

Nanjing Sports Carnival 2023

亚洲运动用品与时尚展（南京站）

2023年8月4-6日
南京国际展览中心

August 4-6, 2023

Nanjing International Expo Center

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Final Report: Nanjing Sports Carnival 2023

A gathering that shines in Nanjing and creates a new picture of sports lifestyle

On August 4 - 6, 2023, 336 exhibitors came to Nanjing Sports Carnival 2023 at Nanjing International Exhibition Center, and welcomed a total of 13,000 trade visitors and sports enthusiasts.

The display area of this exhibition is about 30,000 square meters, an increase of over 15% over the previous year. The exhibition covers camping, outdoor sports, water sports, urban sports, cycling, running and other sports categories through sharing trend information, releasing innovative products, and creating interactive experience. In terms of professional exchanges, it focuses on topics such as sports tourism, sustainable ski resort operation, urban business environment optimization, sustainable development of camping industry, new outdoor retail concepts, and sports medicine. With more than 100 support forums and activities, Nanjing Sports Carnival made a grand gathering for the sports lifestyle industry in this summer.

The exhibition's success shows, as consumer demands upgrade continuously and rapidly, how determined Nanjing is to foster the sports lifestyle among the public and how rapidly sports brands and service providers are reacting to the initiative. The high-quality development and great potential of the urban economy and the sports lifestyle market are clearly reflected in the continuous expansion of professional practitioners, the increased sports scenarios in everyday life, the open-minded general consumer public, and the popular cycling, RV travelling, land surfing and other activities exhibited on site. During the exhibition, there were close interaction between sports KOLs and fans, and the in-depth exchanges between industry professionals and research experts that pushed the warm atmosphere in the halls to a climax.

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Always innovating, always leading

The sports lifestyle industry is experiencing major changes in the consumer market. As an important part of the industry, ISPO has always come up with an exchange platform updated for the industry by providing important policy interpretations, trend predictions, innovation demonstration and information sharing of the industry.

ISPO promotes new developments in the industry, e.g. new sports product categories, concepts of sports training and rehabilitation, and the integrated concepts of "sports tourism" and "sports lifestyle". Through its interpretation of the integration of sports & tourism industry, the sustainable upgrading of commercial models, cross-border cooperation, and insight into the consumer market, ISPO helps practitioners quickly respond to market changes.

Nanjing Sports Carnival 2023 has significantly expanded its exhibit range by including sports equipment, fitness, yoga, skiing and RV travelling, which accounted for more than 50% of the total exhibitors and 40% of the total exhibition area. They have fulfilled the visitors' need to "always see something new", and built a bridge of communication between different fields in the industry.

Seeking innovation and change, creating sports lifestyle

The "Nanjing Sports Carnival" was a creative concept developed by ISPO to offer more innovative interactive experiences and sports options.

As part of the "Jinling in the Night" program initiated by Nanjing Municipal Sports Bureau, a parallel exhibition was opened on the shore of Xuanwu Lake in the evening with the theme of "In Jinling City That Never Sleeps, Sports Life Is Fun". It gave the public an opportunity to enjoy the summer nightlife while visiting the exhibition. During the activity, ISPO held a series of activities showing sports lifestyle in an all-round way: the "ISPO Sports & Cultural Carnival - Sports Dance Open", a remarkable cycling

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activity of 1,000 people, and the "City Wall of Nanjing" City Walking Program with the support of ON.

Forward-looking new exhibition area unleashes new potential

With the successful holding of the Beijing Winter Olympic Games, ice and snow sports have quickly taken root in the Chinese market, and China has become an important destination for winter sports and winter tourism. Under such background, Nanjing Sports Carnival specially launched the China Ski Resort Industry Area to help urban ski resort business practitioners develop business ideas and new growth concepts and models by adopting locally-optimized quality development strategies and new methodologies.

The automobile is an increasingly important part of sports life as it provides a crucial means to travel in the outdoor. RV travelling zone at Nanjing Sports Carnival 2023 provided real-life presentations of camping life that created an all-encompassing demonstration of the cooperation between different industries, e.g. automobiles, camping equipment, camping sites and outdoor equipment.

The Bushcraft Lifestyle Area advocates the beauty of original nature. It presents the harmony between individuals and the nature, and through sharing practical survival skills, develops a self-transcendent attitude in the participants and awakens their curiosity to explore and courage to ascend. Its impactful presentation of wilderness aesthetics provided sports enthusiasts with more sports choices. The busy visitor flow on site clearly showed that people are welcoming the new concept of sports lifestyle.

Unlease new trends to keep participants motivated

ISPO adheres to its motto of being responsible for the outdoor ecology as a barometer and cultural ambassador by constantly expanding popular topics and trends in sports

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life, and continues to activate the enthusiasm of participants.

For sports enthusiasts of different levels, Nanjing Sports Carnival designed interactive experiences covering cycling, water sports, running, urban sports and other categories: the concurrent competitions provide opportunities for skilled sports fans to expand their sports experiences and convey their love of sports to the general public; The expanding programs, including bicycle refitting workshop, ropeway paddling, land surfing and yoga classes, bring a fresher and more interesting experience of sports life for the less experienced participants who are willing to try new things.

Two authoritative medical institutions of sports medicine research in China, Nanjing Hospital of Traditional Chinese Medicine and Nanjing Sports Hospital, created a sports rehabilitation exhibition area and organized the Sports Training and Rehabilitation Forum to put forward scientific training guidelines and personalized exercise suggestions for sports enthusiasts and sports goods consumers of different levels, thus providing a complete solution for sports rehabilitation.

Adhere to the original intention of sustainable sustainability

ISPO always wants to show the world a sustainable future. While organizing competitions along the exhibition, ISPO has worked with Novaloop Environmental Protection Initiative, a member of the Friends of Nature Community, to release the "Zero Waste Race Guide" pamphlet at the exhibition. It provides feasible solutions for the sustainable management and practice of outdoor event. In the future, ISPO will continue to work in the sports and lifestyle industry, and promote the development of the industry as a part of it, so that the sports industry can continue to move towards a broader horizon.

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Thanks to all exhibitors, partners and visitors



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The success of Nanjing Sports Carnival 2023 is impossible without the strong support and cooperation of all our partners. We thank all the colleagues in the industry for their interest, support and encouragement. ISPO hopes to continue to work with you and move towards a brighter future of the sports lifestyle industry.

The next ISPO Beijing will open at the China National Convention Center (Beijing) on January 12-14, 2024. It will be a gathering venue of six major sectors and create a new era of sports lifestyle: outdoor sports, camping, sports training, winter sports, sports technology and new materials, and cross-border e-commerce.

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