

## **ISPO BEIJING 2025 Final Report:**

### **Collaborate for mutual success to build an industry value chain with greater long-term vitality.**

During January 10th and 12th, ISPO BEIJING 2025 was successfully held at the China National Convention Center in Beijing. As an important kick-off event for the sports lifestyle industry in the Asia-Pacific region, ISPO attracted nearly 500 domestic and international brands from over 300 exhibitors, welcoming nearly 30,000 industry professionals and enthusiasts in total.

The exhibition covered nine major sections including mountaineering and hiking, camping lifestyle, snow sports, sports training and running, textile and technology, car journey, urban sports, cycling and climbing, with displays, sharing sessions, and experiences. Focusing on trends and pain points within each section, professional forums were organized to discuss topics such as fashion trends, outdoor marketing, camp education, and the integrated development of commerce, culture, sports, and tourism. It collectively showcased cutting-edge trend insights, innovative brand products, and advanced supply chain technologies, providing an important exchange platform for industry partners to further explore and broaden their business scopes.

As the opening exhibition of the sports and outdoor industry, ISPO BEIJING 2025 garnered significant attention from various media outlets. More than twenty media platforms, including CNR.CN, China Daily, China News, China Economic Weekly, Chinese Business Times, Beijing Daily, The Beijing News, Beijing Youth Daily, Beijing Olympic Park, Beijing Business Today, 21st Century Business Herald, Ifeng.com, Toutiao, NetEase News, Sina News, ELLE, and JRJ.com, reported on the grandeur of the exhibition.

#### **Focus on sports health, promote cross-sector integration, and create new development opportunities**

Building upon the steady development of the national fitness trend, ISPO continues to strengthen its presence in the outdoor sports and fitness health sectors. At this

exhibition, witnessed by the Leisure Sports Administration Center of General Administration of Sport of China and Committee for the Promotion and Guidance of National Fitness Activities, ISPO forged a strategic partnership with Health-Related Connection Sports and Culture Group. On-site, they launched fun competitions and interactive experiences centered around the China Fashion Sports Season IP, encompassing various urban sports events. This multi-layered and multi-angled approach showcased the new forms of 'Sports + Industry' integration, laying a solid foundation for business promotion and project implementation in the new year.

In the upgraded ISPO Health and Sports Training section, the successful implementation of the Winter Training Challenge and the Indoor Cycling Route Challenge has seamlessly connected sports scenarios both inside and outside the exhibition hall. This has provided more opportunities for exchanges among enthusiasts, clubs, sports venues, and brands, and has also created successful scenario cases for further marketing conversions.

At ISPO, cross-industry exchanges have emerged as a crucial path for the integrated development of commerce, culture, tourism, sports, and education. Representatives from government departments, outdoor brands, zoo and scenic areas, sports venues, department stores, retail, business associations, distribution platforms, schools, camp education institutions, electric vehicle, and clean energy industries, through forums and themed exhibitions, jointly explored ways to break down industry boundaries and achieve deep integration across commerce, culture, tourism, sports, and education. Various sharing sessions and exhibition experiences, represented by The Commerce, Culture, Tourism, and Sports - Integrated Development Forum, ISPO Camping Education Forum and ISPO Car Journey Area, provided a platform for communication and cooperation among various industries, promoted resource sharing and innovative development, and offered strong support for driving collaborative progress in related industries.

### **The rise of domestic brands and the influx of international brands jointly seek upgrades for sustainable development**

At this exhibition, domestic brands shone brightly, with significant enhancements

in both product quality and brand strength. The ISPO Brand New Force Hub attracted multiple new brands, and the presence of a large number of professional visitors during the exhibition period demonstrated the market's high attention. Among all the international brands present, newly-arrived brands accounted for nearly 50%, with a particularly notable increase in the number of new brands from Canada, Japan, and Nordic countries. The exhibition welcomed a wave of international brands setting up shop. Meanwhile, numerous prominent local brands announced their major developments for 2025 at the scene, fully demonstrating the development potential and innovative strength of domestic brands.

ISPO is committed to expanding the depth and breadth of sustainable initiatives. In collaboration with authoritative institutions such as the Asian Color Council, China Fashion & Color Association, and TESTEX (Beijing) Textile Testing Co., Ltd., ISPO has established a comprehensive sustainable standards framework that covers all aspects of the sports fashion industry chain, from raw material procurement, production and manufacturing, product quality testing, to packaging and transportation, as well as post-consumption recycling and disposal. This framework clarifies the sustainable development indicators and normative requirements for each link, further connecting the commercial expression and market perception under the concept of sustainable fashion. The successful selection and awarding of the inaugural ECO-NOVA Sustainable Fashion Award demonstrate the significant milestone achievements of international and domestic pioneering sports and outdoor brands in various aspects of sustainable fashion. It also showcases the fashion charm and sustainable concepts of China's sports and outdoor industry to the international market.

