IWF Health, Wellness Fitness Expo 国际健身展 | ufi Approved Event

The 14th China(Shanghai) International Health, Wellness, Fitness Expo

CONCURRENT: INT'L SPORTS GOODS EXPO

AI Sports | Nutrition & Health | Fitness Equipment | Sports Goods | Biohacking

March 12-14, 2027

Shanghai World Expo Exhibition & Convention Center



Pre-register to get your free ticket

德纳展览 DONNOR EXHIBITION

MORE THAN FITNESS



ABOUT THE EXPO

HEALTH WELLNESS FITNESS EXPO

Since 2014, the IWF International Health, Wellness & Fitness Expo — organized by Shanghai Donnor Exhibition Service Co., Ltd. and regarded as a bellwether of the Asia-Pacific sports and fitness market — has steadily expanded its industry influence around the world. In 2025, the IWF Organizing Committee officially launched its “Shanghai–Shenzhen Twin-City Synergy” strategy: while IWF Shanghai continued to consolidate its leading position in the industry, the inaugural IWF Shenzhen International Fitness Expo made its debut in Shenzhen, opening up the Greater Bay Area and the South China market.

In the future, IWF will continue to uphold the theme of "MORE THAN FITNESS," focusing on Shanghai and Shenzhen, targeting the "Big Sports + Big Health" market, concentrating on the export of "Made in China" products and the cross-border expansion of national brands, consolidating its position as a trading center for commercial and home fitness equipment, further expanding into sub-sectors such as sporting goods, AI sports & fitness and rehabilitation, sports nutrition and health, BIOHACK, and youth sports. By continuously optimizing the B2B sourcing model, IWF aims to promote the implementation of substantive business cooperation.

“East and South joining forces, strengths complementing one another; domestic and global circulation, connected to the world.” Rooted respectively in the industrial heartlands of the Yangtze River Delta and the Pearl River Delta, the IWF Shanghai and IWF Shenzhen International Health, Wellness & Fitness Expos draw on the ecosystem advantages of the industrial clusters of East and South China. Together they integrate resources across China's entire sports and fitness equipment value chain and bring together premium global brands and professional buyers — creating a comprehensive sports and fitness exhibition of exceptional scale and commercial value in the Asia-Pacific region, setting the direction for the industry and building a bridge to win-win growth.

EXHIBIT CATEGORIES

Fitness Equipment

Commercial fitness equipment; fitness equipment parts & accessories; pilates equipment & accessories; small fitness accessories; functional training equipment; fitness testing / posture-correction devices; sports rehabilitation equipment



Sporting Goods & Cross-Border Trade

Home fitness equipment; sports rehabilitation & massage; sportswear, footwear & bags; outdoor sports gear; ball sports & accessories; all-category cross-border e-commerce service platforms



Sports Nutrition & Health

Sports nutrition supplements / foods; functional foods / beverages; light meals & healthy foods; energy bars & meal replacements; ingredients & packaging equipment; shaker bottles & mixing machines; basic nutrition products; sports nutrition OEM services



AI Sports · Smart Fitness

Smart-tech fitness equipment; smart-tech home exercise products; smart scenario-based training equipment; smart fitness mirrors; AI sports gear; AR/VR fitness equipment; virtual sports & entertainment equipment; smart sports rehabilitation equipment; EMS smart wearables; rehabilitation & physiotherapy robots; youth physical-fitness assessment; smartwatches / fitness bands; smart sports gear; AI personal-training systems; AI nutrition planning



EXHIBIT CATEGORIES

EXHIBIT CATEGORIES

Club Facilities & Support

Gym / club management systems; access control / turnstiles; gym design & construction; flooring / rubber mats; lockers / changing-room cabinets; training & operations services; chain franchising; combat & martial-arts training packages; fitness apps; beauty & slimming products; fitness testing systems; digital smart fitness systems



Youth Sports Education

Youth sports training equipment; youth sportseducation support products; youth sports-education training institutions; children's smart sports wearables; youthsports franchise & investment recommendations; campus sports venue & facility construction; youth sports teaching equipment



Sports Venue Construction

Venue surfacing materials & installation; venue support facilities; artificial turf; construction equipment; track, field & gymnastics competition equipment; fencing, netting & HVAC materials; lighting systems; indoor & outdoor ball-sports equipment; acoustic, anti-vibration & soundproofing materials; smart fitness trails; amusement & recreation equipment; park sports & related facilities; campus sports equipment; campus smart safety-monitoring devices; digital application platforms



Swimming Gear & Supplies & Swimming Facilities

Swimming gear; swimwear & goggles; public swimming facilities & technology; private pools & accessories; landscaping & water-feature fountain equipment; swimming / lifesaving equipment; equipment, gear & supplies; sauna / hot-spring / shower & spa leisure facilities & products; infant swimming facilities & services; children's play facilities & equipment; water parks; water-sports equipment



Biohacking

Photobiomodulation devices; brain and neurological health; hyperbaric oxygen chambers; cryotherapy chambers; infrared saunas; anti-aging & cellular health; sleep optimization; light therapy & circadian lighting management; deep sleep recovery ; metabolic health management; personalized nutrition; sports recovery; stress management; meditation devices

DEEPENING OUR GLOBAL PRESENCE

Overseas Footprint

Since the first IWF International Health, Wellness & Fitness Expo in 2014, the IWF Organizing Committee has approached the sports and fitness industry ecosystem with a global vision, steadily expanding its overseas reach to South Korea, Thailand, the Philippines, India, Japan and many other countries and regions. The 13th IWF Shanghai International Health, Wellness & Fitness Expo (2026) welcomed 1,616 overseas visitors from 110 countries while the inaugural IWF Shenzhen International Health, Wellness & Fitness Expo 2025 attracted professional buyers from 54 countries as soon as it opened.

