



# **The 3<sup>rd</sup> China (Tangshan) International Sports Fitness and Leisure Industry Exposition**

**The Exclusive, the Largest, National and Professional Trade  
Platform Guided by the Government**

## **SPORTS EXPO GUIDE**

### **1. Sports Expo Profile**

**Sponsors:** Chinese Mountaineering Association  
Administration of Sports of Hebei Province  
The People's Government of Tangshan Municipality

**Organizers:** Administration of Sports of Tangshan Municipality  
Administration of Tourism of Tangshan Municipality  
Administration of Commerce of Tangshan Municipality  
Administration of Industry and Information of Tangshan Municipality  
Trade Promotion Association of Tangshan Municipality

**Theme:** Sports and Health, Cooperation and Development

**Date:** 12<sup>th</sup>—14<sup>th</sup> Oct. 2018

**Frequency:** One Expo Each Year

**Coverage:** 20000 sqm

**Expected:** 100000 visitors

**Venue:** Tangshan Southlake Convention and Exhibition Center

### **2. Market Potentiality**

The “Opinions on Expediting the Development of Sports Industry and Stimulation of Sports Consumption” issued by the State Council mentions that by the year 2025, the reasonable distribution, perfect function, complete category of the sports industry systems will be basically established, the sports products and services will be more optional, the market mechanism will be more completed and the

consumption demands will be more vigorous, so as to effectively improve the position to lead other relevant industries moving forward, to raise the overall capital revenue of the sports industry to RMB 5000 billion, and to become an important momentum to enhance the sustainable economic and social development.

Tangshan, as a northeast sub center city of the Jingjinji (shortened for Beijing, Tianjin and Hebei Province) group cities, desperately needs driving the transition and upgrades of its traditional industries. There is a solid and deep basis for the nationwide fitness sports in Tangshan, and over 400 popular sports associations and clubs are there. The huge bonus is to be shared by any suppliers. It is reported in the Work Meeting of the 2018 Hebei Sports Industry, that by focusing to build a strong sports province particularly a strong winter sports province, Hebei Province will promote and expedite the sports industry development, raise the standard of benefiting the people by sports, strive to foster the sports industry to be the new energy and new booster for the various fitness demands, the sports consumption and economic increase.

### **3. Sports Expo Sections**

#### **1) Sports Leisure Section**

- Outdoor sportswear and costumes: the leisure and sports wears, shoes and hats, backpacks, kettles, costumes, accessories and outdoor gears;
- Mountain sports gears: campout equipment, the sleeping bags, tents, mountaineering devices, rock climbing, hiking, campouts, survival trainings, etc.;
- Aquatic and aviation: the motor yachts, racing boats, diving devices, hot balloons, aquatic devices, drones;

#### **2) Fashion Sports Section:**

Running and cycling: the costume accessories, protection devices, nutrition and beverages, smart gears, bicycles, riding gears and competition, etc.;

#### **3) Sports and Tourism Combination Section**

The RVs, wood huts, movable WC, tourist agencies and destinations, camping sites, popular competitions, OTA, sports culture souvenirs, tourism commodities and gifts.

#### **4) Winter Sports Section**

The venues planning, operation and maintenance for winter sports, traction equipment, ski gears, ski rink facilities, safety facilities, simulated slops, theme parks, simulated rinks, and adolescent training

equipment, etc.;

### **5) Fitness Apparatus and Articles Section**

Full set of fitness apparatus for indoor and outdoor exercise, accessories, training equipment, physical fitness surveillance equipment, fitness protecting devices, the energy drinks, nutrition products and smart fitness articles;

### **6) Sports floor , Venues Facilities and Construction Section**

The sports floor, sports venue strategic planning, flooring facilities and stadium facilities.

### **7) Balls, Tennis and Badminton Section**

The footballs, basketballs, volleyballs, Ping-Pong balls, rackets, bats, nets, pitching devices, nets, playground planning and facilities, tennis equipment, badminton equipment, marshal art and boxing, weight lifting equipment.

## **4. Affiliated Events**

Along with the Sports Expo, a series of affiliated events will be arranged, such as Journalist Reception, Opening Ceremony and Booths Site Tour, International Promotion Day, TV series of “Show You Around the Sports Expo”, etc. The industry summit forum, the government officials, industry senior management, exports will get together to create information highlands and also debate openly on the development. The promotion and negotiation meetings will help sellers and buyers match each other efficiently for coordinated development. In addition, the “Walk-on-foot Event by Thousands of People”, the Campout Cultural Festival, the Outdoor Performance and Series of Nationwide Fitness Programs, Outdoor Experiencing Tour, etc. will enhance the interactions of the Sports Expo, thus to meet different demands of the participants.

