid Business Model” — sharing past experience and ideas for the road ahead, which has injected fresh thinking and strong impetus into the high-quality development of China’s fitness industry.

IWF 2026 China Fitness Gala IWF 2026中国健身盛典

REVIEW 回顾

B2B外贸出口及跨境买家论坛

作为第十三届IWF上海国际健身展重要IP活动之一，本次论坛以“跨境潮涌，运动新生”为主题，组委会不仅邀请优质企业代表分享自研产品优势与创新成果，还汇聚行业大咖，围绕运动用品、健身器材企业跨境转型、产品创新、合规认证与新蓝海等议题，通过深度对话与实战分享，为现场及线上的专业观众呈现了一场高质量的行业智慧盛宴。



B2B Export & Cross-Border Buyers Forum

As one of the flagship IP events of the 13th IWF Shanghai International Fitness Expo, this forum was themed "Cross-Border Tides, Sporting Renewal." The Organizing Committee invited representatives of leading companies to share the strengths and innovations of their in-house products, and brought together industry heavyweights to discuss the cross-border transformation of sporting-goods and fitness-equipment companies, product innovation, compliance certification, new blue oceans and more — delivering, through in-depth dialogue and hands-on insights, a high-quality feast of industry wisdom for professional visitors both on site and online.

China (Shanghai) AI Sports · Smart Fitness Ecosystem Conference

This conference brought together AI experts, fitness-industry leaders, smart-product suppliers, investment institutions and representatives of leading e-commerce platforms, including: A Wan, head of the fitness-equipment category at Tmall; Qi Lei, COO of Visbody; Lai Quanfu, head of commercial-fitness products at SHUA Sports; Mr. Hong, Standing Committee member and Vice President of Beijing Sport University; Karim Oumnia the Chairman of BALISTON INTERNATIONAL.; and Alex (Lin Yili), founder of BodyPark and partner of FITURE. Focusing on hot topics in the "AI + Fitness" space, the conference established a leading Chinese exhibition-and-trade platform for smart sports-technology products and provided an authoritative reference for the industry's development.

中国(上海)AI运动·智能健身生态大会

本届大会特邀AI领域专家、健身行业领袖、智能产品供应商、投资机构、头部电商平台代表：天猫健身器械行业负责人阿苑、维塑 Visbody COO齐蕾、舒华体育商健产品负责人赖泉富、北京体育大学党委常委/副校长洪平、BALISTON INTERNATIONAL巴利斯顿国际董事长Karim Oumnia卡里姆·乌姆尼亚、BodyPark创始人/FITURE沸彻魔镜合伙人林宜立Alex，聚焦“AI+健身”领域热点话题，搭建中国领先的智能科技运动产品展贸平台，为行业发展提供权威参考。



2026 SUPER ICON超级达人颁奖盛典

这场属于运动健身领域的年度荣耀盛宴，以荣光加冕实力，以热爱凝聚力量，在掌声与欢呼中，见证了一众健身达人的闪耀时刻，也为运动健身内容生态的发展注入全新活力。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一堂，与现场观众共同见证健身达人的荣耀时刻，共话运动健身领域的新发展、新未来。

2026 SUPER ICON Awards Ceremony

This annual celebration of glory in the sports and fitness world crowned achievement with honor and united people through shared passion. Amid applause and cheers, it witnessed the shining moments of a host of fitness influencers and injected fresh vitality into the sports and fitness content ecosystem. Fitness influencers, MCN agencies, industry elites and media representatives from across the country gathered to celebrate these moments of glory alongside the live audience and to discuss the new developments and future of the sports and fitness field.