Looking ahead, the IWF International Health, Wellness & Fitness Expo will continue to deepen its strategic presence in international markets across the Asia-Pacific, South America and Europe, steadily broadening its pool of premium global buyers and helping exhibitors connect with more — and higher-quality — overseas clients. The 14th IWF Shanghai International Health, Wellness & Fitness Expo (2027) and the 3rd IWF Shenzhen International Health, Wellness & Fitness Expo (2027) are expected to welcome an even greater share of overseas professional visitors and a higher caliber of international buyers.



Global Marketing Matrix

MEDIA

Google

Linked in 领英

TikTok

Yandex



INTERNATIONAL INFLUENCE

1,616
Overseas Professional Buyers

34.6%
Year-on-Year Growth

110+
Countries / Regions

IWF SHANGHAI 2027



ESTIMATED SCALE

85,000m²
Exhibition Area

65,000+
Flow

1,000+
Exhibiting Brands

110+
Countries / Regions

100+
Concurrent Events

6
Themed Zones



LOCATION ADVANTAGES

Deep, Proven Strength

With 13 years rooted in the Yangtze River Delta industrial belt, China (Shanghai) International Health, Wellness, Fitness Expo has built a strong reputation and far-reaching influence in the sports and fitness exhibition sector, gradually becoming an industry bellwether.

Powerful Regional Reach

As a super first-tier city at the heart of the Yangtze River Delta, Shanghai quickly extends its reach to national city clusters such as the Jiangsu-Zhejiang-Shanghai and Beijing-Tianjin-Hebei regions, efficiently bringing together professionals, buyers and distributors from across the value chain.

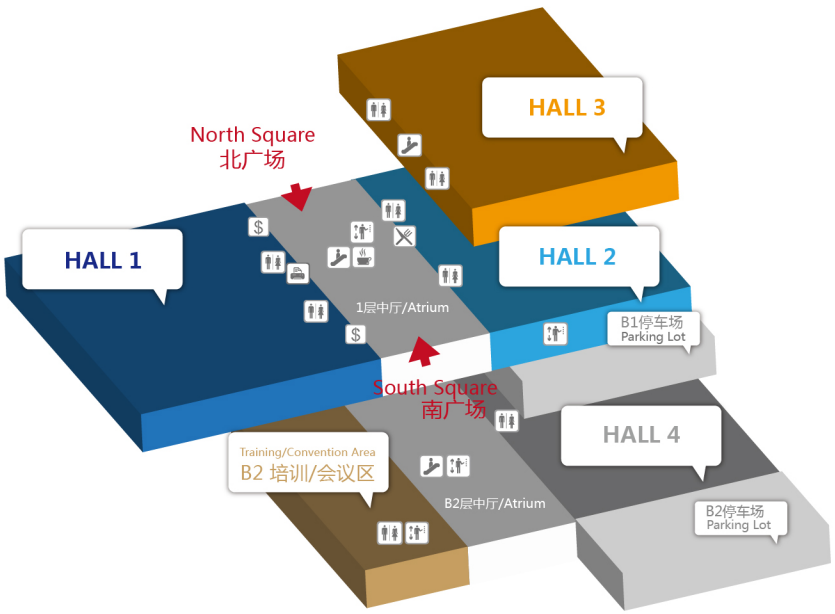
A Vibrant Consumer Market

As a leading hub of fitness consumption in China, Shanghai is home to over 3,000 commercial fitness venues with annual spending of around RMB 20 billion; The proportion of fitness consumers reaches 19.63%, significantly outpacing other cities.

An International Trade Hub

Shanghai is not only an international financial center but also home to two major international airports — Hongqiao and Pudong — along with sea ports, giving it outstanding export advantages. It is a natural hub for gathering global brands and international buyers, and a gateway connecting fitness-industry resources at home and abroad.

FLOOR PLAN


HALL 3
North Square
北广场
HALL 1
HALL 2
1层中厅/Atrium
B1停车场
Parking Lot
South Square
南广场
HALL 4
Training/Convention Area
B2 培训/会议区
B2层中厅/Atrium
B2停车场
Parking Lot


