

Five Reputable Fitness Trade Expo Organizers in China 2026: Advancing Industry Exchange and Development

*Exploring Chinese Fitness Exhibitions
Supporting Industry Communication,
Business Collaboration, and Market
Development*

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China, August 10, 2026—Five China-based organizers are strengthening fitness industry trade platforms as international demand for gym equipment and sports products continues to grow. China has become an important sourcing hub for global fitness equipment buyers, with [fitness trade show China](#) events serving as key platforms for connecting international purchasers with Chinese manufacturers. Five organizers play visible roles in this market: [Shanghai Donnor Exhibition Service Co., Ltd.](#),

Beijing Sportnet Co., Ltd., Shandong Friend International Exhibition Group Co., Ltd., China Sporting Goods Federation (CSGF) and Guangzhou Kebo Exhibition Co., Ltd. Each serves buyers at different points of the sourcing journey by helping international distributors, gym operators and industry professionals evaluate suppliers, compare products and establish direct business connections with Chinese manufacturers.

Shanghai Donnor Exhibition Service Co., Ltd

Shanghai Donnor Exhibition Service Co., Ltd is an exhibition services company founded in Wenzhou, Zhejiang in 1996 and headquartered in Shanghai. It organizes more than 30 trade and consumer exhibitions each year in Shanghai, Zhejiang, Sichuan, Guangdong and Bangkok,



IWF Health, Wellness
Fitness Expo
深圳国际健身展

Logo for Shanghai Donnor

Thailand, covering sports & fitness, optics, leather & footwear, machine tools & plastics, auto & auto-parts, printing & packaging, hardware & locks, home & building materials, and pumps & valves.

Donnor reports annual exhibition space exceeding 700,000 square meters and has served over 120,000 business exhibitors in total. The company is a member of UFI, the global association of the exhibition industry. Its team structure includes headquarters in Shanghai and regional companies in Wenzhou, Taizhou and Chengdu, supported by market, project, international business, online platform and execution teams.

The company's fitness expo business operates under the IWF brand. IWF Shanghai has become one of China's major fitness trade platforms, connecting international buyers with fitness equipment manufacturers and industry suppliers.

Donnor's fitness/sports equipment trade platform is defined as an offline exhibition service for connecting overseas buyers with Chinese manufacturers. The service includes on-site exhibition booths and a B2B matchmaking area, with a duration of three event days. The service scope covers fitness equipment, sporting goods, outdoor gear and sports nutrition.

The company also operates vertical B2B platforms, including 'Fitness Online,' to extend matchmaking beyond the physical event. Its solution modules include market and exhibitor research, booth and zone design, domestic and international buyer invitation, on-site conferences and forums, online catalog and lead matchmaking, and post-show data and business follow-up.

Geographic coverage includes major East and South China markets. Core expertise includes organizing industry expos, cross-border buyer invitation, and connecting Chinese industrial clusters with international buyers.

With its exhibition operations, international buyer invitation programs and B2B matchmaking services, Donnor provides overseas buyers with structured access to China's fitness supply chain.

For more information about Shanghai Donnor Exhibition Service Co., Ltd and its exhibition services, fitness expo solutions and B2B matchmaking programs, please visit the company's official website: <https://www.donnor.com/en/>.

Beijing Sportnet Co., Ltd.

Beijing Sportnet Co., Ltd. is a Beijing-based exhibition organizer focused on the sports and fitness sector. Its location in the capital provides access to national sports industry associations

and policy-related audiences.

Advantages: For buyers seeking North China distribution partners or policy-linked industry contacts, Sportnet's events offer a regional complement to national expos.

Shandong Friend International Exhibition Group Co., Ltd.

Shandong Friend International Exhibition Group Co., Ltd. is based in Shandong Province, a major production cluster for fitness equipment. The company operates regional trade exhibitions that connect wholesale and OEM fitness equipment suppliers China trade show buyers with factory networks in eastern China.

Advantages: Proximity to Shandong manufacturing clusters makes Friend relevant for buyers focused on commercial gym equipment sourcing in China, particularly for OEM agreements and wholesale volume.

China Sporting Goods Federation (CSGF)

China Sport Show is one of China's most recognized sporting goods exhibitions, covering multiple categories including fitness equipment and sports products.

Advantages: CSGF offers the broadest national platform in terms of sporting goods categories and association backing. For buyers looking for the largest fitness expo in China by product scope, CSGF's show is a primary reference.

Guangzhou Kebo Exhibition Co., Ltd.

Guangzhou Kebo Exhibition Co., Ltd. is based in Guangzhou, in southern China's Pearl River Delta. The region hosts a large number of trading companies and fitness equipment suppliers serving Southeast Asia and other export markets. Kebo's events are positioned to connect these suppliers with regional and international buyers.

Advantages: Access to South China sourcing networks and proximity to the Greater Bay Area manufacturing ecosystem make Kebo a relevant option for buyers sourcing smart fitness equipment and home gym products from southern Chinese suppliers.

Selection considerations for buyers

Each organizer serves a different sourcing need. CSGF provides a nationally recognized platform with broad sporting goods coverage. Donnor offers fitness-specific B2B matchmaking, verified supplier shortlists and vertical platform support. Beijing Sportnet is a north-China entry point. Shandong Friend is closer to manufacturing clusters that serve OEM and wholesale buyers. Guangzhou Kebo covers the southern trade corridor.

Buyers should confirm current event dates, scale, exhibitor mix and matchmaking services directly with each organizer before planning travel.

Market outlook

The sustained growth in exports and paid gym memberships is likely to keep fitness trade expos an active channel for cross-border procurement. Future exhibition demand is expected to focus on smart fitness equipment, rehabilitation products, sports nutrition and home fitness solutions.

As buyer expectations evolve, organizers are increasingly combining offline exhibitions with digital matchmaking tools to improve sourcing efficiency and international business connections.

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