



CHINA SPORT SHOW

中国国际体育用品博览会

上海国家会展中心 地址：上海青浦区盈港东路168号

2018

5.25-27 上海



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— 5月体博会特刊 —





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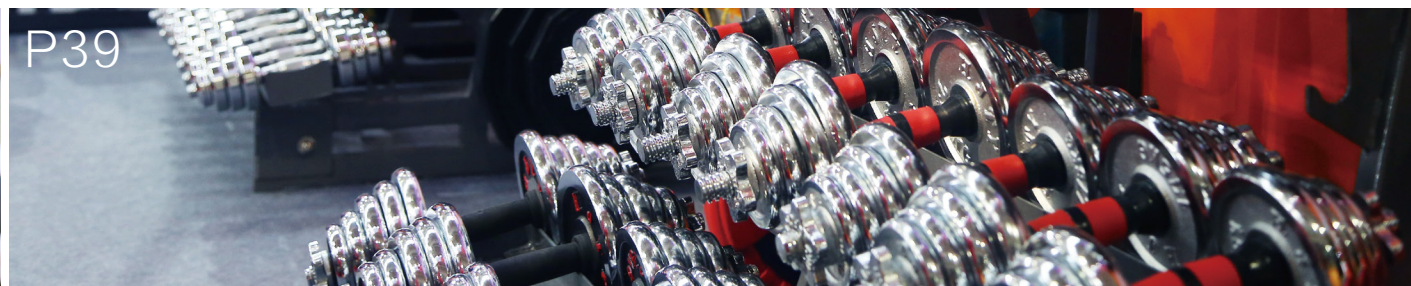
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领导致辞

Lead's Oration

自 1993 年成立以来，中国体育用品业联合会一直站在体育用品行业的前沿，为中国体育事业、体育产业和中国体育用品企业服务，并向世界全貌地呈现了中国民族体育用品品牌的发展成果。

长期以来，协会的主要职能和业务来自以下五个方面，体育用品行业信息服务和咨询，相关信息数据的定期发布；搭建亚太地区最具综合实力的体育用品行业展览展示及交流平台——中国国际体育用品博览会；举办行业高峰论坛，加强交流、促进体育用品行业的合作；标准化工作提高体育用品企业管理水平，确保体育用品产品质量；服务社会、服务政府，在国际组织中发挥重要作用，积极参加国际会议，同各个国家和地区组织进行联系，维护行业权益。

随着中国体育用品行业在整体向好、体育用品市场第二次消费浪潮的“新黄金时代”逐步到来，整个行业与每家企业其实也面临着升级转型、供给侧改革的巨大挑战。自 2014 年开始回暖的体育用品业，将随着体育产业的热潮和国家利好政策一起，在未来逐渐步入最好的时代。在当前体育产业的巨大浪潮中，联合会希望更好地服务社会、行业和产业。

过去的 2016 年，联合会在秉持“勇于顺应新的商业潮流，主动适应社会经济发展的新变化”的工作新思路下，积极开拓新的业务模式，通过积极扩大对外交流工作、推进中国体育用品标准化、积极投身服务于全民健身事业、构建联合会品牌传播体系、开展协会公益事业、成立二级专业委员会等工作，把改革创新的精神，彻底贯穿于联合会工作的各个领域、各个环节，实施创新驱动，进一步加强服务体系建设。

放眼未来，联合会还将为所有会员拓展出更新、更高层次的交流渠道，构建国内外之间、企业之间、行业内部之间、跨行业之间、行业和政府之间的沟通机制，把协会的品牌做大做强，实现行业上中下游的共赢局面，为构建社会公共服务体系和小康社会，贡献属于自己的一份贡献。

China Sporting Goods Federation has always kept a leading position in the sporting goods industry of China since its establishment in 1993. Committed to serving Chinese sporting undertaking, sporting industry and sporting goods enterprises, it presents outstanding achievements of national sporting goods brands to the whole world in an all-round manner.

For long, CSGF mainly performs five functions and tasks as follows. Firstly, provide information service and consultancy for sporting goods industry, and publish relevant information and data regularly; secondly, construct a comprehensive exhibition and communication platform for Asian-Pacific sporting goods industry, namely, China Sport Show; thirdly, organize and hold industry summit forums for better communication and more cooperation in sporting goods industry; fourthly, engage in standardization work to improve the management of sporting goods enterprises and ensure good quality of sporting goods; fifthly, serve the society and government and play an important role in international organizations, for instance, actively attend international conferences and keep close touch with organizations of all countries and regions to safeguard industry rights and interests.

Although the industry undergoes sound development as a whole and the second wave of consumption in sporting goods market enters a "new golden age" step by step, formidable challenges are still in the road ahead for the entire industry and every enterprise, such as upgrading transformation and supply-side reform. Since a pickup in 2014, sporting goods industry is bound to usher in the best times gradually with the boom of the sports industry and national favorable policies in the future. Sailing with the wind of current sports industry, CSGF is always ready to better serve both society and industry.

In the past year of 2016, CSGF stuck to the development philosophy of "take courage to follow new business trends, take initiative in adjusting to the new changes in social and economic development". It energetically cultivated new business modes, and took a series of measures to penetrate the spirit of reform and innovation into all fields and links of CSGF tasks. Specifically, it stepped up efforts in communication and exchanges, promoted standardization of China sporting goods, actively served the undertaking of national fitness, and meanwhile established a brand communication system and a secondary specialized committee while performing social responsibilities. Innovation-driven mechanisms were implemented to further strengthen the establishment of service system.

Looking to the future, CSGF will definitely dig more communication channels at a high level for all members. Perfect communication mechanisms will be established at home and abroad, among enterprises, within the industry, among industries, between industry and government. In addition, promoting brands of CSGF is prioritized for win-win result of upstream, mid-stream and downstream in the industry. CSGF is aimed at making its own contribution to the construction of complete social public service system and moderately prosperous society.