西
W
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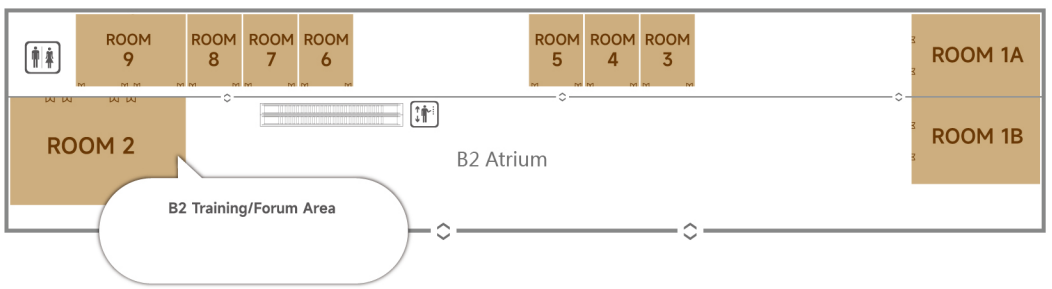
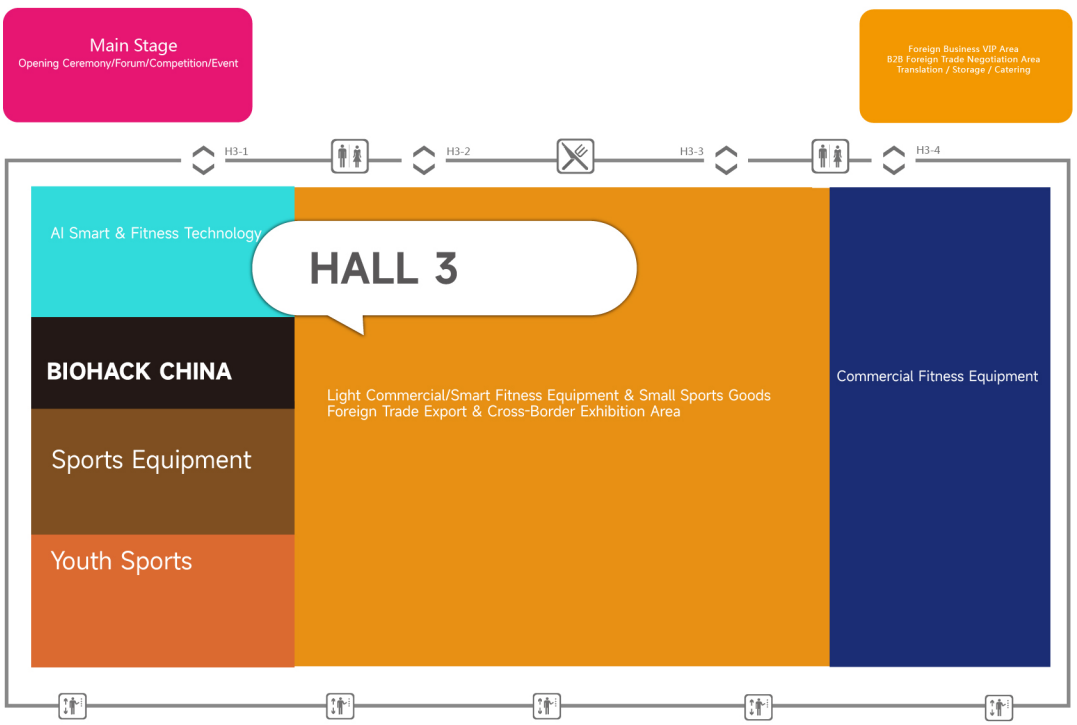
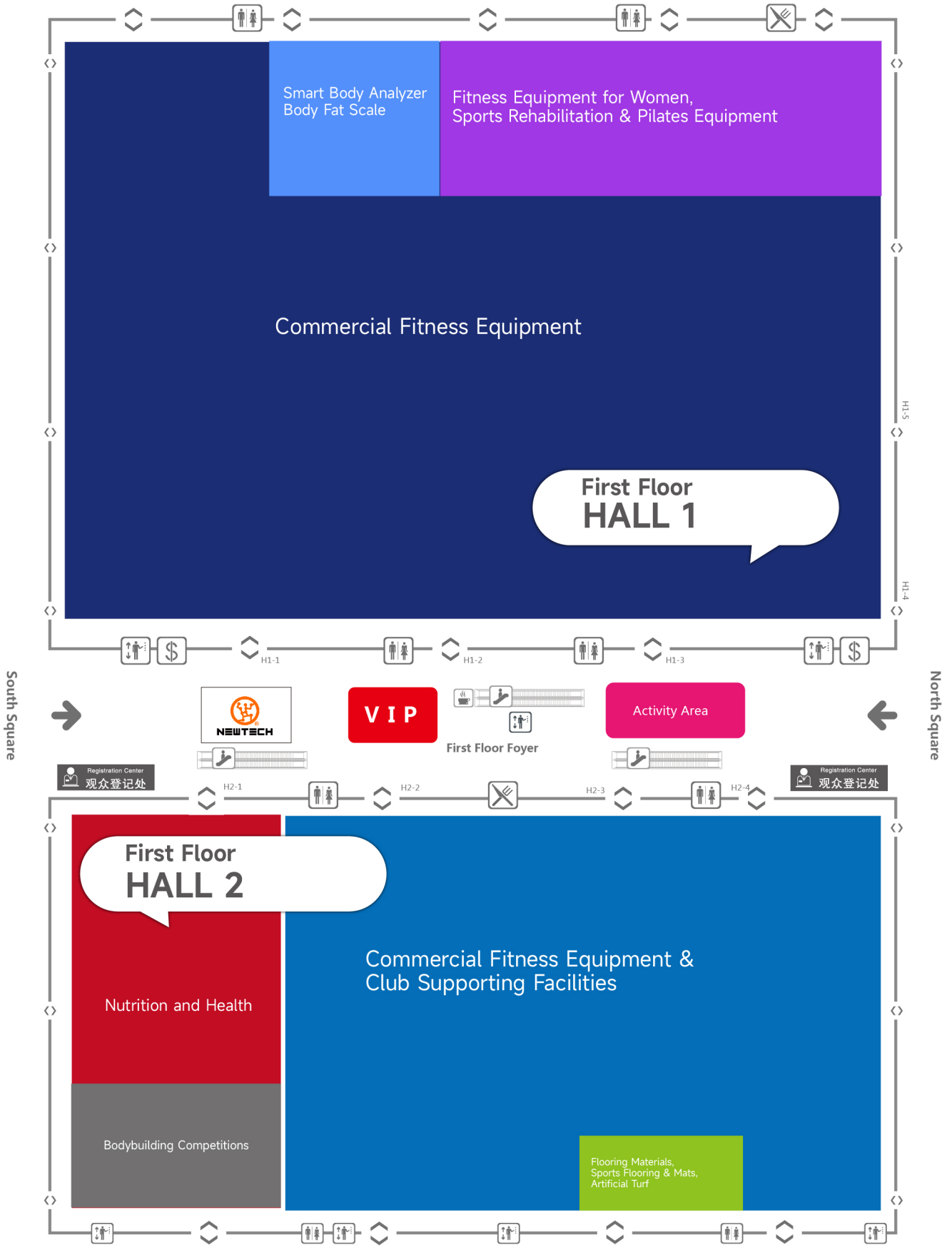

