

# NANJING SPORTS CARNIVAL 2024

## 亚洲运动用品与时尚展暨慕尼黑文体节（南京站）

2024年9月6-8日  
南京国际展览中心

September 6-8, 2024

Nanjing International Exhibition Center

<https://www.ispo.com.cn/nanjing/>



### NANJING SPORTS CARNIVAL 2024 展后报告——

### 应时以变，守正以新，与君共谱新篇章

### Final Report: NANJING SPORTS CARNIVAL 2024

### Embracing the Times, Innovating with Integrity, and Writing Our New Chapter Together

2024年9月6日至8日，再次来到南京国际展览中心的 Nanjing Sports Carnival 2024 亚洲运动用品与时尚展暨慕尼黑文体节（南京站）吸引了 235 家参展商，约 9,000 名行业观众和运动爱好者。线上曝光约 3500w。

From September 6 to 8, 2024, the Nanjing Sports Carnival 2024 successfully returned to the Nanjing International Exhibition Center. The event attracted 235 exhibitors and nearly 9,000 industry professionals and sports enthusiasts, generating approximately 35 million online visits.

本届展会是 ISPO 推广户外生活方式、促进产业健康发展的又一次创新实践。

The exhibition marked yet another innovative initiative by ISPO to promote the outdoor lifestyle and foster healthy industry development.

此次展会的顺利举办，离不开南京市体育局、南京体育产业集团、中国汽车流通协会、南京市玄武湖周边地区综合管理办公室、南京旅游集团、南京国际展览中心等单位的大力支持。

Its success would not have been possible without the strong support of the Nanjing Sports Bureau, Nanjing Sports Industry Group, China Automobile Dealers Association, Nanjing Xuanwu Lake Comprehensive Management Office, Nanjing Tourism Group,

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Nanjing International Exhibition Center, and other key partners of ISPO.

9月恰逢南京青年奥林匹克运动会成功举办十周年系列主题活动火热开展，以及南京高校开学季，ISPO以体教融合、赛展联动的新形式特别设置了丰富的活动，涵盖户外与露营、车旅出行、骑行、冬季运动、体育训练与运动康复、城市运动、运动护肤、运动科技与新材料、户外可持续、运动赛事、体育舞蹈等多个板块，打造火热的城市级运动氛围，吸引各领域从业者和运动人群，传播奥林匹克价值观、促进体教融合，将运动影响力扩展到普通消费者。

Coinciding with the 10th anniversary of the Nanjing Youth Olympic Games and the beginning of the new academic year in Nanjing's universities, the event introduced a series of activities combining sports, exhibition, competition and education, covering various themes such as outdoor camping, car journey, cycling, winter sports, sports training and rehabilitation, urban sports, skincare, textile and technology, outdoor sustainability, sport games, and sports dance. These activities fostered a vibrant sports atmosphere in the city, drawing professionals from diverse fields, promoting Olympic values, supporting the integration of sports and education, and expanding the reach of sports to the general public.

今年再次相聚在南京国际展览中心，收获了各大媒体的高度关注，新华网、凤凰网、网易新闻、中国江苏网、荔枝新闻、扬子晚报、交汇点、南京新闻、南京体育、南京体育广播、玄武发布、南京玄武湖景区、南京旅游集团、南京会展发布、体育365、现代快报、紫金山新闻、青奥空间等多家媒体对展会盛况进行了报道。

Once again, the Nanjing International Exhibition Center became a focal point of the sports community, garnering extensive media coverage. Outlets such as Xinhuanet, ifeng.com, NetEase News, Jiangsu.net, Jiangsu TV News, Yangtze Evening News, Jiangsu Now,

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Nanjing News, Nanjing Sports News, Nanjing Sports Radio, Xuanwu News Release, Nanjing Xuanwu Lake Scenic Spot, Nanjing Tourism Group, Nanjing Convention and Exhibition News Release, Sports 365, Xiandai Kuaibao, Zijinshan News, Youth Olympics Space and many others highlighted the event's success.