IWF 2026 China Fitness Gala IWF 2026中国健身盛典

REVIEW 回顾

第八届中国运动营养食品市场行业论坛

本届论坛汇聚多位运动营养行业重磅嘉宾，从技术、产品、原料、市场、消费等多维度展开深度分享。衡美健康产品开发负责人戴阳先生、国家体育总局奥运备战专家&FoYes首席专家曹建民先生、安琪酵母股份有限公司蛋白质营养与调味技术中心高级研发工程师董运海先生、赞倍司生物技术(上海)有限公司董事长兼首席技术官虞哲勇博士、《食品万里行》&FFI 创始人/上海保健食品行业协会运动营养食品专业委员会副主任委员谢兰女士，全方位、多角度剖析了运动营养食品行业的发展现状与未来趋势，为在场同仁带来了一场行业思想盛宴，也为行业发展打开了新视野。

2026中国普拉提行业峰会

IWF不仅是亚太地区健身产业的引领者，也是普拉提等运动领域的生态发展引擎。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，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，从不同角度提出建设性解决方案，为广大从业者搭建一个交流合作、共同成长的平台。

LesMills莱美特色课程

LesMills莱美Q1大师课，在IWF2026上海国际健身展B2主舞台官方首发！专业莱美导师团登台领练，潮流团课同步开跳，台下近百人同频律动，节奏与力量碰撞、热情与汗水交织，全程激情四射、活力拉满。



The 8th China Sports Nutrition Food Market Industry Forum

This forum gathered a number of leading figures from the sports nutrition industry for in-depth discussions spanning technology, products, ingredients, markets and consumption. Mr. Dai Yang, head of product development at Hengmei Health; Mr. Cao Jianmin, Olympic-preparation expert with the General Administration of Sport of China and Chief Expert at FoYes; Mr. Dong Yunhai, Senior R&D Engineer at the Protein Nutrition and Flavor Technology Center of Angel Yeast Co., Ltd.; Dr. Yu Zheyong, Chairman and CTO of Zanbeisi Biotechnology (Shanghai) Co., Ltd.; and Ms. Xielan, the founder of FFI & Deputy Director of the Sports Nutrition Food Professional Committee, Shanghai Health Food Association, analyzed the current state and future trends of the sports nutrition food industry from every angle — offering attendees a feast of ideas and opening up new horizons for the industry.



2026 China Pilates Industry Summit

IWF is not only a leader of the Asia-Pacific fitness industry but also an engine for ecosystem growth in disciplines such as Pilates. Pilates-industry elites, scholars, fitness-studio owners and practitioners from across the country gathered to take an in-depth look at the current state, challenges and opportunities of the Pilates industry, proposing constructive solutions from a range of perspectives and building a platform for exchange, cooperation and shared growth.

LesMills Signature Classes

The LesMills Q1 Masterclass made its official debut on the B2 Main Stage of the IWF SHANGHAI 2026. A team of professional LesMills instructors led the workout as trend-setting group classes kicked off, with nearly a hundred participants moving in sync. Rhythm met power and passion mingled with sweat in a session brimming with energy from start to finish.