ROOM 9
ROOM 8
ROOM 7
ROOM 6
ROOM 5
ROOM 4
ROOM 3
ROOM 1A
ROOM 1B
ROOM 2
B2 Atrium
B2 Training/Forum Area


Main Stage
Opening Ceremony/Forum/Competition/Event
Foreign Business VIP Area
B2B Foreign Trade Negotiation Area
Translation / Storage / Catering
H3-1
H3-2
H3-3
H3-4
AI Smart & Fitness Technology
HALL 3
BIOHACK CHINA
Sports Equipment
Youth Sports
Light Commercial/Smart Fitness Equipment & Small Sports Goods
Foreign Trade Export & Cross-Border Exhibition Area
Commercial Fitness Equipment

FLOOR PLAN


Smart Body Analyzer
Body Fat Scale
Fitness Equipment for Women,
Sports Rehabilitation & Pilates Equipment
Commercial Fitness Equipment
First Floor
HALL 1
H1-1
H1-2
H1-3
H1-4
H1-5
South Square
North Square
NEWTECH
VIP
First Floor Foyer
Activity Area
Registration Center
观众登记处
Registration Center
观众登记处
H2-1
H2-2
H2-3
H2-4
First Floor
HALL 2
Nutrition and Health
Bodybuilding Competitions
Commercial Fitness Equipment &
Club Supporting Facilities
Flooring Materials,
Sports Flooring & Mats,
Artificial Turf

CONCURRENT

CIST China Sports Goods Export & Cross-Border Sourcing Expo

To further integrate industry resources and build a broader platform for export and cross-border trade among sporting-goods companies, the IWF Organizing Committee has carefully designed the CIST. On site, exhibitors can meet face-to-face with buyers, brand agents and cross-border e-commerce professionals from around the world to expand their sales channels, and join industry experts and cross-border e-commerce platform representatives in discussions on cross-border e-commerce operations, international logistics solutions, overseas market-expansion strategies and more — helping them seize cross-border trade opportunities.

China (Shanghai) AI Sports & Smart Fitness Tech Expo

The sports and fitness industry is deeply integrating with artificial intelligence, entering a new era defined by “data-driven” and “personalized” experiences. As the core engine driving this revolution and opening up future blue oceans, AI technology is giving rise to a promising emerging market. The AI Sports & Smart Fitness Tech Expo is dedicated to advancing collaborative innovation between AI and the sports and fitness industry, integrating the smart fitness-equipment manufacturing value chain and building a continually evolving, dynamic new AI fitness ecosystem.