中国体育用品业联合会主席：
CHINA SPORTING GOODS FEDERATION CHAIRMAN:

李辉



中国体育用品业联合会 2016 年理事会日前在京召开。中国体育用品业联合会副主席兼秘书长李桦、副主席刘军、叶春、力航、易晓俐等领导以及体育用品企业代表共 54 名理事，一同出席了此次会议。

李桦首先就 2013-2016 年中国体育用品业联合会（以下简称“联合会”）的整体工作情况进行了全面地总结，并向参会的理事会成员清晰而深入地通报了联合会“脱钩”工作进展及完成情况。

李桦表示，未来，联合会将以社团法人的身份，围绕“体育用品标准制订及体育用品标准化工作”、“中国国际体育用品博览会组织”和“中国体育用品业联合会秘书处工作”等三项职能展开工作。

大会按照联合会章程的相关要求，补充选举联合会主席、秘书长和副秘书长，理事会一致选举李桦为联合会主席、选举罗杰为联合会秘书长、选举温嘉和侯秋玲为联合会专职副秘书长。

本次大会还专门通报了联合会人造草专业委员会筹备工作进展情况，并在理事会上得到通过。人造草专业委员会成为了联合会下设的第七个专业委员会。

未来，人造草专业委员会将与其他分支专业委员会一

样，为人造草行业这一细分领域提供有针对性、深入系统地服务，推动人造草行业更快速、更规范地发展。

据了解，联合会脱钩后，将作为一个独立的公益性社会组织，服务于体育用品行业和企业。

而如何做好行业服务工作，把联合会办成“企业之家”，是联合会面临的挑战。围绕着今后联合会的发展问题，广大理事单位代表各抒己见，纷纷发言，对联合会今后的组织建设、标准化工作、国际交流、行业信息共享等诸多方面提出大量的建设性意见。

最后，联合会新任主席李桦对本次理事会进行了总结，他表示，自 2014 年以来，国家一直在不断出台促进体育产业快速发展的利好政策，体育产业迎来了千载难逢的发展机会。

目前，体育用品制造业在我国体育产业结构中占据了很大的比例，因此，在体育产业大发展的时代背景下，联合会将尽到为体育用品行业、体育产业发展助力的重要责任。李桦还表示，今后，将严格按照国家法律法规所规定的范围内，对联合会的各项工作进行完善，以行业组织为抓手，为全国的体育用品企业服务。

中国体育用品业联合会 2016 年理事会在京召开

China Sporting Goods Federation Annual Board Meeting 2016 Held in Beijing



China Sporting Goods Federation (CSGF) Annual Board Meeting 2016 was held in Beijing in 7th December 2016. 54 members participated in the meeting, including Mr. Li Hua, Vice President and General Secretary of CSGF, Vice President Mr. Liu Jun, Mr. Ye Chun, Mr. Li Hang, Ms. Yi Xiaoli and representatives of company members.

Mr. Li Hua made a summary report on the overall condition of CSGF during the past four years. New board was elected on the meeting. Mr. Li Hua was elected as President. Mr. Luo Jie was elected as General Secretary. Mr. Wen Jia and Ms. Hou Qiuling were elected as Managing Deputy General Secretary. Artificial turf Committee was announced to be founded in the meeting.

CSGF, after being independent of General Administration of Sport of China, will host China Sport Show, China Sporting Goods Standard System, international communications and member services as an independent non-profit national organization. CSGF with the new board members will lead the industry to develop with a steady pace with the support of national policy.

联合会领导名单及理事单位

[主 席]		[秘 书 长]	
李 桦 / 国家体育总局装备中心主任		罗 杰 / 中国体育用品业联合会秘书长	
[副主席]		[常 委]	
马继龙 / 全国政协科教文卫体委员会委员		李仲杰 / 山东汇祥健身器材有限公司总经理	张维建 / 舒华（中国）有限公司总裁
力 航 / 国家体育总局装备中心副主任		黄承斌 / 南通铁人运动用品有限公司总经理	唐 毅 / 昆山多威体育用品有限公司
叶 春 / 国家体育总局装备中心副主任		赵文海 / 江门市长河化工实业集团有限公司	国家体育用品质量监督检验中心主任
楚修齐 / 中国百货商业协会会长		魏昭贵 / 厦门康乐佳运动器材有限公司总经理	钜勋健身器材（上海）有限公司总经理
邓雅俐 / 中国橡胶工业协会会长		陈存义 / 伟士（厦门）体育用品有限公司	天津春合体育用品厂厂长
林小冲 / 中国文教体育用品协会理事长		吴家兆 / 上海制球联合公司总经理	上海回力鞋业有限公司党委书记
刘 军 / 中体产业股份有限公司董事长		张佳华 / 深圳市好家庭实业有限公司	上海兰华制球有限公司
李 宁 / 李宁（中国）体育用品有限公司董事长		刘书民 / 北京利生体育商厦	广州双鱼体育用品集团有限公司
黄勇武 / 上海红双喜股份有限公司董事长		林 岩 / 福建省体育用品联合会秘书长	江苏省强槐体育用品有限公司
丁世忠 / 安踏（中国）有限公司董事局主席		李延勤 / 陕西省体育器材装备中心主任	北京奥康达体育用品有限公司
郝虎山 / 山西澳瑞特健康产业股份有限公司常务副总经理		杨世滨 / 中国纺织工业联合会副秘书长	山东英吉多运动器材有限公司
卞志良 / 泰山体育产业集团有限公司董事长		丁利荣 / 青岛英派斯（集团）有限公司	北京火炬天地人造草坪有限公司
李剑刚 / 江苏金陵体育器材股份有限公司总经理		周廷国 / 北京健乐世纪体育器材有限公司董事长	上海荣泰健康科技股份有限公司
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		孙景生 / 天津 729 体育器材开发有限公司董事长	珠海力伽健康科技有限公司
		许 政 / 江苏共创集团人造草坪有限公司副总经理	厦门奥龙体育器材有限公司
		王 深 / 北京绿茵天地体育产业股份有限公司总经理	山东英克莱集团有限公司
		岳 磊 / 北京国体世纪体育用品质量认证中心副总经理	（以上排名不分先后）

