

# XIAMEN SPORTS CARNIVAL 2024

## 亚洲运动用品与时尚展暨慕尼黑文体节（厦门站）

2024年11月22-24日  
厦门国际会议展览中心

November 22-24, 2024

Xiamen International Conference & Exhibition Center

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



### **Building Consensus and Paving the Way for Win-Win Cooperation: Xiamen Sports Carnival Concludes Successfully**

From November 22 to 24, 2024, the Xiamen Sports Carnival 2024 Asia Sports and Fashion Fair, in conjunction with the Munich Sports and Culture Festival (Xiamen Edition), made its debut at the Xiamen International Convention and Exhibition Center. The event focused on the long-term vitality of industrial development and outdoor lifestyles, promoting industrial upgrading in coastal urban clusters.

Covering an exhibition area of approximately 12,000 square meters, the fair attracted 195 exhibitors and welcomed nearly 9,000 industry professionals and sports enthusiasts.

### **Integrating Resources and Building a Tighter Network of Business Cooperation**

The first show of Sports Carnival in Xiamen brought together a wide range of products, including mountain-style apparel, outdoor footwear and clothing, yoga and fitness wear, as well as outdoor equipment for hiking, mountaineering, skiing, cycling, and camping. With a focus on sustainability and running activities, the event connected sports scenes across the city, creating a vibrant week of outdoor sports and lifestyle. The successful hosting of the fair reflects the significant achievements of Xiamen in promoting continuous growth in sports consumption and upgrading consumption structure. It also highlights the local population's passion for sports and fashion.

As an important multi-category sports crossover platform for the sports lifestyle industry in the Asia-Pacific region, ISPO's debut in Xiamen has garnered significant attention from major media outlets, including China National Radio, China Economic Net, China News Service, China.org.cn, China Business News, Sina News, Phoenix News, Fujian Daily, Southeast Net, Xiamen Daily, Haixi Morning Post, Strait Islander, Caixin Net, Taiwan Strait Net, Mass Net, and China Tourism Information Net.

### **Diverse Engagement Creates New Ecosystems for Sports and Consumption**

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ISPO fully embraces Xiamen's development strategy of "creating a new ecosystem for sports and sports consumption," supporting the city's efforts to become an international center for consumption and a national model for sports consumption.

The Xiamen Sports Carnival 2024 Urban Trail Race was successfully held at the picturesque Shangli Reservoir Park in Xiamen, attracting over 500 trail running enthusiasts from across the country to experience the unique charm of the "Egret Island" through sports.

With the support of the Alashan SEE Bamin Project Center, the #SustainableXiamen project was launched at the ISPO venue. Over twenty local partners in Xiamen's sustainability initiative participated in various activities, including sustainable community events, the Xiamen Sustainable Living Exhibition, multiple ways to protect the ocean, a sustainability marketplace, and a zero-waste exhibition area, showcasing the city's sustainable lifestyle scenarios.

The Xiamen Child-Friendly City Interactive Zone at the exhibition, themed "Little Spartan Warriors," became a hit with its challenge-based activities. It strongly encouraged the active participation of parents and children in sports, reflecting Xiamen's active exploration and achievements in building a child-friendly city.

The "Egret Island Sports Carnival", co-hosted by ISPO and well-known local sports clubs in Xiamen, provided a fun sports venue for enthusiasts of all levels. It integrated sports like pickleball, tennis, frisbee, rugby, skateboarding, and surfing, offering both beginner trials and skill training sessions.

### **In-Depth Insights: Safeguarding the Steady Development of the Industry**

The sports and outdoor industry is currently facing significant changes in the consumer market. As a crucial link in the industry's development, ISPO is committed to building a more comprehensive platform for industry communication, providing new perspectives and inspiration for brand development and sustainable growth. Leveraging Xiamen's unique strategic position and robust sports foundation, ISPO connects the entire chain of

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trend forecasting, resource matching, and product procurement, driving innovation and integration in the sports industry.

The ISPO Sports Lifestyle Stage offers in-depth insights from a professional perspective, targeting the sports footwear and apparel industry cluster in Xiamen and extending to a broader audience of sports and outdoor equipment brands and supply chain partners. It presents in-depth discussions on topics such as the establishment and development of domestic brands, brand internationalization, sustainable operation of campsites, corporate responsibility, and business for good. These discussions cater to audiences at different stages of development and across various links of the industry chain, uncovering fresh growth opportunities and revitalizing the long-term vitality of brands.

Starting from the Xiamen Sports Carnival, ISPO will launch an outdoor brand internationalization program to support Chinese outdoor companies in expanding into international markets. In the future, ISPO also plans to organize more matchmaking events between brands, platforms, and service providers at its exhibitions in Beijing and Shanghai. This will create a tighter network of cooperation, facilitate the effective integration and optimal allocation of resources, and create more favorable conditions for Chinese outdoor sports brands and manufacturing companies to go global.

### **Acknowledgments to Exhibitors, Partners, and Visitors**

The successful hosting of the Xiamen Sports Carnival 2024 would not have been possible without the strong support and concerted efforts from all sectors in Xiamen. We extend our gratitude to all industry peers for their care, attention, and encouragement. ISPO looks forward to continuing our partnership with everyone, as we march towards a broader future in the sports lifestyle industry together.

ISPO BEIJING 2025 will be held as scheduled from January 10 to 12, 2025, at the National Convention Center in Beijing. With nine major sections—outdoor sports, camping life, winter sports, sports training, sports technology and new materials, travel by vehicle, urban sports, cycling, and rock climbing—the fair will create a synergistic effect, ushering in a new era for sports lifestyle.

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