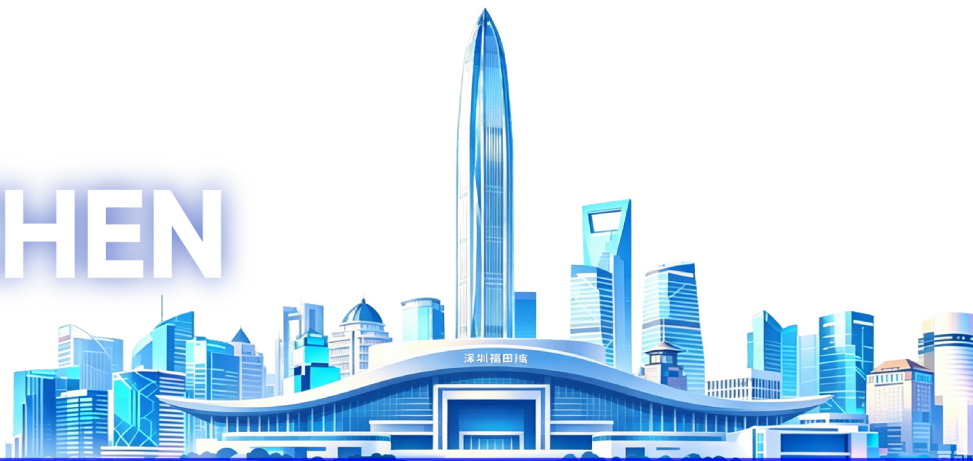
BRANDS COLLECTION

合作品牌/机构



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

IWF SHENZHEN 2027



规模预计 ESTIMATED SCALE

20,000m²

展览面积
Exhibition Area

10,000+

观众人次
Flow

400+

参展品牌
Exhibiting Brands

50+

国家/地区
Countries / Regions

5+

主题展区
Themed Zones



区位优势

IWF国际健身展选择落地深圳，在于其粤港澳大湾区核心引擎的战略地位、智能运动健身科技的产业底蕴、消费市场强劲的经济活力和中国跨境之窗的贸易优势。

深圳毗邻港澳、辐射东南亚，是华南乃至亚太地区的商贸枢纽与跨境电商中心，能高效链接全球买家与供应链

依托深圳人工智能、电子信息技术等领域的产业集群优势，利于发展智能健身设备、运动穿戴科技、AI训练系统、VR/AR运动设备、大数据分析平台等前沿技术，打造智能运动科技展示与交易平台

深圳市2026年第10期公报指出：深圳进出口总额连续两年位居全国城市首位，其中出口2.74万亿元、实现内地城市“33连冠”

深圳还拥有成熟的会展基础设施与政策支持，商务往来、国际化程度高，可充分满足展会品牌展示、贸易对接、行业交流的多元需求，是IWF深耕华南、链接全球的理想支点

LOCATION ADVANTAGES