“回顾 2016，展望 2017” 联合会秘书长罗杰： 直面“新黄金时代”中的巨大挑战



随着各种利好政策出台和全民健身意识的觉醒，业内普遍认为，自 2014 年开始回暖的体育用品业，将随着体育产业的热潮一起，在未来逐渐步入最好的时代。

纵观 2016 年的体育用品行业，可谓是几家欢喜几家愁。从行业各细分门类的生存形态，以及产业发展的深度、广度上看，情形各不尽相同：运动鞋服行业逐步企稳，“几巨头”正在回暖和逐步强化其领导地位，市场格局越发放向少数品牌集中，一些后知后觉或转型不成功的二三线品牌逐渐被市场淘汰；与健身俱乐部繁荣指数相辅相成的健身器材行业，随着运营模式的多元化，整体竞争力相比以往得到了质的提升；而场馆设施营造、球类运动、轮滑等细分行业，则基本上是稳中有升。

中国体育用品业联合会秘书长罗杰日前在回顾 2016、展望 2017 时提醒，随着行业在整体向好、体育用品市场第二次消费浪潮的“新黄金时代”逐步到来时，也面临着转型升级、供给侧改革的巨大挑战，尤其对广大中小企业而言。

（一）此“黄金时代”非彼“黄金时代”

2014 年以来，国家层面不断出台体育产业相关的利好政策，全民健身上升为国家战略，大众自觉健身意识觉醒……罗杰认为，目前政策、社会和舆论环境都被充分调动起来，尤其群众体育正处在高速发展阶段，而每个参加体育运动的人都需要相应的体育用品，如运动鞋服、球拍、滑雪板等，这无疑将对整个体育用品行业产生最直接的影响。

罗杰认为，虽然没有前些年发展那么快，但“这两年行业还是交出了一个非常好的成绩单”。

包括 2015 年安踏凭借 111.26 亿元的营收，成为首个进入“百亿俱乐部”的中国体育用品企业；李宁则告别了亏损局面，自 2012 年以来首次实现扭亏为盈。而 2016 年仅上半年，安踏的营收就已经超过了 60 亿元。

不久前，国家体育总局和国家统计局联合发布的数据显示，2015 年国家体育产业总产出（规模）为 1.7 万亿元，增加值为 5494 亿元，占同期 GDP 的比重为 0.8%；其中体育用品及相关产品制造总产出规模达到 1.1 万亿，增加值为 2756 亿，在体育产业总产出和增加值中分别占比 65.7% 和 50.2%。而据中投顾问产业研究中心预测，到 2020 年，体育用品市场规模有望达到 2400 亿元左右，未来五年复合增速约为 10%。

不过罗杰表示，这一轮发展与本世纪前十年的体育用品“黄金时代”有着本质的区别：相对来说，此前运动消费品还处在比较匮乏的时期，大众基本是有什么、用什么，生产什么、用什么。但现在不同

了，群众自觉健身的意识越来越强，意味着运动健身的人开始动真格的了，也意味着消费需求更加多样、专业 and 细化。

也因此，催生和强化了包括传统鞋服在内的更多细分和专业市场。比如，路跑热潮让消费者对于跑鞋等穿戴的要求越来越专业；运动手环等可穿戴智能设备和 VR（虚拟现实）产品风靡一时，吸引了众多创业公司进入该领域；运动社交需求带火了大量运动 APP；健身场馆的匮乏、健身与雾霾的矛盾，令成本低建设周期短的气膜馆日益受到青睐；山地户外运动成新时尚让户外用品发展迅猛，而冰雪热有望带动冬季运动器材销售和制造……

罗杰透露，行业这样的发展趋势和“风向标”，体现在了联合会主办的中国国际体育用品博览会，“目前我们已经开始在考虑做细分行业展会。”

（二）消费者“糊弄不了”，行业面临洗牌

在罗杰看来，大众健身意识觉醒带来的最大改变，就是消费者“糊弄不了”了。

他举例说，以前有一家做跑步机的厂商，家用跑步机仅卖八、九百块钱一台，卖得还挺好，但随着大多民众对于专业设备需求的增加和中产阶级消费意识的觉醒，以前的低价、低质模式做不下去了，要转型升级，就要开始做真正的健身器材。

2016 年的体育用品业整体向好的同时，企业倒闭潮、失业潮和降薪潮同样汹涌。特别是喜得龙——这个曾风光一时的福建晋江知名运动品牌，在实体经济受冲击时轰然倒下，令人唏嘘和警醒。

对此罗杰认为，“体育弧”一直在增长，但在传统体育制造业方面，有些地方小企业甚至一倒一片，实际上是消费需求改变带来的行业淘汰和洗牌。在过去粗放式扩张模式下，有些企业长期以来只能提供一种产品，行业同质化严重，但消费市场在分化、细化，要求提升细分产品的科技含量和专业表现。然而，一些传统制造企业对这个变化时是没有准备的，“还是以往活得太好了，没有危机意识。”

因此，罗杰把这称为一个“正常现象”，甚至是“好现象”，因为升级的消费需求会倒逼行业加速转型升级，加强供给侧改革，更注重产品研发、渠道优化和经营能力。当部分落后企业被淘汰，挤压出的市场空间将重新被分配，中国体育用品行业开始进入内涵型增长阶段。

即便像安踏、李宁等这些行业的巨头，也面临着国际品牌的全球化激烈竞争。

（三）虚火还是实火？关键在于可持续消费能力

在经济新常态下，体育产业逆势上扬，成为新的投资热点。罗杰则表示，过去两年确实见证了大量资金流入体育产业的火爆场面，然而虚火还是实火，关键看能否真正实现消费，并且是持续、稳定的消费。

比如，“互联网+体育”的概念大行其道，一度导致很多 O2O（线上到线下）的体育创业，但大量地聚流量，却往往卡在了“变现”这一关。罗杰还举例说，近来健身行业异常繁荣，一些卖器材的厂商也跟风开起了健身俱乐部。“还是采取低价竞争，有的两年期的健身卡才两三千，其实就是指望你冲动消费，办了卡但不去，但没有二次消费就不会成为持续的消费。”



罗杰认为,持续稳定的运动消费,有赖于经济生活水平的提高,有赖于政府和舆论的引导,更有赖于市场能提供什么样的产品和服务,也就是常说的“供给侧改革”。

相适应于消费需求的升级和细化,体育用品业近的“供给侧”改革,关键是要提供一种多层次的产品和服务,满足多层次的消费需求。同时,未来体育用品业的转型升级,需要从单纯卖产品向卖服务进行转变。

罗杰认为,产品再贵也是有价、一次性的,而服务的增值空间是很大的,如果可以提供长期、优质的服务,是很难被替代的。

他说,服务才是“互联网+”大有可为的地方,体育作为强体验性的行业,不可能仅靠互联网凭空制造消费需求,但互联网提供的技术和帮助,能让消费者有更好的、更人性化的消费体验。

“比如现代社会中,常说没时间锻炼,这并非完全是借口,时间成本确实制约了我们进行体育运动。那就可以凭借互联网、物联网等科技手段,从提高效率上入手,方便消费者24小时、全天候、近距离进行锻炼。”

(四)协会改革为行业未来可能创造出哪些机遇?

