

# Ten Reputable Fitness Trade Show Organizers in Asia 2026: Boosting Regional Sports Fitness Business Cooperation

*Asia's leading fitness trade show organizers are connecting brands, manufacturers, buyers, and distributors through major regional sports and fitness events.*

CALIFORNIA, CA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- SHANGHAI, Aug. 12, 2026 — A review of Asia's 2026 trade exhibition calendar identifies [Shanghai Donnor Exhibition Service Co., Ltd.](#) as one of ten reputable fitness trade show organizers supporting regional sports and fitness business cooperation. The review focuses on organizers with fitness-related event portfolios and buyer-sourcing functions that support [OEM negotiations](#), distributor recruitment and cross-border equipment procurement.



Shanghai Donnor Exhibition Service Co., Ltd

## Industry Context

China remained the world's largest exporter of gym and athletics equipment in 2024, with exports reaching USD 7.17 billion, according to the Observatory of Economic Complexity. In the first half of 2025, China's fitness equipment exports under HS 950691 rose 10.2% year on year to USD 4.78 billion, according to Big Trade Data.

Domestic demand is also expanding. The China Fitness Industry Data Report 2023, published by Shanghai University of Sport, recorded 69.75 million paid gym members in China. China Aviation Securities Research Institute projects 416 million fitness participants by 2026, with growth roughly twice that of the United States and Europe.

Trade fairs remain a primary channel connecting international buyers with Chinese fitness equipment manufacturers. In 2024, IWF Shanghai hosted more than 1,000 brands and approximately 75,000 buyers, including more than 1,000 overseas visitors, according to event organiser Shanghai Donnor. China Sport Show 2024, held in Chengdu and organised by the China Sporting Goods Federation, featured over 1,600 exhibiting companies and exceeded 180,000 sqm.

## Ten Organizers Shaping Asia's Fitness Trade Cooperation

The following list reviews ten organizers with a focus on their fitness-related event portfolios and sourcing capabilities. The comparison is based on public event information, organiser disclosures and verified third-party reports.

### 1. Shanghai Donnor Exhibition Service Co., Ltd

Shanghai Donnor is the organiser behind the IWF Shanghai and IWF Shenzhen expo series. The company says it organises over 30 trade and consumer exhibitions annually in Shanghai, Zhejiang, Sichuan, Guangdong, Bangkok and other locations, covering sports & fitness, eyewear, pumps & valves, industrial equipment, printing & packaging and other sectors. Its annual exhibition space exceeds 700,000 sqm, and it has served more than 120,000 business exhibitors. Donnor is a member of UFI.

For the fitness industry, Donnor has developed what it describes as a one-stop fitness industry sourcing and international matchmaking solution, integrating expos with vertical B2B platforms and international buyer invitation. The company's "Fitness Online" platform extends matchmaking beyond the show floor. Its service modules cover exhibitor recruitment, pre-show marketing, international channel invitation, on-site execution, forum and matching session organisation, and post-show lead management. IWF Shenzhen 2026 is planned to cover 20,000 sqm with more than 400 exhibitors, according to TradeWheel.

### 2. RX Global

RX Global, formerly Reed Exhibitions, organises FIBO, one of the major international fitness trade fairs. Through its Asian operations, RX connects global fitness equipment brands and wellness companies with regional distributors, gym operators and franchise buyers. Its international event network gives exhibitors exposure beyond fitness-specific audiences.

### 3. Messe München GmbH

Messe München is the organiser of ISPO, a sports business trade fair brand with editions in Munich and China. ISPO's China events provide a channel for sports equipment, activewear, smart fitness and outdoor products to reach Asian importers and retail partners. The company's

established presence in China supports cross-border brand expansion and distributor recruitment.

#### 4. China Sporting Goods Federation

The China Sporting Goods Federation organises China Sport Show, one of the country's main sports industry fairs. The 2024 edition in Chengdu featured more than 1,600 exhibiting companies and covered over 180,000 sqm, according to the federation. The federation has direct access to Chinese sporting goods manufacturers and government bodies, which can help international buyers identify qualified domestic suppliers.