### 常看常新，做行业的风向标

运动户外行业正面临消费市场的重大变革，ISPO 作为行业发展的重要环节，始终坚持打造更完善的行业交流平台，提供重要的政策解读和趋势预测，促进产业各个环节的创新展示和资讯互通。

本届展会在车旅、骑行、运动护肤等品类的开发与扩展方面取得了卓然的成绩。

- 车旅生活展区面积与品牌数量均增长一倍
- 骑行展区品牌数量与赛事规模翻番
- 首次开辟了运动护肤和健康食品展区

推动资源整合与行业可持续发展，进一步扩大运动在大众消费市场的影响力。

### Embracing Innovation: A Trendsetter in the Industry

The sports outdoor industry is undergoing significant changes in consumer demand. As a leading platform in the industry, ISPO continues to build a robust exchange platform, offering essential policy insights, trend forecasts, and facilitating innovation and information exchange throughout the industry.

This year's exhibition achieved notable success in expanding categories such as Car Journey, cycling, and skincare.

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- The Car Journey section doubled in size and brand presence.
- The Cycling Lifestyle area saw a twofold increase in participating brands and number of competition events.
- For the first time, a Sports Skincare and Health Food section was introduced.

These expansions have further integrated resources into the exhibition, promoting sustainable industry growth and broadening the influence of sports in the mass consumer market.

### 打造体教融合、户外生活与文旅消费新风尚

ISPO 以多品类户外生活方式叠加车旅出行与文旅消费，积极尝试展会形态创新，进一步打造了“Nanjing Sports Carnival 体育嘉年华”主题概念。以“公园进展会”、赛展结合的形式，联动聚宝山公园、南京环城骑行赛、城市定向赛、环湖夏练，共同打造大型城市活动。

### **Creating New Trends through Sports-Education Integration, Outdoor Lifestyle and Cultural Tourism**

ISPO has actively pioneered new exhibition formats in Nanjing Sports Carnival by integrating outdoor lifestyles with car travel and cultural tourism. Through urban activities like the Jubaoshan Park and Nanjing City Cycling Race, Nanjing Orienteering Race, and the Xuanwu Lake Summer Training, the exhibition linked sports with the city's pulse.

携手南京体育产业集团及环玄武湖文旅消费发展联盟共同主办的青奥十周年系列活动“金陵环湖奇妙记”暨 2024（第六届）南京城市定向赛，环玄武湖夏练与全城奇妙打卡联动展会现场的户外运动嘉年华，ISPO 面向青少年与儿童群体开展的运动体验与运动启蒙活动，为家庭与青少年种草运动新奇玩法、参与运动项目提供了适宜的契机。

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In collaboration with Nanjing Sports Industry Group and the Xuanwu Lake Cultural Tourism Consumption Development Alliance, ISPO held the Youth Olympic Games 10th Anniversary Event Series, including the "Mistilake Journey" and the 2024 (6th) Nanjing City Orienteering Race, the Xuanwu Lake Summer Training and the City-wide Check-in Activity, creating a synergy between sports experiences and exhibitions. ISPO's youth-focused sports experiences provided a valuable platform for families and young people to explore new sports and nurture a passion for physical activity.

现场同期举办了“慕尼黑文体节-体育舞蹈公开赛”，并首次引入了非遗亲子木工千人挑战赛与无人机足球障碍体验项目，拓宽文体消费场景。

The "Sports and Cultural Carnival" also took place at the carnival, while new additions like the intangible cultural heritage Parent-Child Woodworking Challenge and the Football Obstacle Course for Drones expanded the cultural and sporting landscape.

能量生活节展区提供咖啡美食绘画相结合的趣味体验。ISPO 围绕户外生活主题联通户外鞋服装备、运动护肤和健康食品、露营、户外可持续等环节，打通消费人群通路、拓宽生活方式场景。

The Energy Life Festival offered a dynamic blend of coffee, food, and art, while ISPO showcased relevant products such as outdoor footwear, sports skincare, health food, camping gear, and outdoor sustainability. This created a comprehensive lifestyle experience, connecting outdoor life with broader consumer trends.

**前瞻视角，激发行业发展新动能**

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### A Forward-Thinking Approach Driving Industry Development

ISPO 坚持践行作为户外行业风向标和文化传播者的生态责任，不断拓展运动生活热点话题与潮流趋势，提供更丰富的商业机会和运动选择。

ISPO stays committed to its role as an industry barometer and cultural ambassador, continuously exploring trends and hot topics in sports lifestyles while creating diverse business opportunities.