过去一年,对中国体育用品业联合会来说也具有重要的意义。作为中国体育协会“去行政化”改革的试点,中国体育用品业联合会2017年正式进入独立运营。罗杰对“第一年”感触良多。

首当其冲的,就是感觉到要做的事情“有一大堆”。罗杰说,作为中国体育产业最早发展起来的一部分,整个行业生存不是大问题,更多要考虑如何推动行业健康发展,形成稳定消费,尤其是在健身运动热潮催生了很多新兴细分行业的情况下。

其中,标准化应该是未来工作的一个重要抓手。

“比如,随着全民健身和学校体育的发展,场馆营造业在过去两年发展非常迅速。然而,去年的问题跑道事件就给整个行业带来了巨大的冲击和反思。”

联合会未来工作将更加细化,更着重细分行业的引导和服务,比如目前已有人造草等7个专业委员会。

“对于这些细分行业的专业委员会,联合会将在政府沟通、行业交流、媒体宣传、国际交流和标准化等方面进行扶持和提供服务,帮助他们更好发展。”

同时,也会积极引导企业进行公益活动,提供公共服务,提升整个行业的形象和美誉度。



"Review 2016, Look to 2017" by Luo Jie, CSGF Secretary-General



Recently, Luo Jie, Secretary-General of China Sporting Goods Federation (CSGF) reviewed the development of China's sporting goods industry in 2016 and looked to the year of 2017. He believes that with the advent of "new golden age" of second wave of consumption in sporting goods market, the industry undergoes sound development as a whole, but confronts great challenges like transformation and upgrading, supply-side reform, especially for the vast majority of SMEs.

With the release of various favorable policies and increasing awareness of national fitness, sporting goods industry began to pick up as of 2014, and will usher in the best times gradually with the boom of sports industry in the future.

Throughout the development of sporting goods industry in 2016, different categories vary in development status. Sportswear and footwear industry is expected to a gradual pickup. "A few giants" are picking up and gradually consolidating their leadership position. In terms of the market pattern, a few brands started to succeed in a competitive market place, while some second- and third-tier brands that have not kept pace or suffer unsuccessful transformation are gradually driven out of the market. With the increase of fitness clubs and diversification of operation pattern, fitness equipment industry has witnessed the substantial improvement of overall competitiveness compared with the past. The development of sub-categories basically remains stable with a slight rise, such as venue facilities, ball games, roller skating, etc.

1. "Golden age" is different from that of the past.

Since 2014, a succession of favorable policies has been issued in the sports industry. National fitness has been upgraded to a national strategy, and the public awareness of sports fitness has been awakened. In the opinion of Luo Jie, the environments of policy, society and public opinion have been fully mobilized today. Especially mass sports is in the stage of rapid development, and everyone in the participation of sports needs appropriate sporting goods, such as sportswear and footwear, racket, and snowboard. This definitely exerts the most direct impact on the sporting goods industry. The industry hasn't developed as rapidly as in the past, but still "achieves fruitful results for these two years."

For instance, ANTA became the first Chinese sporting good enterprise to be listed in the "Hundred Million Clubs" in 2015. Li-Ning turned the tide and even began to make profits for the first time since 2012.

According to the data released by General Administration of Sport and National Bureau of Statistics not long ago, the total output (scale) of national sports industry in 2015 amounted to RMB1.7 trillion, an increase of RMB549.4 billion. It accounted for 0.8% of GDP over the same period. The total output of sporting goods and related product manufacturing reached RMB1.1 trillion, an increase of RMB275.6 billion. It accounted for 65.7% and 50.2% of total

output and increase of the sports industry respectively. CICConsulting Industry Research Center predicted that the sporting goods market scale was expected to reach about RMB240 billion by 2020 and the compound growth rate would be about 10% in the next five years.

However, Luo Jie added that this round of development was different from "golden age" of sporting goods in the first decade of this century in nature. In the past, there is a short of sporting goods, so the public had to use what they had and what were produced. In comparison, the public nowadays have become more aware of sports which means they begin to take it serious, and thus have more specific and professional demands with great variety. As a result, many segment and professional markets come into being and are boosted, including traditional shoes and apparel.

Luo Jie suggested this development trend and "leading reference" of the industry was demonstrated in China Sport Show organized by China Sporting Goods Federation. "At present, we have begun to take into account the exhibitions of segment industries.

2. Consumers are not easily induced and the industry is confronted with reshuffle.

Luo Jie maintained the biggest change in the wake of increasing awareness of national fitness was that consumers cannot be easily induced. The focus on consumer demands shifted from price to quality and demand.

Sporting goods industry, in spite of sound development as a whole in 2016, confronted the outbreaks of business failure, substantial unemployment and pay cut. In this regard, Luo Jie thought "sports



industry curve" had kept growing, but in the traditional sports manufacturing industry, some local small businesses closed in large scale. As a matter of fact, the change of consumer demand brought about industry elimination and reshuffle. In the past, extensive expansion model prevailed. Some businesses supplied only single product for long, leading to serious industry homogeneity. But the consumer market was segmented and divided, which required upgrading and subdividing technological content and specialty of products. Nevertheless, some traditional manufacturing businesses are not ready for this change.