The IWF International Fitness Expo chose Shenzhen for its strategic position as a core engine of the Guangdong-Hong Kong-Macao Greater Bay Area, its strong foundation in smart sports-fitness technology, the powerful economic vitality of its consumer market, and its trade advantages as China's window to cross-border commerce.

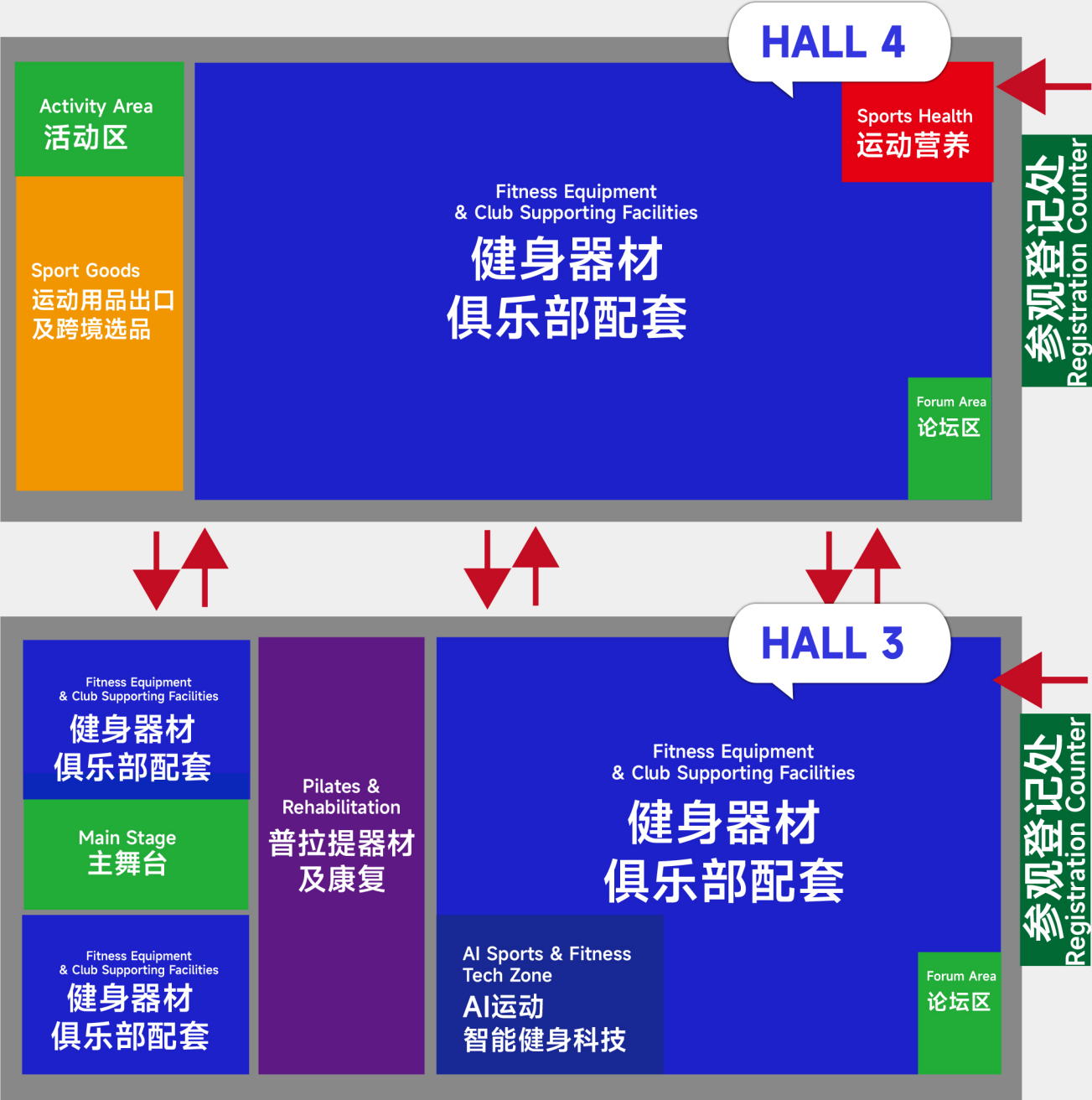
- Bordering Hong Kong and Macao and reaching into Southeast Asia, Shenzhen is a trade hub and cross-border e-commerce center for South China and the wider Asia-Pacific, efficiently connecting global buyers with supply chains;
- Drawing on Shenzhen's industrial-cluster strengths in fields such as artificial intelligence and electronic information technology, the city is well placed to advance cutting-edge technologies — smart fitness equipment, sports wearables, AI training systems, VR/AR sports equipment and big-data