### **Deepen community collaboration and forge new paths for mutually beneficial cooperation**

With the attitude of "Love EVERY Contact," ISPO has further deepened its engagement with communities, attracting more sports enthusiasts through a combination of competitions and exhibitions that offer multiple enjoyable experiences. Stylized displays and fresh, engaging interactions have deepened the influence of sports and outdoors on consumer groups, while also fostering new

demands among sports enthusiasts.

Supported by China Fashion Sports Season IP, Beijing Extreme Sports Association, Will Go Club, Houmi Culture, Bosenfei, and Tiaohai Pub, the event organized various fun competitions and sports experiences such as a 4v4 frisbee open tournament, skateboarding and drifting board demonstration matches, and archery tag entertainment matches. Additionally, the MiLP Pickleball League - ISPO Special Edition was held for the first time.

Meanwhile, ISPO collaborated with Beijing Snail Cycling Team to organize a cycling simulator route challenge, and joined forces with Jiku Sports and AxFine Extreme Sports to present a skiing and cycling exhibition area and an extreme sports exploration carnival. Furthermore, 34 friendly communities jointly promoted and organized group visits to ISPO BEIJING, collectively reaching tens of millions of people with potential sports consumption.

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

The development of sports lifestyles has never ceased, and ISPO has always been committed to providing a platform for industries, brands, products, practitioners, and enthusiasts to promote integration among industries, drive innovation in business forms, and blur the boundaries between sports and lifestyles. The successful holding of this exhibition was inseparable from the support and trust of numerous exhibitors, partners, and visitors. Facing the opportunities and challenges of this new era and stage, ISPO hopes to continue to work with everyone, advancing towards a broader future with higher goals and expectations.

The next ISPO Beijing will meet you again in January 2026 at the China National Convention Center in Beijing. Meanwhile, ISPO Shanghai 2025 will be held from July 4th to 6th, 2025, at the Shanghai New International Expo Centre, presenting a fusion perspective that is diverse, cross-border, and inclusive.

### **Statements of exhibitors and visitors (Sorted by the family name)**

**Mr. Jonathan Brasnett, Embassy of Canada to China Trade Commissioner**

This is our second year hosting a Canadian pavilion and we're very excited to be here again. It was a great success last year and we are looking forward to making a lot of good business contacts again. I think the flow of people, both professional visitors and general consumers, KOLs were very impressed by the draw that ISPO Beijing has and also the general professionalism of the ISPO organizers, which is why Canadian companies are coming back this year. We will definitely bring more Canadian brands to future ISPO trade shows and looking forward to a successful show this time.

**Ms. Jieru Chen, Vice General Manager of EX2 (Guangzhou) Outdoor Goods Co., Ltd.**

We are dedicated to sustainability by adopting environmental protection measures, such as using surplus materials for accessories. Additionally, we focus on the evolving preferences of the post-90s and post-00s generations, incorporating trendy and engaging features into our designs while pushing the boundaries of functionality and innovation. Today, wearable outdoor product consumers are increasingly concerned with portability, comfort, and design. We are constantly refining our designs to meet these needs. ISPO offers a valuable platform for connecting with both new and returning customers, while also opening up fresh marketing channels. Every visit brings us substantial benefits.

**Mr. Shaowei Chen, Material R&D Manager, Zhejiang Mobi Garden Outdoor Products Co., Ltd.**

The demand for outdoor sports products continues to rise. Our booth has been extremely popular, attracting both industry professionals and sports enthusiasts. Many have expressed strong interest in purchasing our new products, which are not yet available in the market. Mobi Garden remains committed to exploring sustainable practices, enhancing functionality, and incorporating lightweight designs to make our products more portable and user-friendly.

**Ms. Shuli Deng, Brand Manager of Panda, Guangdong Camel Clothing Co., Ltd.**

This year, several Panda products won the ECO-NOVA Award. This reflects ISPO's strong focus on sustainability. It effectively encouraged brands to embrace eco-friendly practices.

**Mr. Rei Du, Founder of REV, Shanghai Transo Import and Export Co., Ltd.**

This is our third year at ISPO Beijing. We've noticed customers becoming more knowledgeable. Beyond appearance and comfort, they now prioritize functionality. Protection features are also becoming increasingly important to them.