Luo Jie thought it a "normal phenomenon", or even a "good phenomenon". In his view, consumer demand is upgraded, which will impel the acceleration of industry transformation and upgrading, strengthen the supply-side reform, and emphasize product development, channel optimization and operational capacity. When some backward businesses are eliminated, squeezed market space will be re-allocated. Chinese sporting goods industry will enter the stage of intensive growth.

Industry giants even like ANTA, Li-Ning are faced with fierce global competition with international brands.

3. Is it just a false prosperity? Sustainable consumption capacity is the key.

In this new normal economy, sporting industry rose against recession-hit market and became a new investment hotspot. Luo Jie agreed he had indeed witnessed the flourishing scene that enormous capital flowing into sporting industry over past two years. But is it just a false prosperity? The key is whether consumption is truly achieved, sustainable and stable.

For example, the concept of "Internet plus sports" once prevailed, leading to a flood of O2O (online to offline) sports entrepreneurship. It was usually stuck in the link of "turn transaction to reality" in spite of the busy online traffic. Luo Jie cited an example that the fitness industry is booming in recent years. Some vendors of equipment sales also follow the trend of opening a fitness club. "Low price competition is still the top choice. Some even ask for only two or three thousand for a two-year fitness card, which is to stimulate impulse consumption. Once got the card, you'll never appear in the club. Sustainable consumption is impossible without consumption for the second time."

He pointed out that sustainable and stable sports consumption depends on the improvement of economic



life standard, the guidance of government and public opinion, and more importantly, what kind of products and services are available in the market, that is, "supply-side reform".

To adapt to the upgrading and segmentation of consumer demands, sporting goods industry need carry out "supply-side" reform, whose key is to provide multi-level products and services for meeting multi-level consumer demands. At the same time, the transformation and upgrading of sporting goods industry need shift from product to service in the future.

Luo Jie believed that, products, expensive or not, are "one and you're done" affairs and have fixed prices, while there's much value-added space for service. Long-term and high-quality service is difficult to be replaced.

Service is of huge potential in "Internet plus" development. It's impossible to solely rely on the Internet that creates consumer demands in experience-oriented sports industry. Technology and assistance of the Internet enables consumers have access to better and more humanized consumption experience.

"Let us say, no time to exercise may not be entirely an excuse in modern society. Time cost is indeed a restraining factor for sports. Therefore, we need to improve efficiency by means of the Internet, Internet of Things and technical methods. In this way, consumers can do physical exercises in a near place around the clock."

4. With the reform of China Sporting Goods Federation, what opportunities are waiting ahead for future development of the industry?

The past year is of great significance for China

Sporting Goods Federation. As pilot unit of "de-administration" reform by Chinese Sports Industry Association, China Sporting Goods Federation formally put into independent operation in 2017. Luo Jie has too many thoughts about "the first year".

Above all, he feels there is so much to be done. In his words, as part of early developed industry in China's sports field, it's no problem for survival of the whole industry. We should care more about how to promote healthy development of the industry to realize stable consumption, especially in the situation that a great number of emerging segment industries comes into being with the fitness boom.

Standardization is very important in future development.

"For example, with the development of national fitness and school sports, the construction of stadiums and venues has developed by leaps and bounds over past two years. Nevertheless, the running track scandal struck a heavy blow to the industry and provoked deep reflection last year.

The future work of the Federation will be segmented to a larger extent. We'll attach more importance to industry guidance and services. For the present, we have established as many as seven professional committees like the committee of artificial turf.

"For the professional committees of segment industries, the Federation will offer support and service in aspects of government communication, industry exchange, media publicity, international exchange and standardization for their better development."

In addition, we will also actively guide businesses to carry out public welfare activities and provide public service for the improvement of industry image and reputation.

健身行业代表新品提前看 智能化的健身器材真的智能么



如果要用一个词来概括健身行业在过去一年中的发展趋势，智能一词想必是再合适不过了。面对行业愈发严重的同质化现象，各个厂家使出浑身解数赋予自家产品智慧，力求以智能化突围同质化。

毋庸置疑，我们已不可避免地走进了多屏时代。我们的生活被电视、电脑、平板电脑、手机、手表等无数块或大或小的屏幕影响或控制着。显然面对现代人的使用习惯和操控逻辑，健身行业也不得不做出改变。百适健康科技便为新产品 TF1800 跑步机搭载了一块 19 寸超大的电容触摸高清显示屏。这块搭载了安卓系统的屏幕不仅有着 500G 的超大内存，更可以链接 WIFI 和蓝牙，将影音娱乐系统集于一体，让使用者在运动过程中不再乏味。

广州龙康体育用品有限公司在今年体博会上推出的康林 GT 系列跑步机同样搭载了类似的高清智能显示屏，使用者在运动过程中不仅可以通过屏幕浏览网页，还可以让屏幕显示多种实景跑步场景，以增加现实感。除此之外，GT 系列跑步机装备了 AMS (area motion sense) 智能控速系统。使用者一键开启该系统后，跑台将按照感应分

为加速（红色）、匀速（绿色）和减速（蓝色）三个区域，跑步时，机器通过被用户双脚不断切割的红外线判断人体所处位置，进而做出加速、减速或者匀速的反应。在速度控制方面，AMS 系统虽还达不到代替人脑思考的程度，但绝对是解放用户双手的利器。

智能优化过的产品对趣味性的提升同样显而易见。青岛驰健“传奇系列”新品 CT8800 跑步机增加了限速、限时、竞赛等多种运动模式，使用者的竞争感和好胜心因此被极大地激发出来。而百利恒带来的 381 跑步机则着重对供风系统做了智能优化和创新。送风系统通过模仿自然跑步的自然空气流动，给用户极为自然的运动体验。

当然，除了上述的种种创新之外，今年还有更具颠覆性的创新跑步机。由台湾东庚推出的 DT-22 无马达平面跑步训练台具有特有的双重阻力结构及双重运动结构，保证练时的专业性及安全性。更为重要的是，DT-22 自身带有小型的发电系统，没有马达，不需插电，可谓绿色环保。

而美国 AEON 正伦更是推出了终身免维护的专利。据了解，这项名为 MFTT 的专利技术于去年 9 月正式获得国家实用新型专利，并正式推向市场。在同等负载 80KG 的状态下，MFTT 专利跑板消耗的电流及电压明显比其它跑板要小，且更加稳定，这无疑可以达到更好的省电节能效果。