## **5. Visitor Source**

### **1) International Visitors**

The sports, outdoor leisure commodity industry organizations, government officials, procurement staff, import & export enterprises from over 20 countries or regions;

### **2) Sports Circle**

Over 30 provincial and municipal sports administrations officials responsible for sports infrastructure projects, and also procurement staff for stadiums or sports teams;

### **3) Education Circle**

The procurement staff from universities, high and elementary schools, university sports enthusiasts and young consumers.

### **4) Self-Driving Circle**

Cooperating with 50 self-driving clubs in China, 200 thousand invitations have been issued to the club members, and it is expected that over 20 thousand senior club members would visit the expo and participate in the events.

### **5) Tourist Circle**

Tourist agencies, hotels, recreation clubs, procurement staff of sports facilities and fitness equipment.

### **6) Professional Institutes**

Various club operators, trainees, team leaders, sports enthusiasts of fitness, tennis and badminton, outdoor sports, in addition to the distributors, retailers, etc. of the exhibitor related products.

### **7) Industry Organizations**

Sports, outdoor, leisure related industries, associations, chambers of commerce.

### **8) Business Circle**

Large department stores, agents, retailers, specialty shops, supermarkets, trade companies.

## **6. The Advantages**

### **1) Background Advantage**

The “13<sup>th</sup> Five Years” Strategic Plan of Tangshan Sports Development clearly spells out that in order to further enhance the international popularity and influence of the China (Tangshan) International Outdoor Sports and Leisure Commodities Expo, now revised as China (Tangshan) International Sports Fitness and Leisure Industry Expo, Tangshan will be built into an important conglomerated location for fitness and leisure industry and also into an important destination for sports fitness in northern China. In the recent years, Tangshan Municipal Party Committee and Tangshan Municipal Government attach a high attention to the development of sports business and sports industry, and clearly advocate to build Tangshan into a city of sports, a city of vitality and a city of health.

## 2) Regional Advantage

Tangshan, as a northeast sub center city of the Jingjinji group cities, desperately needs driving the transition and upgrades of its traditional industries. Tangshan municipal government makes full use of the opportunity of the Jingjinji coordinated development, the excellent sports fitness basis and the bonus of RMB 300 billion to be generated from the future “Olympic Winter Games”. By means of the Sports Expo, the government spares no effort to build a sports fitness and Leisure industry conglomeration with typical local characteristics.

## 3) Commercial Advantage

Over 40 professional media and 120 comprehensive media from Jingjinji areas have already established into strategic allies for the Sports Expo, who will combine the traditional paper media, internet media with new media platform, the Microblock and Wechat, to deliver online and offline, multi directional, multi angles and 3D reports. At the same time, the Expo enjoys all useful resources of the host city, such as the local TV and radio stations, newspaper, outdoor commercial advertisement, bus and taxi vehicle bound ads, and numerous other media for around-the-clock reports, for a true 360 degrees news coverage.

## 7. Review of the Last Sports Expo

The previous two sports expos both ended up with very good economic and social benefits. According to a statistics, over 1000 exhibitors with more than 12 thousand exhibits from more than 20 countries or regions participated in the last Sports Expo. And over 100 thousand guests visited the Expo, the on-site sales reached RMB 85 million, and 47 MOU for cooperation were signed for up to RMB 910 million volume. In the Expo, over 10 affiliated events such as the Summit Forum, International Promotion Day, Project Promotion, Competition, Fun Experience were held, which further improved the attention of all sides of the society to the sports fitness and leisure industry. The position and function of Tangshan in the nationwide sports fitness and leisure industry, in return, was raised to a higher level.

## 8. Booth Charge

- 1) Standard Booth (3m X 3m), RMB 3800/each, with 1 fascia board, 3 wall sides of 2.5 meters height, 2 spotlights, 1 table, 2 chairs and a 22V/5A power source;
- 2) RMB 500 extra will be charged, if a standard booth opens at two sides,

- with 2 booths for the minimum order;
- 3) 36 sqm is the minimum order for raw space, RMB 380/sqm;
  - 4) RMB 1500 will be charged for revision of a standard booth, the whole decoration of which will be handled by the Organization Committee.

## 9. Remittance

- 1) Account Name:  
Beijing J.E. JAVEI Int'l Conference & Exhibition Co., Ltd.
- 2) Bank:  
Beijing Wangjing Branch of Shanghai Pudong Development Bank
- 3) Account Number:  
91340154800000245

## 10. Contact

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Organization Committee of  
China (Tangshan) International Sports Fitness and Leisure Industry Expo

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**For more information, please don't hesitate to contact us.**

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