展会围绕车旅出行、冬季运动、供应链创新、露营生活、营地教育、女性户外等主题设置了专业论坛，深入探讨了汽车营销创新思路、反季滑雪场运营方案、户外服饰供应链升级、区域山水资源可持续运营、营地教育形式与户外“她”经济的增长潜力，持续推动体文旅资源整合、商业化运营及可持续发展，为构建城市户外文旅新生态探索更多可能性。

A series of professional forums were held along with the exhibition, focusing on themes such as car travel, winter sports, innovative supply chain, camping life, camp education, and women's outdoor activities. These forums delved into a diverse array of topics such as innovative strategies for automotive marketing, ski resort management, outdoor clothing supply chains, regional resource sustainability, and the growing potential of the "her" economy in outdoor activities. These discussions emphasized the integration of sports, cultural, and tourism resources, sustainable commercial operations, and new avenues for urban outdoor tourism.

进一步强化供应链采买对接，ISPO 以户外运动服饰创新沙龙串联潮流设计、户外品牌、尖端面料与供应链产能，结合 ISPO Textrends 功能性纺织品流行趋势大奖展陈，一站满足开拓设计思路、采集参考案例、面料选配、跨界交流、合作模式探索、供应链保驾护航等覆盖多维度多品类的运动产品开发需求。

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To strengthen supply chain connections, ISPO organized an Outdoor Sportswear Innovation Salon, linking fashion design, outdoor brands, innovative fabrics, and supply chains. Combined with the ISPO Textrends Award, this initiative addressed the industry's diverse needs, from design inspiration and case studies to fabric selection, cross-industry exchange and collaborations, and supply chain optimization.

未来，ISPO 仍将深耕运动与生活方式产业，坚守行业发展成果，与大家一起，推动产业持续迈向更广阔的天地。

Looking ahead, ISPO will continue to nurture the sports lifestyle industry, advancing industry growth and working alongside its stakeholders to push the boundaries of what's possible.

### 向所有参展商、合作伙伴及观众的携手同行致敬

## A Heartfelt Thank You to Our Exhibitors, Partners, and Visitors

Nanjing Sports Carnival 2024 亚洲运动用品与时尚展暨慕尼黑文体节（南京站）的顺利举办，离不开南京各界的鼎力支持和通力协作。感谢所有业界同仁的关心、关注与鼓励，ISPO 希望可以继续与大家携手，向运动生活方式产业更广阔的未来进发。

The success of the Nanjing Sports Carnival 2024 is a testament to the strong support and collaboration from all sectors across Nanjing. We extend our gratitude to all industry colleagues for their care, support, and encouragement. ISPO looks forward to our continued collaboration to further the development of the sports lifestyle industry.

Xiamen Sports Carnival 2024 将于 2024 年 11 月 22-24 日登陆厦门国际会议展览中心，助推海滨城市群产业升级，以运动时尚及户外生活两大主题构建厦门运动多元化的交流与展示平台，通过打通趋势发布、资源匹配和产品采购的全链条，促进运动行业革新及产

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Next, Xiamen Sports Carnival 2024 will be held from November 22 to 24, 2024, at the Xiamen International Conference and Exhibition Center. This event will focus on the themes of sports fashion and outdoor life, driving industrial innovation and integration along the coastal city cluster by connecting trends, resources, and procurement.

ISPO Beijing 2025 将于 2025 年 1 月 10-12 日在国家会议中心•北京如约而至，以户外运动、露营生活、运动训练、冬季运动、运动科技与新材料、跨境电商六大板块创造聚合效应，再创运动生活方式新纪元。

ISPO Beijing 2025 is scheduled for January 10 to 12, 2025, at the National Convention Center in Beijing. The exhibition will span six major areas including outdoor sports, camping life, winter sports, sports technology and new materials, and cross-border e-commerce, setting the stage for a new era in sports lifestyles.

ISPO Shanghai 2025 将于 2025 年 7 月 4-6 日再次与各位相约在上海新国际博览中心，展现多元跨界、兼容并蓄的融合视角。

ISPO Shanghai 2025 will be held from July 4 to 6, 2025, at the Shanghai New International Expo Center, showcasing a diverse, cross-border, and inclusive integration of trends across the sports industry.

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