向智能化大踏步迈进的自然不只有跑步机，伊尚就推出了首创的智能格斗机。这款智能格斗机不仅有电脑游戏一般的进阶挑战模式，还可以建立完整的个人信息档案，通过分析用户不同的情况定制个性化的训练模式，并得出有效地训练报告，让用户科学、愉快地完成高效锻炼。

智能健身软件和系统同样是健身市场的明星产品。北京钛酷科技有限公司的酷测、酷跑、酷骑、酷安四大系统将一个集趣味性、互动性和竞技性于一体的智能健身馆展现在世人面前。据了解，酷测系统主要结合了最新的体感技术和人机互动模式，将应用于检测人体九项主要身体数据；酷跑系统赋予跑步机丰富的场景和模式，提升运动效果；酷骑系统主要为用户提供多场景沉浸式体验，通过排名系统开展各健身房之间的比赛，促进场馆社区化；酷安系统则是通过用户身体指标的检测保证用户安全地健身。与此同时，通过用户佩戴的手环，健身房不仅可以掌握会员的信息和身份，更可将门禁系统、衣柜、淋雨等全部完成智能化升级。





球类新品 2017 新趋势 环保先行 注重运动体验

2017 年国内球类行业纷纷推出新品。基于材料和工艺方面的新突破，以及顺应市场需求注重运动体验的改进成为研发新趋势，传统厂商和新锐企业新品精彩纷呈。

双鱼集团作为国内球类企业传统巨头，秉承“双鱼，一路与大赛同行！”的理念，其新推出的“V40+ 展翅三星”乒乓球是采用了新工艺、新材料 ABS 高分子而制成的有缝球，耐打好用、安全不自燃，符合国际乒联 T3 技术标准。作为配合，专为“V40+ 乒乓球”而研发的“玳迹”胶皮采用了“逆渗透 Osmose Inverse”专利技术，胶皮内存“新型粘性分子”，可使胶皮表面保持持久粘性。同时，颗粒柔软度高，能有效提升乒乓球和胶面的接触面积，每次击球都能产生充分的变形度，恢复快、减震好。

除了乒乓球，双鱼集团所生产出品的金雀羽毛球也成为世界羽联批准的国际比赛用球；而长虹足篮排球凭着优良的品质与口碑得到业界和专业人士的一致认可；其 DOUBLE FISH 品牌运动服饰和运动鞋以“专业亦可时尚”为设计理念，根据不同运动项目的特点和需求设计市场大气的款色，并选择合适的材料搭配进行生产；还可根据客户需求设计定制。

同样是球类行业传统企业，被天津市政府授予“津门老字号”称号的利生足篮排球，也推出了行业首创、中国首创、世界首创的国家发明专利产品——机粘篮球，具有更耐打、更环保、性价比更高的特点。

作为国内球类市场的传统强势分类之一，网羽企业也不甘示弱。成立于 2010 年 11 月的安徽三才体育用品有限公司，是一家集研发、生产、营销于一体的创新性、高科技民营企业。创新产品“三段式羽毛球”，变革了传统羽毛球的结构，颠覆了羽毛球的传统工艺。采用机械化、智能化生产，标准化、规范化管理，进而实现羽毛球产业化。希望通过降低体育器材的使用成本，提高体育运动的趣味性，成为全球最大最强的羽毛球企业。

而成立于 1986 年的伟士公司，专注网羽行业 31 周年，是大众化的专业网羽品牌，产品具有高性价比！目前企业推出了全世界最轻的 SMART ACTIVE 灵动系列球拍，每支重量都在 70 至 75 克之间，且保证头框强度至少能够达到 32 磅，能够满足国际高水平选手的拉线磅数要求。这个系列的球拍既满足了运动员的攻防需求，也大大提升了挥拍的灵活性。

另一方面，伟士生产的超轻量化羽毛球鞋采用了最新熔断工艺和电脑针织技术，使鞋子在达到轻量化和透气的同时也保证鞋子的包裹性和稳定性。专业运动服装方面，伟士独家采用最新的 AIRFLOW TECH 超凉爽弹性功能性面料，在原有快速吸湿排汗的特征上，添加立体编织网孔结构设计，迅速释放皮肤产生的湿气，同时外层清凉空气能够透入里层，大量出汗时也不易粘身。

三大球方面，来自福州的漳州兴动体育用品有限公司在原有 170 多款篮球的基础上，隆重推出最新研发设计的：清新、传承、四象、生肖、炫动等五个系列四十多个型号风格独特的篮球。它们多采用最新的萤光工艺皮料，经过表层湿度处理，使篮球具备更好手感的同时，再配以各种精心的设计，让篮球的主题鲜明、颜色丰富、搭配清新，这些篮球所蕴含的实用新型专利、中胎专利、外观专利及版权设计专利就多达 79 个。

球类场馆用材市场中，奥一推出的 TPU 环保运动地板适用于排球馆，篮球馆，五人足球，舞蹈室等。该产品零塑化剂、零溶剂、零甲醛，拒绝伤眼刺鼻味道，为使用者提供健康呼吸的运动空间。此外，奥一液体强力拼接和魔术扣专利安装方式，为综合性场馆地板提供便捷收卷。

此外，义乌会军体育用品中心推出环保及智能产品系列，旨在提倡环保、健康、时尚，增加了产品品类，可以满足不同场地不同人群的健身需求。推广全民健身，让世界各地人使用会军的产品，让人生活更幸福！



中国运动休闲市场 新品提前看 足球鞋创新成亮点

毫无疑问，运动休闲市场是中国体育用品制造业最为“复杂”的产业，没有之一。这个囊括了鞋服、轮滑、户外、骑行、水上运动等多项运动的大市场在 2017 年为体育爱好者带来了怎样的新产品呢？