**Mr. Feng Guo, Marketing Director of Fire Maple and Black Deer, Zhejiang Deer-Maple Outdoor Product Co., Ltd.**

Black Deer showcased lightweight high-altitude climbing tents at ISPO. These attracted

significant attention from professional users. We also received valuable feedback on winter-specific products such as heaters and fire-safe platforms. This will inspire our future product designs.

**Mr. Per Oyvind Nodtvedt Jacobsen, Co-founder & CEO of TUFTE**

This is the first time we exhibit here at ISPO Beijing, we meet a lot of people, a lot of good networking. We have met with interesting customers, interesting clients, got valuable feedback. We want to focus on the Chinese market, so we listen carefully to the advice and the feedback and try to develop and adapt as good as we can to the local market. This has been a really interesting experience so far.

**Mr. Chenglong Le, Project Director of Guangdong Camel Clothing Co., Ltd.**

This year's ISPO has been a fruitful experience. Brands unveiled new products and trends. These offered valuable insights for the industry. Camel is eager to participate in more events like this. We hope to contribute further to the growth of China's outdoor sector.

**Ms. Yanfen Lei, Marketing General Manager of Fenixlight Limited**

Our product development is focused on the younger generation who prefer more fashionable and more functional products. This is evident in our updated headlamp color schemes and advanced lighting options. This year's ISPO feels livelier than previous editions, with a growing presence of excellent domestic brands offering a broad range of high-quality products. We hope that platforms like ISPO will continue to support the growth of domestic brands, helping them reach new heights.

**Mr. Haoyu Liu, Operation Director of Himalaya, Guangdong Camel Clothing Co., Ltd.**

ISPO Beijing 2025 brought together professional outdoor enthusiasts from around the world. The variety of categories and products on display was remarkable. Many brands showcased their latest innovations. This reflects the positive development of China's outdoor market. We look forward to continuing our participation at ISPO Shanghai 2025.

**Mr. Licheng Li, Brand Manager of Hangzhou Tao-Design Technology Co., Ltd.**

This year's ISPO introduced new faces and enabled cross-border collaborations, bringing fresh excitement to the outdoor sector. We were delighted by the strong visitor traffic. Numerous professional visitors and bloggers stopped by our booth to inquire and talk about possibilities. We look forward to participating in ISPO annually. We encourage more innovative elements to further enrich the exhibition.

**Mr. Hiroaki Nagasaki, Project Manager of Beijing Representative Office, JETRO**

We see outdoor and winter sports market in China continue to develop. We are surprised to see so

many visitors in ISPO Beijing. We realize that Chinese people are interested in Japanese brand products and we hope to let Chinese people know the high quality of Japanese brands.

**Mr. Ivan Tan, Director of Guangdong Awada Outdoor Products Co., Ltd.**

This marks our fourth participation at ISPO. We are very satisfied with the visitor turnout. We also hope to see more exhibitors specializing in outdoor storage, because a healthy competitive environment benefits everyone. It will help grow this market further.

**Mr. Dieter Vyls, Global Sales Director of Safety Jogger**

ISPO Beijing is a great fair for us, as our aim is to conquer the Chinese market. We need to be here in Beijing as its the capital of not only the country, but also its outdoor industry.

**Mr. Carl Wong, Managing Partner & Brand Director of Zulupack**

ISPO Beijing stands out for its innovative approach. For example, the use of different colored lanyards to identify key groups on-site is very effective. It allows us to connect more efficiently with the right people.

**Ms. Hongmei Xing, General Manager of Outdoor Equipment, JD Group**

At this year's ISPO Beijing, we saw many vertical sub-categories. I noticed a greater focus on professional technology. I was particularly pleased to see an increase in outdoor equipment for children. As an industry practitioner, I hope the outdoor sector continues to thrive. I believe it will grow even stronger.

**Mr. Jianfeng Xu, Deputy Head of Strategy Department, Toray Sakai Weaving & Dyeing (Nantong) Co., Ltd.**

ISPO creates incredible value. It brings together consumers, brands, and industry professionals. This collaborative space benefits everyone involved. Whether it's ISPO Munich or ISPO Beijing, Toray is proud to support this platform.

**Ms. Xiaojun Yu, General Manager of Guangzhou Hotpotato Outdoor Goods Co., Ltd.**

We have been committed to sustainable development for many years. This year, we are showcasing cross-country running shoes made from recycled materials, e.g. PET bottles. Innovation in function is also a key focus for us. At this year's ISPO, we noticed a more diverse visitor profile. Event companies focused on cross-country running proactively sought us out, along with sales experts and distribution partners such as Hiking China and JD Sports, all looking to deeper collaboration opportunities.