analytics platforms — and to build a showcase and trading platform for smart sports technology;

- According to Shenzhen's Bulletin No. 10 of 2026, the city's total import and export value ranked first among Chinese cities for two consecutive years, with exports of RMB 2.74 trillion — making it the top mainland city for 33 years running;
- Shenzhen also offers mature exhibition infrastructure and strong policy support, with extensive business exchange and a high degree of internationalization. It fully meets the diverse needs of brand showcasing, trade matchmaking and industry exchange, making it the ideal pivot for IWF to deepen its presence in South China and connect with the world.

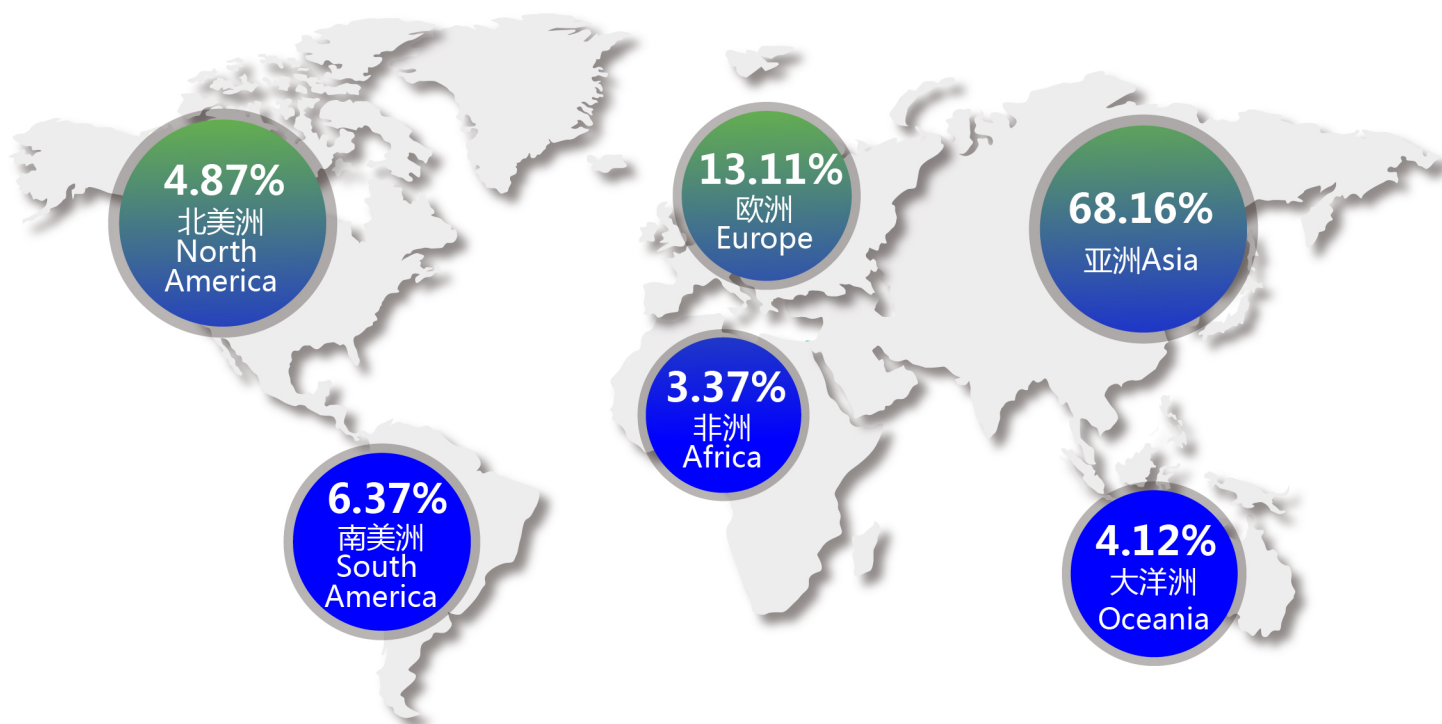
FLOOR PLAN

展馆平面图



Overseas Buyer Distribution

海外买家地域分布



Overseas Visitor Type

海外参观商类型



Products of Interest

感兴趣的产品



IWF SHENZHEN 2025

REVIEW 回顾

Professional Buyer Types

国内专业买家类型

27.53%	健身俱乐部/私教工作室 Fitness Club/Private Training Studio
25.93%	健身爱好者 Fitness Enthusiast
9.24%	经销商/代理商/采购商 Distributor/Agent/Buyer
8.32%	生产商/ODM/OEM Manufacturer/ODM/OEM
8.01%	进出口贸易商/跨境买家/连锁商超 Import and Export Trader/Cross-Border Buyer/Chain Supermarket
4.24%	电商平台/私域团长 E-Commerce Platform/Private Sphere Leader
3.72%	瑜伽普拉提工作室/疗养中心/康复中心 Yoga/Pilates/Sanatorium/Rehabilitation
3.50%	健身教练 Fitness Coach
2.88%	健身培训机构/运动研究机构 Fitness Training/Sports Research Institution
2.68%	管理软件/服务咨询公司 Management Software/Service Consulting Company
1.52%	行业媒体 Industry Media
1.42%	政府机构/商会/行业协会 Government Agency/Commerce Chamber/Industry Association
1.01%	其他 Other