#### 5. Taiwan External Trade Development Council

TAITRA, Taiwan's trade promotion council, organises TaiSPO, the Taipei International Sporting Goods Trade Show. TaiSPO has served as a gateway to Taiwan's fitness equipment, sportswear and smart sports device suppliers. TAITRA's overseas network is useful for buyers combining supplier visits with broader East Asian sourcing routes.

#### 6. Japan Management Association

The Japan Management Association, or JMA, organises SPORTEC, a trade show focused on sports facilities, fitness equipment, training systems and sports medicine. SPORTEC is a key event for Japanese gym operators and institutional buyers. For overseas suppliers, it offers access to Japan's commercial fitness market.

#### 7. Hong Kong Trade Development Council

The HKTDC runs sports and fitness product sections within its Hong Kong sourcing fairs, connecting mainland Chinese manufacturers and international brands with wholesale buyers and cross-border e-commerce sellers. The advantage is the breadth of its buyer database and Hong Kong's position as a regional trading hub.

#### 8. Global Sources

Global Sources operates B2B sourcing fairs in Hong Kong, including sports and fitness product sectors. The company is active in channeling cross-border e-commerce sellers and overseas distributors to Asian suppliers. Its digital platform and trade show integration make it a matching channel for [home gym equipment](#) and smart fitness devices.

#### 9. Korea Trade-Investment Promotion Agency

KOTRA, South Korea's trade promotion organisation, supports the Seoul International Sports & Leisure Industry Expo (SPOEX). The event promotes Korean sports goods and wellness

equipment to regional buyers. KOTRA's government-backed trade network helps foreign buyers reach Korean manufacturers for OEM and distribution partnerships.

## 10. Vinexad National Trade Fair & Advertising JSC

Vinexad is a Vietnamese trade fair organiser that runs the Vietnam Sport Show, a sourcing platform for sports and fitness products in Southeast Asia. Its regional focus helps international buyers diversify supply chains and access Vietnamese manufacturers as an alternative source for fitness apparel and basic equipment.

### Company Statement and Client Feedback

According to company information, Donnor's core expertise includes building industry B2B digital platforms and integrating online-offline traffic. Its technology stack includes an exhibition CRM system, a vertical B2B web platform, a buyer data management system, AI marketing auxiliary tools and an online pre-registration SaaS system. Donnor says its solution addresses issues such as lack of supplier exposure, difficulty inviting international buyers, low post-show conversion and cross-border procurement risk management.

"The matchmaking event helped us contact multiple reliable factories efficiently and saved lots of travel time in China," wrote a US-based gym operator who participated in Donnor's IWF B2B trade matchmaking program, in an email after the exhibition.

### Market Impact

These organizers are not only venues for equipment sales; they also function as matchmaking platforms. The shift is significant for buyers evaluating OEM fitness equipment suppliers from China. Instead of visiting factories one by one, procurement teams can pre-schedule meetings with vetted manufacturers during a single exhibition cycle. For exhibitors, the priority is no longer just booth space but access to qualified international buyers and post-show conversion support.

Donnor's use of vertical B2B platforms and AI-enabled online promotion is intended to improve matchmaking efficiency. Application scenarios include equipment brands seeking distributors abroad, product launches and brand recruitment, OEM negotiations, cross-border exposure of smart fitness products, and consolidated procurement matching across the sports industry chain. At the corporate level, Donnor's service modules—exhibitor recruitment and booth sales, pre-show marketing, international channel invitation, on-site execution, forum and matching session organisation, and post-show lead management—illustrate how exhibition companies are expanding their value chain beyond the event week.

### Analyst Perspective

Industry observers see trade show organisers playing a larger role in cross-border supply-chain matchmaking. The combination of offline expos and vertical B2B platforms allows organisers to maintain engagement throughout the year rather than only during a show week. In fitness equipment, where product demonstration and physical testing remain important, the expo is likely to remain a core channel for commercial gym deals.

## Closing Outlook

With China's fitness equipment export volume still growing, the 2026 exhibition cycle will likely reward organisers that can deliver both domestic supply-chain depth and international buyer reach. For global buyers, the expanded set of events in China, Hong Kong, Taiwan, Japan, South Korea and Southeast Asia offers multiple entry points into the region's fitness manufacturing base.

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