**Ms. Hua Zeng, Founder of Beijing Scaler Outdoor Products Co., Ltd.**

With 21 years of experience in the outdoor industry, we prioritize sustainability, functionality, and fashion in our products. ISPO serves as an inspiring stage for bringing our dreams to life. Last year, we launched the “Backpacking Challenge” at the exhibition, which has now successfully completed six editions. This year, we continued to introduce significant new products at ISPO. We aim to share our innovations with consumers and engage more industry partners in these discussions.

**Mr. James Zhan, Channel Marketing Manager of Sorona**

ISPO truly stands out from traditional exhibitions. It attracts a wide range of visitors, from professionals to end consumers. This year, we’ve seen more brands at our booth. We also noticed a growing emphasis on sustainability. Brands are becoming increasingly knowledgeable about raw materials. This drives innovation and advances sustainability. The professional forums on skiing, hiking, and sports health were also impressive. They showcased the exhibition’s depth and breadth.

**Mr. Kai Zhang, Founder of UTO, Shanghai UTO Sports Products Co., Ltd.**

UTO is focused on creating sustainable sports underwear that blends environmental responsibility with fashion and technological functionality, which is also the direction we are pursuing for future development. At this year’s exhibition, we saw an influx of new brands and product categories, highlighting the dynamic and growing outdoor industry.

**Mr. Micky Zhang, Marketing Manager of Zhejiang Jiahua Special Nylon Co., Ltd.**

ISPO is actively driving our brand and the entire supply chain toward sustainable development. The ECO-NOVA Sustainability Award is a compelling example. It focuses on the concept of sustainability and aims to guide both consumers and brands to prioritize environmental protection and energy conservation. This trend encourages consumption habits to gradually shift toward greater environmental friendliness and energy efficiency. It also aspires to achieve a seamless blend of fashion and sustainability in the future. I hope ISPO will continue to uphold its professionalism, provide enhanced services to the supply chain, and lead the sports fashion industry toward sustainable consumption. This will allow consumers to access more high-quality products and envision a brighter future together.

**Mr. Le Zhao, Vice President ofPELLIOT Outdoor Sports Group**

This year’s ISPO introduced several exciting new outdoor brands. As one of China’s established outdoor brands, PELLIOT has grown alongside ISPO. We hope to showcase more innovative products in the future. We encourage emerging Chinese brands to use ISPO as a gateway to the international market.

**Ms. Iris Wu, Founder of ‘A Sustainable Xiamen’**

I think ISPO, as an outdoor industry platform, has always been at the forefront in the field of sustainability and is an excellent example of leading the entire industry toward a more sustainable future.

For someone working hard in the field of sustainable development, what attracted me most this time was the display of the winning products of the ECO-NOVA Award and the sustainable outdoor lifestyle questionnaire, developed in cooperation with the Southern Weekend Green Center. The enthusiastic participation shows that more and more fans and practitioners are paying greater attention to sustainable development.

At the support programs of the exhibition, almost all brands, event organizers, and media mentioned the keyword 'sustainability,' which made me very excited and inspired. I look forward to ISPO continuing to bring inspiration to everyone in term of sustainability!

**Mr. Xiao Wu, Founder of Novaloop**

Consumers today value durability and recyclability in outdoor products. In the past people thought sustainability and fashion contradict each other. At ISPO, I've seen how they can coexist beautifully. This sets new trends for the industry. I'm excited to see ISPO guiding the outdoor sector toward a more sustainable future.

**Mr. John Yan, Co-Founder of TOGETHER FOR A NATURAL LIFE**

As an outdoor platform serving middle and senior executives, our primary focus is functionality. Fashion comes second. After a tour around ISPO today, I was impressed by its comprehensive offerings. The exhibition provides diverse formats and allows both professionals and enthusiasts to gain a 360-degree perspective on the outdoor industry. The pre-exhibition marketing was also excellent. The strong emphasis on community engagement made all visitors feel at home. The forums also provided valuable insights into the latest trends. They helped deepen our knowledge and understanding of the industry. We look forward to collaborating further with ISPO. Together, we can promote the integration of culture, sports, tourism, and commerce. This will help advance the outdoor industry and contribute to economic growth.

**Mr. Peng Zhang, Head of Outdoor Activities, Changping Cultural Tourism Group**

Yesterday, my friends and I visited the exhibition. We had an amazing experience. ISPO designed many interactive activities. They allowed everyone, even non-experts, to enjoy and engage in outdoor sports. The presentation of eco-friendly products and concepts, such as bamboo bicycles, was particularly impressive. We also discovered many high-quality Chinese brands here. This reflects the growth of 'Made in China.' Moving forward, we plan to collaborate with ISPO and other outdoor brands and clubs. Together, we hope to promote a new outdoor lifestyle.