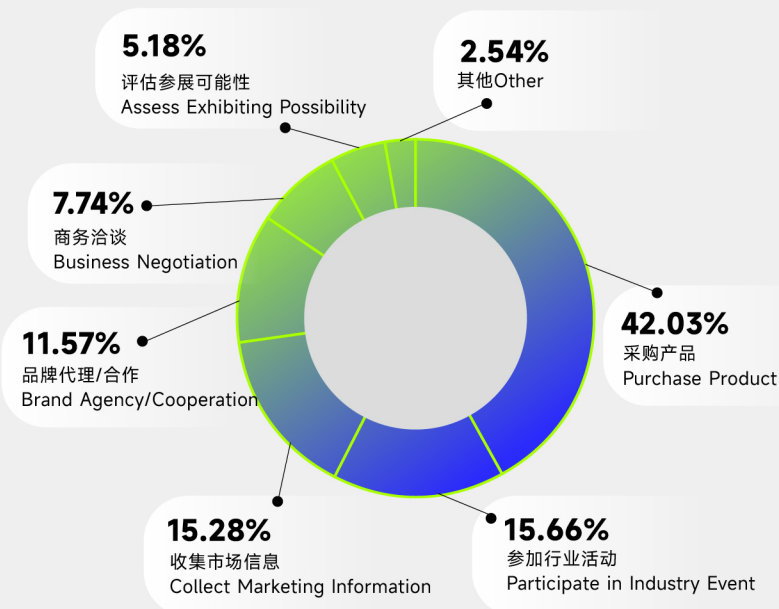
Domestic Visitor Distribution

国内观众分布

73.10%	华南South China
12.58%	华东East China
9.18%	华北North China
2.73%	华中Central China
0.95%	东北North East China
0.94%	西南South West China
0.52%	西北North West China



Visiting Purpose 参观目的



IWF 2025 China Fitness Gala IWF 2025中国健身盛典

REVIEW 回顾

第一届IWF深圳国际健身展开幕典礼

上海德纳会展董事长潘伟先生、中国香港委任区议员/健身专业人士总会会长王晓山先生，分别作为主办方代表和嘉宾代表进行了精彩的开幕致辞。此外，出席开幕典礼的嘉宾还有各行业协会代表、全球健身品牌代表、海外采购商代表、展会赞助商代表、合作伙伴代表以及新闻媒体代表等。现场星光熠熠，彰显了IWF的行业影响力。

Opening Ceremony of the 1st IWF Shenzhen International Fitness Expo

Mr. Pan Wei, Chairman of Shanghai Donnor Exhibition, and Mr. Wang Xiaoshan, appointed Hong Kong district councillor and President of the Physical Fitness Professionals Association, delivered inspiring opening addresses as representatives of the organizer and the guests respectively. Other attendees at the opening ceremony included representatives of industry associations, global fitness brands, overseas buyers, event sponsors, partners and the news media. The star-studded occasion underscored IWF's influence across the industry.



中国(深圳)健身行业CEO圆桌大会

IWF×24/7 FITNESS中国(深圳)健身行业CEO圆桌大会作为展会重头戏，汇聚韩国Body Channel Fitness CEO Hyonam Kim、日本TSO International株式会社CEO Tsuyoshi Sasaki、SPORTEC泰国总经理/TSO泰国销售代表Wittaya Lau、24/7 FITNESS中国大陆行政总裁/市场总监王玉强Simon等14位健身行业最具影响力与前瞻性的杰出代表，形成多项行业共识，为区域产业协同发展提供了重要参考。

China (Shenzhen) Fitness Industry CEO Roundtable Conference

A highlight of the show, the IWF × 24/7 FITNESS China (Shenzhen) Fitness Industry CEO Roundtable Conference brought together 14 of the most influential and forward-looking leaders in the fitness industry — including Hyonam Kim, CEO of Body Channel Fitness (South Korea); Tsuyoshi Sasaki, CEO of TSO International Co., Ltd. (Japan); Wittaya Lau, General Manager of SPORTEC Thailand and TSO Thailand sales representative; and Simon (Wang Yuqiang), CEO and Marketing Director of 24/7 FITNESS. Together they reached a number of shared conclusions, providing an important reference for coordinated regional industry development.

香港健美及运动体适能锦标赛2025 暨第二届虎啸精英赛

由IWF国际健身展、虎啸健美联赛、香港健美及体适能运动总会主办，由IPTFA国际康体专才培训学院、香港健身专业人士总会协办的第二届虎啸精英赛，汇聚了来自粤港澳大湾区的多位优秀健美运动员，为现场观众带来一场肌肉盛宴。

Hong Kong Bodybuilding & Physique Fitness Championships 2025/2nd Tiger Roar Elite Open Competition

Hosted by the IWF, the Tiger Roar Bodybuilding League, and the Hong Kong Bodybuilding & Physique Fitness Association, and co-organized by the IPTFA International Personal Trainer & Fitness Academy and the Hong Kong Physical Fitness Professionals Association, the 2nd Tiger Roar Elite Open brought together outstanding bodybuilders from the Greater Bay Area for a showcase of muscle and strength.