足球装备，在前不久结束的世界杯亚洲区预选赛 12 强比赛中，中国男足战胜了苦主韩国男足。借着这股浪潮，舒莱狮推出了中国红足球鞋 200g 定制版。过去几年中，轻量化是国际足球鞋市场发展的趋势之一，阿迪达斯、彪马等国际一线品牌已纷纷将产品重量控制在 200g 左右。而在本届体博会上，舒莱狮也将展现国产品牌的实力，带来 200g 重的足球战靴。这款战靴采用了其自主研发的 TPU 大底和碳纤超轻技术，不仅大大减轻了重量，更增添了脚后跟的包裹性。此外，该款战靴鞋面使用了进口定制的织物材料，为使用者提供近乎赤脚的触球感。

专注足球装备 20 年的福驰也在体博会上推出了新款足球鞋。这款名为 AIR 魔鬼科技训练靴的足球鞋采用了超级纳米纤维作为鞋面，不仅耐磨抗冲击，更能提升传神准确度。鞋面采用无缝技术贴合，大大提升了球鞋的透气性。除此之外，球鞋运用了 MD 减震中底，配合 RB 橡胶碎钉构成了舒缓、抗震减压的保护层，能够缓解高强度活动带给脚踝、膝盖和脊椎的压力。

喜奔推出的足部功能舱同样令人印象深刻。这个类似于鞋垫的功能舱采用了日本纳米竹炭纤维面料和黑色微粒状活性炭，配合美国波龙（PORON）减震片，保证了使用者良好的透气性和脚感。据介绍，功能舱弓形设计和硬质托起与使用者的脚型完全贴合，将力的作用点分散，有效减轻局部支撑点的负担，不仅可以减轻疲劳的感觉，还可以缓解肌肉负担，预防肌肉损伤。

除了足球装备外，轮滑产品也是整个行业的明星装备。FOX PRO 就是一款由江门市臻尹体育用品有限公司推出的新款大轮速滑鞋。这款速滑鞋采用了高密度针纹亮面超纤皮料，韧性和耐磨性均得以保证。鞋里使用了 SBR+ 超纤维磨沙布内衬，耐寒耐热。鞋壳采用了专业工艺和配方打造的高强度全碳纤维材质，轻盈裹脚，穿着舒适。KP 刀架和轮子分别采用 7005 航空铝合金和高弹 PU 材质，保证了轮滑鞋的操控性、平衡性以及抓地力。

如果说以上产品并不令您意外，那么国礼 1986 围棋肯定会令您眼前一亮。不久前，我国著名围棋选手柯洁接受了谷歌人工智能产品“阿尔法狗”的挑战。人工智能想人类至高智慧发起挑战，令围棋这项国粹运动引发了全世界的关注。此次带来国礼 1986 围棋的是云南围棋厂，早在 1986 年，云子就被作为国礼先后赠于日本首相中根康弘与英国女王伊丽莎白二世。此次亮相体博会，国礼 1986 棋子采用了新配方制成的如玉云子，配方中含有云南特有玛瑙、紫英石等数十种天然矿物原料，经高温熔合后白子色泽质地如翡翠般温润细腻，黑子通体乌黑边而边缘晶莹微透绿光。棋罐则采用了国家非物质文化遗产的福州脱胎漆器工艺，成品典雅华贵、凝重深沉，素有“珍贵的黑宝石”、“人间国宝”等美誉。如此佳品，无论对弈、收藏还是馈赠亲友都十分合适。

创新 环保 这便是场馆营造行业的本年度行业基调

毫无疑问，任何一个发展迅速的行业都面临着同样一个问题：产品同质化。面对产品同质化，只有推陈出新才能走出困局。因此，创新一词也始终是场馆营造行业不断前行的动力。

2017 年，场馆设施及营造展区作为时下中国国际体育用品博览会上发展势头最猛的展区——这恐怕是一个业内几乎都没有异议的定论。从数据上看，场馆设施及营造展区面积逼近 4 万平方米，坐稳体博会健身展区之后毫无争议的第二把交椅；从实际效果上看，行业内几乎没有企业不把体博会当做一年之中最为重要的新品发布时机。就在这场盛会上，云集于上海的全国场馆营造代表企业，将走在行业前端的创新型产品展现在世界眼前。

本届体博会上，众多厂商在“云端”力求突破。同欣智慧运动场便是通过在运动场面层材料中添加传感器，将学生运动时的数据加以采集，通过数据收集分析系统收集至云端，并加以快速分析处理，从而更加有针对性地对学

生锻炼进行科学指导。无独有偶，洛阳科跑体育科技有限公司也推出了新产品——云地板。这款地板与众不同的是可以通过管理系统进行维护，管理者可通过手机后台巡检管理，大大提升工作效率。

陆地上的跑道可以联网，水下的泳池同样可以。湖北万众推出的无末端游泳池便通过池体四周的潜水摄像头记录游泳者游泳的全过程，教练可通过互联网进行在线指导。同时，泳池通过与泵站相连通，提供最高 150 加仑 / 秒的巨大水流，满足 2 米 / 秒以下的流速，通过回流形成无末端的空间环境，既适合家庭使用也适用于专业训练。作为拼装泳池老牌企业，四方此次体博会除了带来无末端泳池外，还带来了一系列自主研发的泳池周边配套设备。多用途智能收放机解决了游泳馆工作人员收放防腐保温盖膜和泳道线效率低下的问题，而 UPS 集成锁具则为游泳馆更衣柜提供了维护成本更低，管理更为方便的解决方案。

随着 2022 年冬奥会落户北京，行业对于冰面的创新研究便不曾止步。作为拼装泳池解决方案供应商，盛邦推出了滑冰游泳池这个创新产品。其易拆装、易储存、四季可用、无需复杂的制冰设备和繁琐的维护程序等特点，使其成为了传统冰场最佳的替代解决方案。而耐式仿真冰地板则通过特殊的化合物，实现滑行性能无限接近“真实”的冰面。这种适用于室内外，可全年 365 天无休，成本低廉的滑冰解决方案无疑对我国“三亿人上冰雪”的宏伟目标意义重大。

创新同样广泛运用于提升空间使用率的“装配式运动器材”上。丽日设计制造的铝合金模块化建筑是一种新型的可移动装配式建筑，解决了传统建筑利用率低、建造时间长、成本高昂的问题，同时大大提升了运动场地的建造效率。无独有偶，Swager·顽克在体博会上推出的便携式篮球架同样对提升运动器材利用率有着积极意义。通过完全镂空的底架和底部装备的滚轮，巨大的篮球架可以轻松移动，被随意调节高度，适应不同的环境。

