

XIAMEN SPORTS CARNIVAL 2025

亚洲运动用品与时尚展（厦门站）

2025年11月21-23日

厦门国际会议展览中心

November 21-23, 2025

Xiamen International Conference & Exhibition Center

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



Ecological Integration, Value Co-creation: Xiamen Sports Carnival 2025 Concludes Successfully

From November 21-23, 2025, the Xiamen Sports Carnival 2025 successfully concluded at the Xiamen International Conference & Exhibition Center.

ISPO's return to Xiamen brought together mountain-style apparel, outdoor footwear and apparel, yoga and fitness wear, sports and fitness equipment, as well as outdoor gear for hiking, mountaineering, skiing, cycling, camping, and more. Integrating a sustainability theme and city-wide running activities, it created a vibrant outdoor sports lifestyle week.

Through a diversified model combining "exhibition + competition + experience," this edition successfully built a complete sports industry ecosystem loop. It demonstrated strong professional B2B attributes while presenting an open, inclusive, and diverse consumer exchange spectacle, injecting new momentum into the development of the sports and outdoor industry in Xiamen and China.

Significant Business Outcomes, Deepened Industry Value

The exhibition covered approximately 12,000 square meters, attracting 160 exhibitors and welcoming nearly 9,000 industry professionals and sports enthusiasts.

The event precisely focused on B2B needs, with systematically arranged thematic zones providing an efficient docking platform for upstream and downstream enterprises in the industrial chain. This effectively facilitated in-depth collaboration between brands and manufacturers in areas such as design, R&D, and production. Representatives from product, design, and material R&D departments of leading industry brands like Anta, Peak,

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Guirenniao, and Hongxing Erke gathered at the scene, converging cutting-edge design ideas and trend directions.

As a key multi-category sports crossover platform for the Asia-Pacific sports lifestyle industry, ISPO's return to Xiamen garnered significant attention from major media outlets, including CNR.cn, China.com, China Business Journal Network, Phoenix News, Fujian Southeast Network, Xiamen Daily, Straits Guide News, Caitaihai.com, Dzwww.com, and Sina News China.

Professional Forums Stimulate In-Depth Business Insights

The series of professional forums held during the exhibition became a high ground for gaining industry insights and exploring future business trends.

The Sustainability Forum directly addressed industry pain points, covering topics such as ESG, zero waste, and circular design, providing attendees with a valuable path from concept to action.

The focused dialogue on the vertical segment of water sports – "The Path to Popularization and Competitive Advancement Amidst the Paddleboarding Boom" – featured six paddleboarding champions. They brought top-tier domestic and international brand equipment, combining immersive experiences with champion tactical analysis. The session outlined the entire development chain from equipment and training to events and the market, collectively charting a new blueprint for the future development of paddleboarding in Xiamen.

These dialogues, both broad and deep, underscored ISPO's core capability as an industry platform to continuously explore new ideas for the B2B market and leverage professional content to unlock deeper commercial opportunities.

Successful Integration of Race and Exhibition, Showcasing City Vitality

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As the grand finale on the closing day, the 2025 Xiamen Urban Trail Run kicked off energetically on the beach of the Calligraphy Square in Siming District on November 23. The event featured four categories: "Mountain & Sea Challenge 29KM," "Egret Island Pursuit 20KM," "East Sea Stride 10KM," and the "Egret Youth Parent-Child 10KM." Both scale and standards were comprehensively upgraded, with the 20KM and 29KM categories approved for ITRA points. The "Egret Youth Parent-Child 10KM" integrated the concept of family outdoor activities into the race design, encouraging family participation and sharing the joy of nature through running.

Deeply linked with the main ISPO exhibition area, this event was a key part of the "Running in Siming, Siming on the Run" series IP, deeply integrating culture and sports, allowing participants to appreciate Xiamen's urban vitality and natural beauty while running.

Concurrently, the total participation in on-site series activities reached nearly 5,000 people. In addition to popular programs like the Trail Run Market Carnival, Super Deer Fitness Group Class Festival, Pickleball Competition, and Land Paddling Experience, the "Little Explorers Camp Setup" parent-child workshop hosted by the brand Vidalido also attracted significant attention. This workshop specifically targeted the "second-generation campers" growing up in an outdoor atmosphere, teaching children camping knowledge and engaging them in DIY crafts, popularizing outdoor skills through fun interactions, and promoting the lifestyle and educational value of family outdoor activities.

The exhibition's influence extended beyond the venue. The Xiamen Xingjiang Outdoor Club concurrently organized a mountain clean-up activity at Tong'an Beichen Mountain, attracting 31 outdoor enthusiasts and family members. This not only further enriched the connotation of the "Outdoor Sports Life Week" but also deeply integrated sustainability concepts with outdoor culture through the concrete action of "cleaning the wilderness, protecting nature," vividly demonstrating Xiamen's city-wide sports vitality and environmental responsibility.

This integrated model of "professional + public," "experience + commerce," and "family + outdoors" not only created scenarios for

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exhibiting brands to accurately reach their target audiences but also greatly enhanced the experience for participants of all ages, vividly interpreting the rich connotation of a "Sports Carnival."

Forward Outlook: Towards a New Industrial Future, Promoting Public Participation and Consumption

The sports and outdoor industry is facing significant changes in the consumer market. As a vital link in industry development, ISPO remains committed to building a more comprehensive industry exchange platform, providing new perspectives and inspiration for brand development and sustained growth.

The successful hosting of ISPO Xiamen confirms the feasibility of the "integrating industry ecology, connecting diverse values" model. It serves both as a professional B2B platform, helping companies refine their procurement chains, learn from success stories, and explore new communication channels, and as a vibrant public festival, igniting the sports enthusiasm of the city of Xiamen.

From all-scenario outdoor sports to innovative sports technology, from exploring emerging sports to practicing sustainable development, ISPO Xiamen provided the industry with a comprehensive, multi-level development platform and unlocked infinite possibilities for future business cooperation and industrial innovation.

Tribute to All Exhibitors, Partners, and Visitors for Journeying Together

The smooth execution of Xiamen Sports Carnival 2025 was made possible by the strong support and close collaboration from all sectors of Xiamen. We extend our gratitude to all industry colleagues for your care, attention, and encouragement. ISPO looks forward to continuing to join

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hands with everyone to advance towards a broader future for the sports lifestyle industry.

ISPO BEIJING 2026 will convene as scheduled from January 9-11, 2026, at the China National Convention Center • Beijing. Focusing on nine sectors – Outdoor Sports, Camping Lifestyle, Winter Sports, Sports Training, Sports Technology & New Materials, Vehicle Travel & Lifestyle, Urban Sports, Cycling, and Climbing – it aims to create aggregation effects and pioneer a new era for the sports lifestyle.

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