IWF SHANGHAI 2026

REVIEW

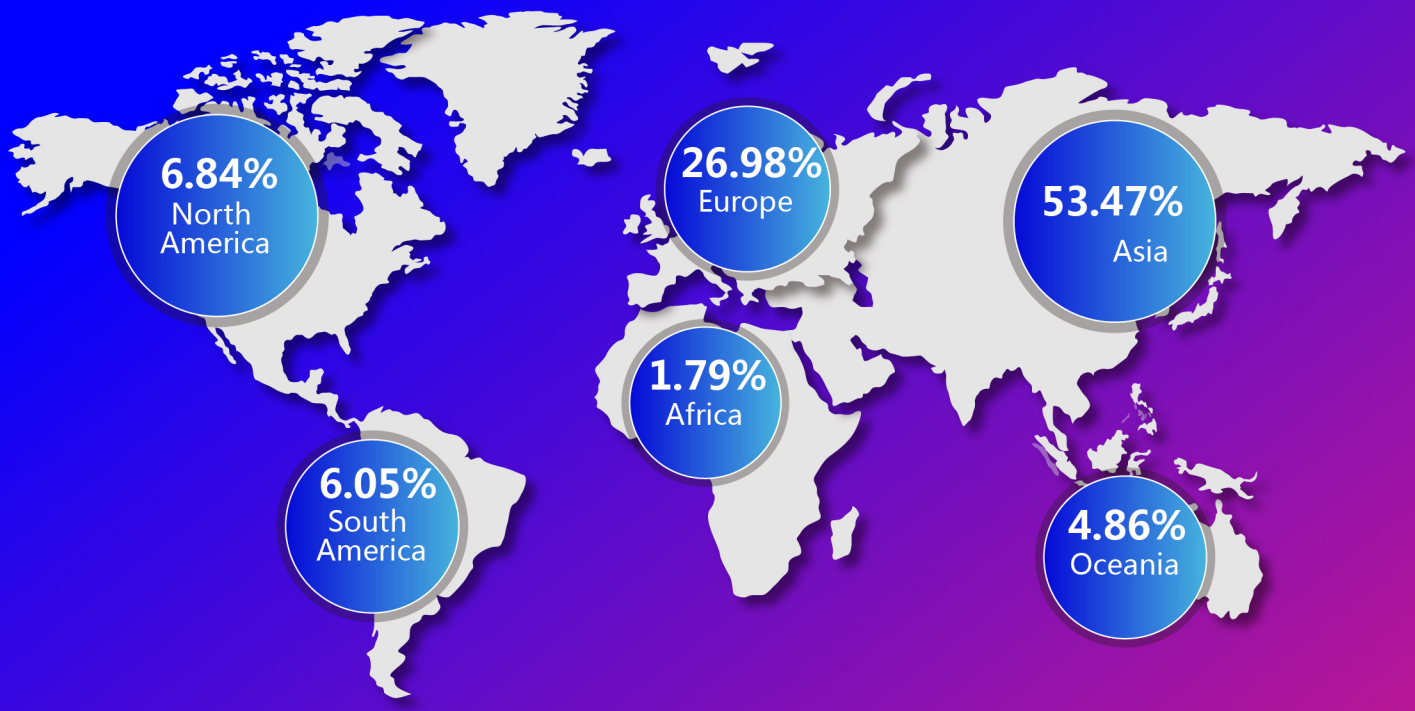
Global Buyer Layout



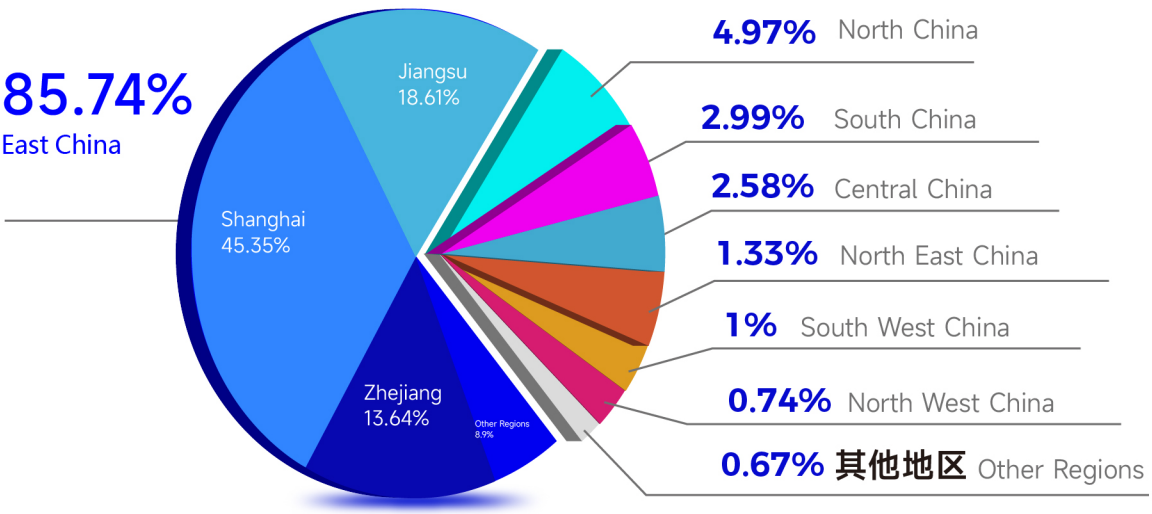


IWF SHANGHAI 2026 REVIEW

Overseas Buyer Distribution



Domestic Visitor Geographic Distribution



IWF SHANGHAI 2026 REVIEW

Professional Buyer Types

29.52%	Buyers / Distributors / Agents / Import-Export Companies
28.93%	Fitness & Sports Enthusiasts
21.20%	Gyms / Sports Centers / Personal Training Studios
5.94%	Fitness Coaches / Personal Trainers
5.92%	Raw Material Suppliers / ODM & OEM Manufacturers
1.97%	Industry Media / We-Media / MCM
1.77%	Investors / Management Software / Service Providers / Consulting
1.64%	Cross-border E-commerce Platform
1.51%	Fitness Training / Sports Research Institutions
1.39%	Pilates Studios / Rehabilitation & Recovery Centers
0.20%	Other

Products of Interest

96.94%	Fitness Equipment
82.90%	Fitness Accessories (Small Items)
70.04%	Sports Nutrition Supplements
35.38%	Sports Rehabilitation Equipment
32.30%	Equipment Components & Accessories
20.43%	Home Fitness Equipment
18.93%	Pilates Equipment
17.87%	Sports Apparel, Footwear & Wearables
16.69%	Body Composition Monitors
16.03%	Yoga Equipment
15.61%	Outdoor Sports Gear
14.48%	Youth Fitness Equipment
13.59%	Club Supporting Services
10.24%	Sports & Fitness APPs
7.97%	Shaker Bottles & Preparation Machines
6.38%	Raw Materials & Packaging Equipment
6.28%	Flooring & Surface Materials
5.88%	OEM服务 Sports Nutrition OEM Services
3.50%	Billiards & Related Accessories
2.39%	EMS

