

深圳 IWF SHENZHEN

2026.08.14-16 深圳会展中心(福田)

📍 Shenzhen Convention & Exhibition Center (Futian)



Pre-registration



免费领取入场门票



销售微信

ufi
Approved
Event

IWF Health, Wellness
Fitness Expo
国际健身展

IWF国际健身展

运动用品外贸出口与跨境选品展

INTERNATIONAL HEALTH, WELLNESS, FITNESS EXPO
CHINA SPORTS GOODS TRADE & CROSS-BORDER SOURCING EXPO

AI 运动
AI Sports

营养健康
Nutrition & Health

健身器材
Fitness Equipment

运动用品
Sports Goods

泳池SPA
Swimming SPA

www.ciwf.com.cn/en/

上海

2027.03.12-14 上海世博展览馆

Shanghai World Expo Exhibition & Convention Center 📍

IWF SHANGHAI



免费领取入场门票



Pre-registration

一站式采购平台

ONE-STOP PROCUREMENT PLATFORM

IWF国际健身展暨CIST国际运动用品展是海内外采购商、经销商、代理商选品拓源、商贸对接的标杆平台。

依托“上海+深圳”双城协同格局，IWF每年汇聚1,500+优质运动健身品牌，集结山东、浙江、江苏、福建、河北等国内核心产业带源头工厂，全面覆盖商用器材、家用小件、营养健康、智能健身、普拉提康复、俱乐部配套等全产业链品类，集中发布年度新品、精准撮合商贸配对，助您一站式锁定源头好货、高效达成深度合作。



盛典活动 EVENTS

- IWF国际健身展开幕典礼 #IP
- 中国健身行业CEO圆桌大会 #IP
- B2B外贸出口及跨境买家论坛 #IP
- SUPER ICON超级健身达人颁奖盛典 #IP
- 健身健美职业比赛
- IWF SHENZHEN 2026 Opening Ceremony #IP
- China Fitness Industry CEO Roundtable Conference #IP
- B2B Foreign Exports and Cross-Border Buyers Forum #IP
- SUPER ICON Awards Ceremony #IP
- Professional Bodybuilding and Fitness Championships

健身行业的展贸平台

IWF——深耕运动



展会简介 / BASIC INFO

IWF国际健身展作为亚太地区运动健身业的风向标，以“MOER THAN FITNESS”为主题，深耕商用及家用健身器材的贸易对接，积极拓展运动用品、AI运动健身、营养健康、俱乐部配套设施、青少年体育教育等细分领域，持续深化B2B采购模式，打造国际化运动健身领域一站式采购商贸平台。

同时，IWF还将精心策划一系列展期活动，涵盖行业论坛、赛事表演、颁奖典礼、互动体验等，为海内外从业者及运动健身爱好者们呈现集贸易对接、合作交流、体验互动于一体的中国健身盛典。

目前，IWF上海国际健身展与IWF深圳国际健身展，已形成一东一南、双城联动的布局，稳步推进“辐射全国、链接全球”的战略，致力为中国运动健身行业高质量发展注入强劲动能。