IWF 2025 China Fitness Gala IWF 2025中国健身盛典

REVIEW 回顾

B2B外贸采购对接会

外贸跨境是IWF展会核心优势板块，B2B外贸采购对接会现场气氛热烈，海外专业买家与国内参展商开展面对面洽谈；同期举办的B2B外贸出口及跨境买家论坛上，行业专家围绕全球市场实战方法论展开分享，深入解析出口贸易壁垒、跨境物流优化等关键议题，为企业拓展海外市场提供实用策略。

Zumba中国高燃尊巴派对

用热爱与律动绽放无限活力。Zumba派对吸引了大量运动爱好者参与，热情动感的节奏、欢快肆意的舞步，瞬间点燃全场氛围。在专业教练的带领下，音乐、汗水、心跳同频共振，充分展现了健身运动的社交属性与娱乐价值。



LesMills莱美中国健身商业沙龙·深圳站

由莱美中国主办，IWF、勤鸟、VISBODY维塑联合协办的LesMills健身商业沙龙(深圳站)于IWF2025深圳国际健身展论坛区举行。通过健身数据、经营案例、健康合作共赢等多维度帮助健身投资人、经营者获得更多资讯、经验和灵感；为场馆经营管理提供参考，带给华南及粤港澳大湾区行业伙伴深度探讨和交流机会；拓展优质人脉，链接行业资源。

B2B foreign trade procurement matchmaking

Foreign trade and cross-border e-commerce are the core strengths of the IWF exhibition. The B2B foreign trade procurement matchmaking event on site created a vibrant atmosphere, where overseas professional buyers and domestic exhibitors engaged in face-to-face negotiations.

At the same time, the B2B Export & Cross-Border Buyers Forum featured industry experts sharing practical insights on global market strategies, with in-depth discussions on key topics such as export trade barriers and cross-border logistics optimization, providing actionable strategies for companies seeking to expand into overseas markets.



Zumba China High-Energy Party

Bursting with energy through passion and rhythm, the Zumba party drew crowds of exercise lovers; its upbeat beats and free-spirited moves instantly set the room alight. Led by professional instructors, music, sweat and heartbeats pulsed in unison, fully showcasing the social and entertainment value of fitness.

LesMills China Fitness Business Salon(Shenzhen)

Hosted by LesMills China and co-organized by IWF, Qinniao and VISBODY, the LesMills Fitness Business Salon (Shenzhen) was held in the forum area of the IWF SHENZHEN 2025. Through fitness data, business case studies and win-win health partnerships, it helped fitness investors and operators gain fresh information, experience and inspiration; offered a reference for venue operations and management; gave industry partners across South China and the Greater Bay Area an opportunity for in-depth discussion and exchange; and helped them build valuable connections and tap into industry resources.



Exhibitors Service 参展商尊享服务

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（中英文官网、海内外新媒体矩阵）
- 会刊（展商目录）宣传
- 组委会深度采访
- 组团参观基地工厂



Promotion Service

- Exclusive Electronic Invitation
- Build VIP Networks & Achieve Industry Head Effect
- Full-Platform Promotion (Official Websites & Social Media)
- Show Directory (Catalogue)
- Organizing Committee Interviews
- Factory Group Tours

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
- 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
- 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

为参展商提供询盘服务和商机撮合

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

B2B Trading Ecological Platform

IWF Global:

Providing inquiry and business matching services for exhibitors;

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

BOOTH TYPE AND COST

展台类型及费用



Standard Boutique Booth

精装展位

9m² (3m×3m)

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

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

备注：展位效果图仅供参考，具体以现场实物为准。



Raw Space (Minimum 36m²)

Note: Raw Space with no furniture equipped.

光地 (36m²起租)

备注：展出场地，无任何设施

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



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Shanghai Donnor Exhibition Service Co., Ltd.

上海德纳展览服务有限公司

TEL 电话 : 021-63578500(中) +86-21-63566989(英)

E-MAIL 邮箱 : iwf@donnor.com