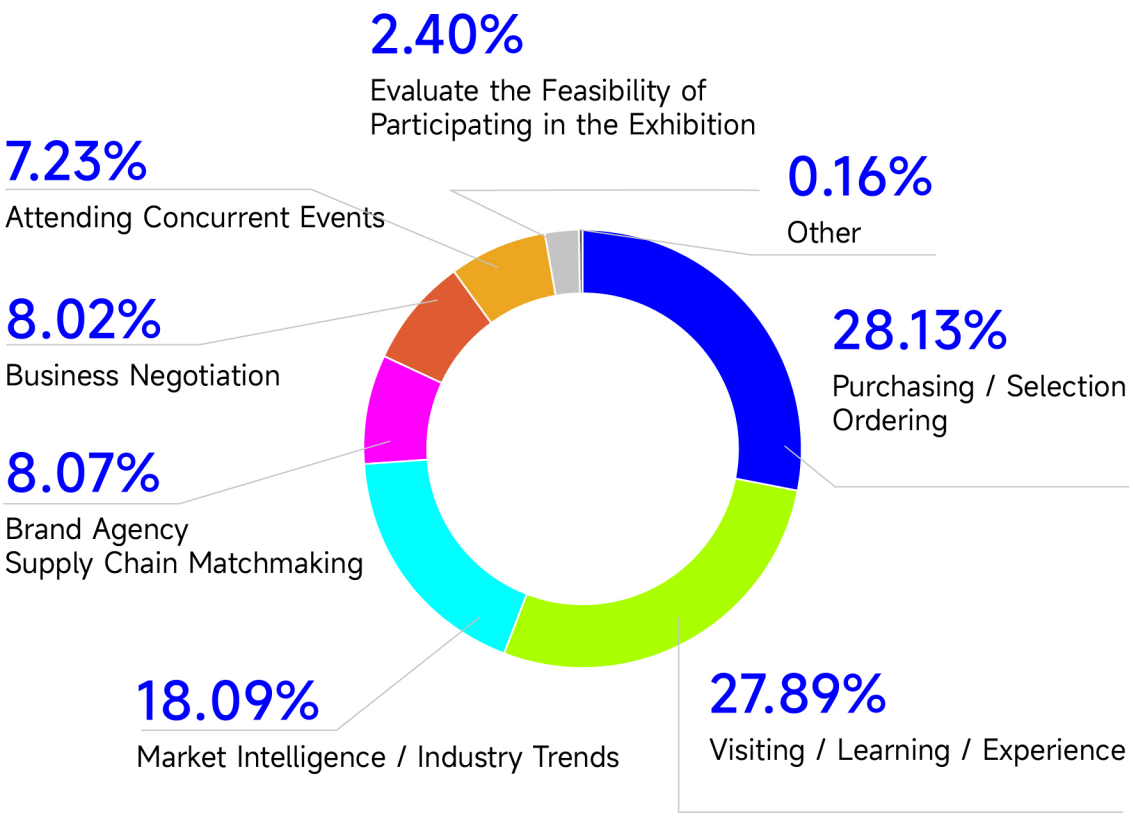




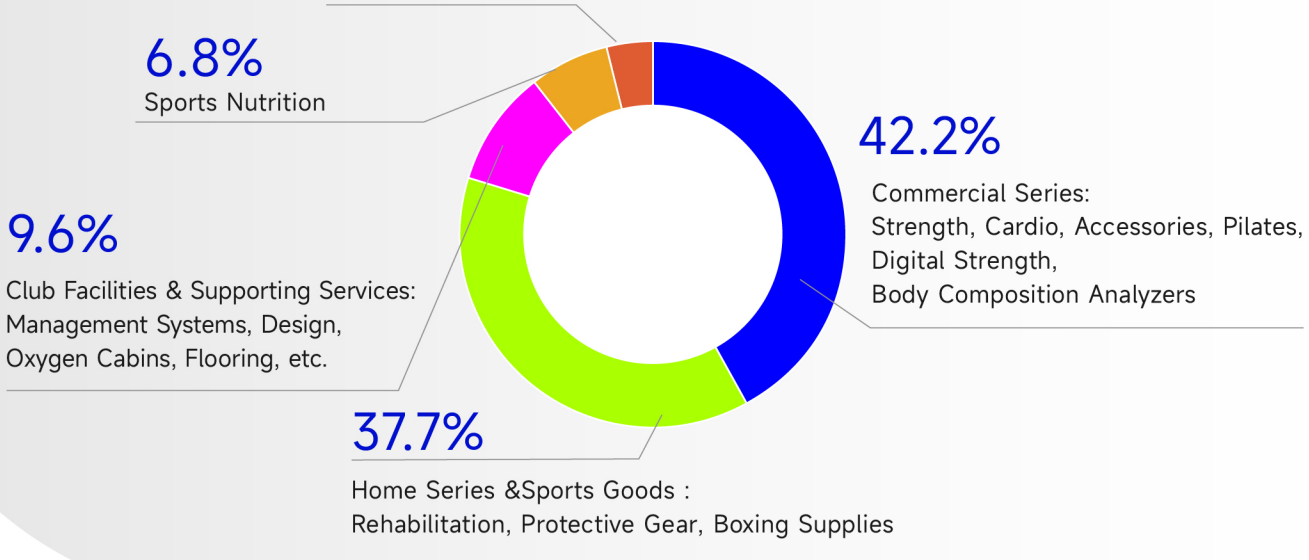
IWF SHANGHAI 2026

回顾

Visiting Purpose

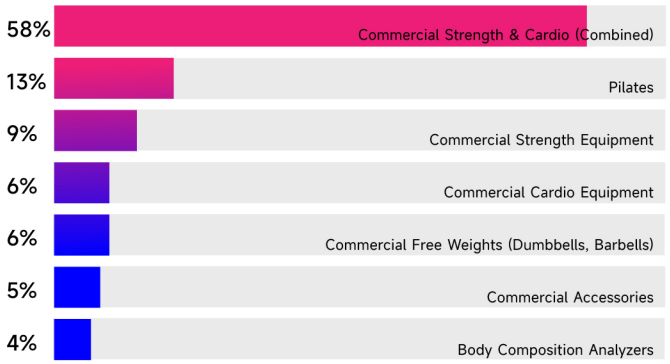


Visiting Purpose

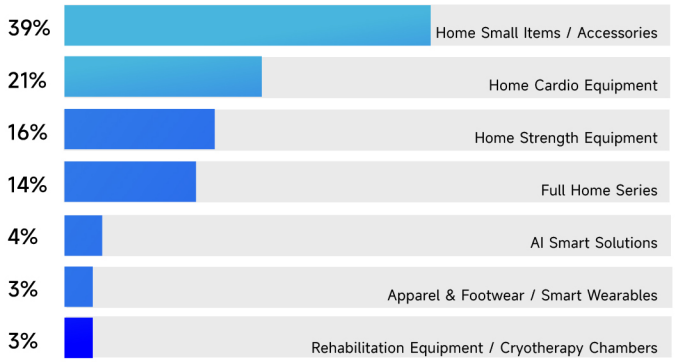


IWF SHANGHAI 2026 REVIEW

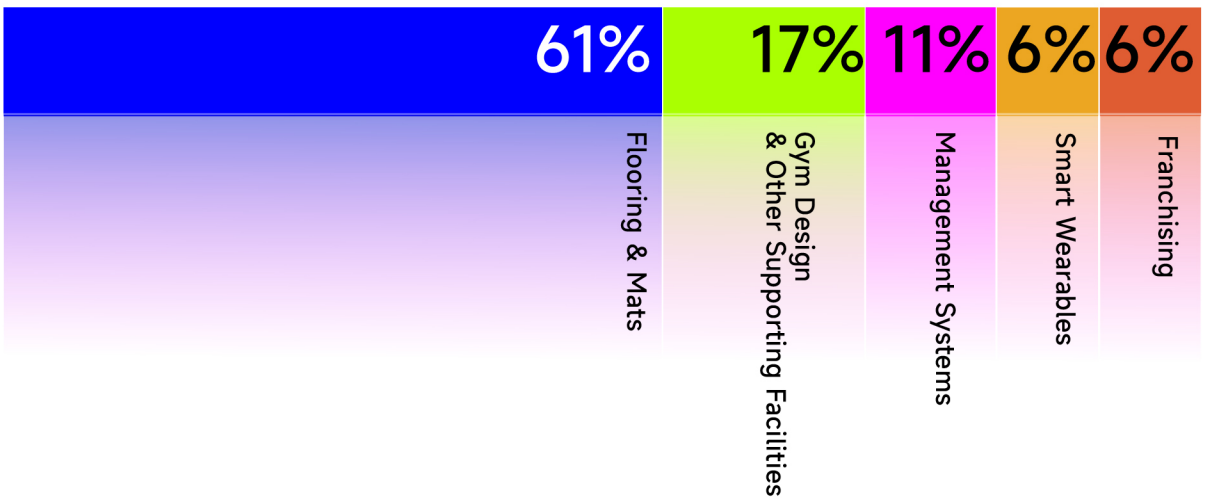
Commercial Series



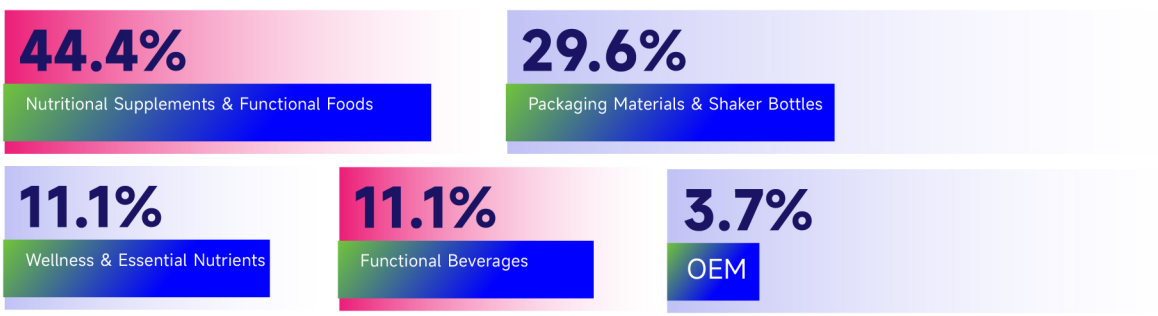
Home Series & Sports Goods



Club Facilities & Supporting Services



Sports Nutrition



IWF 2026 China Fitness Gala

REVIEW

Beyond showcasing renowned fitness brands and cutting-edge products from around the world, the IWF Organizing Committee goes all out to create the China Fitness Gala — integrating think-tank forums, competitions, education and training, award ceremonies, performances and interactive experiences. It offers exhibitors, buyers, professional visitors and fitness enthusiasts on site a spectacular visual feast.

Opening Ceremony

Mr. Sang Jingmin, Deputy Party Secretary and President of the Shanghai Convention & Exhibition Industry Association; Mr. Wei Jianjun, Vice President of Shanghai University of Sport; Mr. Hong Ping, Standing Committee member of the Party Committee & Vice President of Beijing Sport University; and Mr. Pan Wei, Chairman of Donnor Exhibition, delivered inspiring opening addresses on behalf of the industry association, the sports universities and the organizer respectively. From the perspectives of industry leadership, academic support and industrial impetus, they offered professional insights for the high-quality development of the fitness industry and conveyed firm confidence in advancing the sector together.







The 14th China Fitness Industry Leaders Roundtable Forum

The IWF Organizing Committee, represented by Mr. Peng Chong(Jason), Managing Director of Shanghai Donnor Exhibition, has invited 11 heavyweight guests from the fitness sector together with a special host to spot opportunities with foresight and move forward through consensus. Mr. Wang Yuqiang(Simon), Chief Executive Officer and Marketing Director of 24/7 FITNESS, Mainland China; Mr. Gao Zhiqiang, founder of REALLY FITNESS; Mr. Hu Wenming(James), founder of Z&B FITNESS; and other guests held discussions around two core themes — "Breaking Through the Fitness Industry's Challenges: Case Review and Sharing of Three Major Pitfalls in the Gym Operations" and "Paths to Break the Market Deadlock: Analysis and Trend Insights on Commercial Gyms and the Prepaid Business Model" — sharing past experience and ideas for the road ahead, which has injected fresh thinking and strong impetus into the high-quality development of China's fitness industry.