展品范围 / EXHIBITING SCOPE



健身器材
Fitness Equipment



运动用品及外贸跨境
Sports Goods



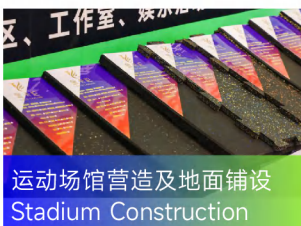
俱乐部配套设施
Club Supporting Facilities



营养健康
Nutrition Health



AI运动健身及康复训练方案
AI Sports Fitness&Rehabilitation



运动场馆营造及地面铺设
Stadium Construction



青少年体育教育
Youth Sports Education



泳池装备及用品、游泳设施
Swimming Gear/Facilities

IWF 2026 SHANGHAI

展会数据 EXHIBITION OVERVIEW

80,000m² 展示面积

Exhibition Area

1,000+ 参展品牌

Exhibiting Brands

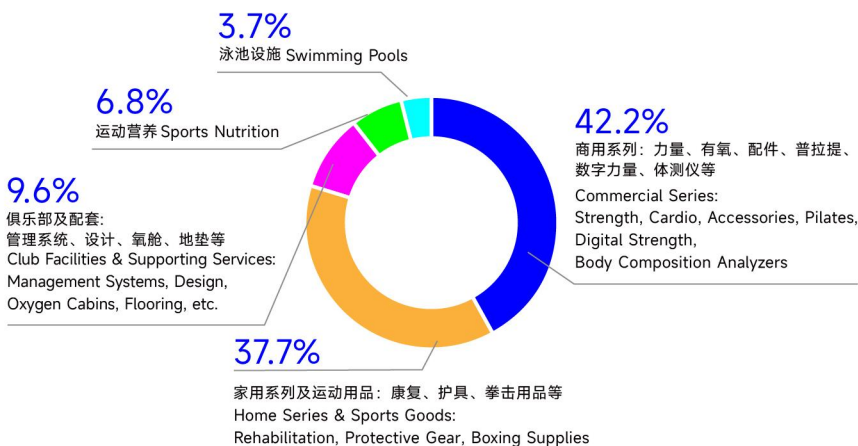
65,000+ 观展人次

Flow

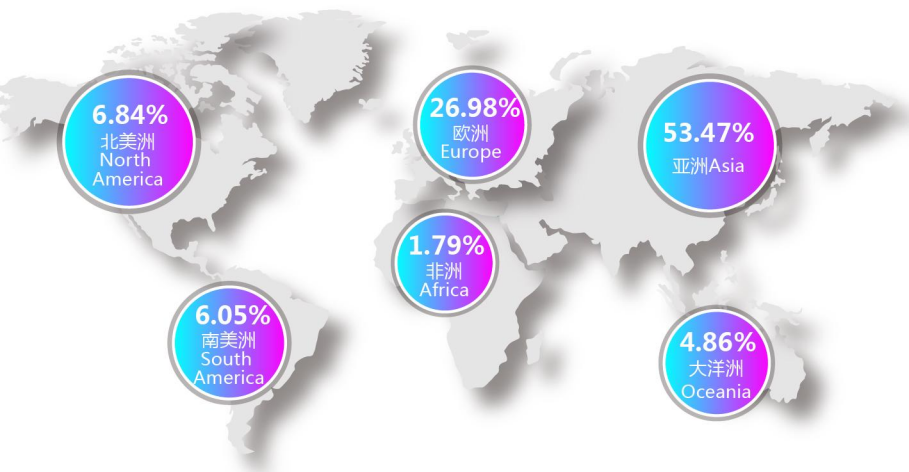
1,616 海外买家

Overseas Buyers

展商数据 EXHIBITOR DATA ANALYSIS



海外买家地域分布 OVERSEAS BUYERS DISTRIBUTION



HALL 4



A 3D perspective view of the exhibition hall floor plan, color-coded to match the 2D plan. The zones are labeled as follows:

- West Unloading Zone (西卸货区):** Represented by a blue block, containing Hall 1 (1号馆/HALL 1).
- East Unloading Zone (东卸货区):** Represented by an orange block, containing Hall 3 (3号馆/HALL 3).
- Central Area:** Contains Hall 2 (2号馆/HALL 2) in light blue, Hall 4 (4号馆/HALL 4) in grey, and the B2 Training/Convention Area (B2 培训/会议区) in brown.
- North Square (北广场):** Indicated by a red arrow pointing to the top of the West Unloading Zone.
- South Square (南广场):** Indicated by a red arrow pointing to the bottom of the Central Area.
- Intermediate Spaces:** Labeled as 1楼中厅/Atrium and 82楼中厅/Atrium.
- Parking Lots:** B1 停车场 Parking Lot and B2 停车场 Parking Lot are shown as grey blocks.

A compass rose in the top right corner indicates the orientation: North (北), South (南), East (东), and West (西).



展台类型及费用

BOOTH TYPE AND COST



精装展位
Standard Boutique Booth
9m² (3m×3m)

- ① 一张咨询桌

② 两把椅子

③ 一块中英文公司楣板
(双开口提供两块楣板)

④ 一个220V电源插座

⑤ 两支射灯

⑥ 两/三面间板

⑦ 展位内满铺地毯
- 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

备注：展位效果图仅供参考，具体以现场实物为准。

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



光地 (36m²起租)
Raw Space (Minimum 36m²)
备注：展出场地，无任何设施
Note: Raw Space with no furniture equipped.

展台 / 规格 Area / Type	精装展位 Boutique (3m×3m)	精装双开口展位 Two-side Open Boutique (3m×3m)	光地 Raw Space (36m ² 起租) (Minimum 36m ²)
境内企业 Domestic	17,800 元/展位 RMB 17,800	18,800 元/展位 RMB 18,800	1,600 元/m ² RMB 1,600/m ²
境外企业 Oversea	3,500 美元 /展位 USD 3,500		320 美元/m ² USD 320/m ²

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