IWF 2026 China Fitness Gala REVIEW

B2B Export & Cross-Border Buyers Forum

As one of the flagship IP events of the 13th IWF Shanghai International Fitness Expo, this forum was themed “Cross-Border Tides, Sporting Renewal.” The Organizing Committee invited representatives of leading companies to share the strengths and innovations of their in-house products, and brought together industry heavyweights to discuss the cross-border transformation of sporting-goods and fitness-equipment companies, product innovation, compliance certification, new blue oceans and more — delivering, through in-depth dialogue and hands-on insights, a high-quality feast of industry wisdom for professional visitors both on site and online.





China (Shanghai) AI Sports · Smart Fitness Ecosystem Conference

This conference brought together AI experts, fitness-industry leaders, smart-product suppliers, investment institutions and representatives of leading e-commerce platforms, including: A Wan, head of the fitness-equipment category at Tmall; Qi Lei, COO of Visbody; Lai Quanfu, head of commercial-fitness products at SHUA Sports; Mr. Hong, Standing Committee member and Vice President of Beijing Sport University; Karim Oumnia the Chairman of BALISTON INTERNATIONAL,; and Alex (Lin Yili), founder of BodyPark and partner of FITURE. Focusing on hot topics in the “AI + Fitness” space, the conference established a leading Chinese exhibition-and-trade platform for smart sports-technology products and provided an authoritative reference for the industry's development.

2026 SUPER ICON Awards Ceremony

This annual celebration of glory in the sports and fitness world crowned achievement with honor and united people through shared passion. Amid applause and cheers, it witnessed the shining moments of a host of fitness influencers and injected fresh vitality into the sports and fitness content ecosystem. Fitness influencers, MCN agencies, industry elites and media representatives from across the country gathered to celebrate these moments of glory alongside the live audience and to discuss the new developments and future of the sports and fitness field.





The 8th China Sports Nutrition Food Market Industry Forum

This forum gathered a number of leading figures from the sports nutrition industry for in-depth discussions spanning technology, products, ingredients, markets and consumption. Mr. Dai Yang, head of product development at Hengmei Health; Mr. Cao Jianmin, Olympic-preparation expert with the General Administration of Sport of China and Chief Expert at FoYes; Mr. Dong Yunhai, Senior R&D Engineer at the Protein Nutrition and Flavor Technology Center of Angel Yeast Co., Ltd.; Dr. Yu Zheyong, Chairman and CTO of Zanbeisi Biotechnology (Shanghai) Co., Ltd.; and “ Ms. Xielan, the founder of FFI & Deputy Director of the Sports Nutrition Food Professional Committee, Shanghai Health Food Association, analyzed the current state and future trends of the sports nutrition food industry from every angle — offering attendees a feast of ideas and opening up new horizons for the industry.

2026 China Pilates Industry Summit

IWF is not only a leader of the Asia-Pacific fitness industry but also an engine for ecosystem growth in disciplines such as Pilates. Pilates-industry elites, scholars, fitness-studio owners and practitioners from across the country gathered to take an in-depth look at the current state, challenges and opportunities of the Pilates industry, proposing constructive solutions from a range of perspectives and building a platform for exchange, cooperation and shared growth.

LesMills Signature Classes

The LesMills Q1 Masterclass made its official debut on the B2 Main Stage of the IWF SHANGHAI 2026 A team of professional LesMills instructors led the workout as trend-setting group classes kicked off, with nearly a hundred participants moving in sync. Rhythm met power and passion mingled with sweat in a session brimming with energy from start to finish.

BRANDS COLLECTION



Exhibitors Service

Promotion Service

- Exclusive Electronic Invitation
- Build VIP Networks & Achieve Industry Head Effect
- Full-Platform Promotion (Official Websites & Social Media)
- Show Directory (Catalogue)
- Organizing Committee Interviews
- Factory Group Tours

Onsite-Service

- B2B Trade Matchmaking
- Chinese Translation Service, Luggage Storage
- Hotel Discount Reservation
- Booth Building Service Recommendation
- Exhibits Carrier Recommendation
- Conference Room / Stage Rental

Platform Promotion

Products and Services & Brand Promotion (Including Logo / Enterprise Introduction / Core Product Information, etc.)

B2B Trading Ecological Platform

IWF Global:

Providing inquiry and business matching services for exhibitors;
Powered by Google search engine, IWF Global is based on the SaaS platform architecture for the website construction to optimize and promote the foreign trade marketing solutions, enabling enterprises to quickly obtain a large number of overseas high quality inquiries.

Official Website Promotion

www.ciwf.com.cn/en



BOOTH TYPE AND COST

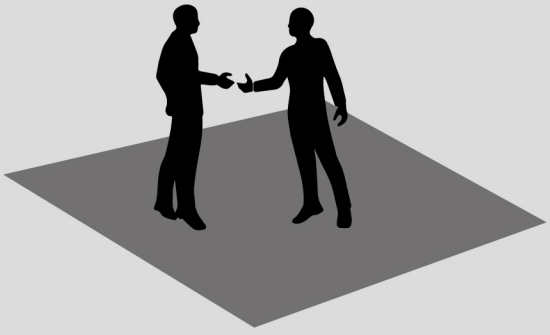


Standard Boutique Booth

9m² (3m×3m)

1. One Table
2. Two Chairs
3. One Exhibition Lintel (Bilingual)
   (Two-Side Open Booth with Two Lintels)
4. One 220V Socket
5. Two Spot Lights
6. Two/Three Panels
7. Space and Carpet

Note: The picture is for your reference,
and the real booth complies with release onsite.



Raw Space (Minimum 36m²)

Note: Raw Space with no furniture equipped.

Area / Type	Boutique (3m×3m)	Two-side Open Boutique (3m×3m)	Raw Space (Minimum 36m²)
Domestic	RMB 17,800	RMB 18,800	RMB 1,600/m²
Oversea	USD 3,500		USD 320/m²

MORE THAN FITNESS

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