在经历的“有毒跑道”这一伤害到全行业的负面新闻后，环保无疑是本年度行业最希望传递给全社会的声音。闳邦、箭鱼、杰锐等公司都不约而同地推出了环保的水性跑道产品。较之传统塑胶跑道，水性跑道环保度更高，净味无毒，专业性强，其中抗紫外老化性能以及保色性更是明显优于普通聚氨酯材料。其中，箭鱼推出的蓝水性跑道不仅做到了甲苯和二甲苯等有毒溶剂、MOCA（莫卡）、短链石蜡、邻苯类增塑剂、游离 TDI 和 MDI、有害重金属的“六不含”，更是在物理性能和化学性能上通过了被誉为史上最为严苛的“上海团标”。

人造草行业同样十分注重环保材料的创新与使用。奥林和联创推出的免填充人造草产品在铺装环节更加环保，不仅没有异味，还可进行回收。据了解，联创推出的免填充人造草相比标准场地，工期缩短 7 天，且无需担心后期的定期平整和颗粒及石英砂的流失及溢出等问题。而卡姆昂则在工艺上进一步创新，在草丝和背胶工艺上取得了长足的进步，不仅获得了 Fifa 的官方认证，更是获得了海外市场的认可，产品已覆盖全球亚、非、欧、南美、北美、澳洲各地。

虽然免填充人造草逐渐成为大势所趋，但人造草填充物制造企业同样在环保方面下足了功夫。瑞弗和共享分别推出了蜂窝状环保草坪填充颗粒热和塑弹性体颗粒，均具有环保无味的特性，是替代现有黑色废旧论坛颗粒最理想的替代产品。



《体育用人造草》国家标准修订研讨会 日前在南京顺利召开

National Standard Revise Seminar on Artificial Turf for Sports Successfully Held in Nanjing

由中国体育用品业联合会、全国体育用品标准化技术委员会组织的《体育用人造草》国家标准修订研讨会，于2017年1月18日-19日在江苏南京召开。18位人造草生产企业的相关负责人及技术代表，出席参加了此次会议。会议由中国体育用品业联合会副秘书长温嘉主持，秘书长罗杰出席此次会议，并发表了讲话。

会上，罗杰首先就中国体育用品业联合会改革事宜，通报了与会代表，并强调了标准化工作当前及未来对人造草行业的重要性。他表示，参与标准化工作要有广泛性，企业是标准推广的平台；标准的宣贯，则是标准实施的最有利工作手段之一。

他同时希望，中国体育用品业联合会人造草专业委员会作为行业的先头兵，在标准化工作以及专业委员会工作的开展方面，积极开拓、勇于探索、积累经验，以更好地推进行业的良性发展。

据了解，GB/T 20394-2013《体育用人造草》国家标准实施3年多来，为生产企业的质量把控、政府采购提供了可靠的技术支撑。但随着技术的更新、产品种类的不断变化以及市场需求的变化，此版标准已经与实际生产和市场的变化有了较大的脱节。为此，对2013版的标准进行修订，是当务之急且非常必要。

本次会议，与会代表本着对行业认真负责的态度、科学严谨的工作作风，展开了对2013版标准的研讨。会上，每位代表都踊跃发言，提出各自的见解。经过一天的研讨，全体与会代表达成了共识，形成了标准修订的预研文本草案。

值得一提的是，本次标准的修订，在原有标准的基础上，从保护消费者安全、保护环境安全以及试验方法与国际接轨等几个方面，进行了重要地补

充。对标准的文本结构进行了调整，删除了一些与现实产生矛盾的技术指标。一些还需验证的技术内容，责成参会的生产企业在规定的时间内完成。

修订后的标准技术指标，将更加科学、合理，可操作性更强，并可为行业的健康发展、产品质量，以及企业参与国际竞争，提供技术方面的保障。

The National Standard Revise Seminar on Artificial Turf for Sports, organized by China Sporting Goods Federation and National Technical Committee on Sporting Goods of Standardization, was held from January 18 to January 19 in Nanjing, Jiangsu. Eighteen related persons in charge and technical representatives from artificial turf manufacturers attended this seminar. Mr. Wen Jia, the Deputy Secretary General of China Sporting Goods Federation, hosted this seminar, and the Secretary General Mr. Luo Jie attended this seminar and also delivered a speech.



全民健身设施相关国家标准、国际标准 工作会在青岛召开

《全民健身设施国家标准宣贯读物》编写工作会和《室外健身器材安全要求和试验方法》国际标准讨论会，不久前在山东省青岛市召开。本次会议由国家体育总局体育器材装备中心和中国体育用品业联合会共同组织召开，并得到了青岛英派斯健康科技有限公司的大力支持。国家体育总局群体司、国家体育总局体育器材装备中心、中国体育用品业联合会有关领导出席会议，并做重要讲话，来自检测机构、认证机构和相关企业代表，共计32人出席了此次会议。

群体司领导在讲话中指出，当前，体育在国家经济和社会各项事业中的地位和作用日益凸现，体育发展面临的机遇与挑战并存。在新形势下，大力发展群众体育、深入开展全民健身，是厚植体育发展基础、充分发挥体育多元功能与价值、落实全民健身国家战略和推进健康中国建设的必然要求。全民健身工作、特别是全民健身设施标准化工作，面临着良好的政策环境。近年来，全民健身设施标准化建设工作取得了一系列重要成果。推动“室外健身器材”成为国际标准意义重大，是体育领域将中国标准、中国方案推向世界的具体行动。群体司将在已有成绩基础上，推动完善全民健身设施相关标准和规范，推动已有标准和规范落地和产生实效。全民健身设施国家标准宣贯教材的编制要坚持高标准、严要求，精雕细刻、精益求精，使标准变得通俗易懂、便于执行。

装备中心领导在讲话中指出，全国体育用品标准化技术委员会成立10年来，在国家标准化管理委员会的领导下，在企业的支持配合下，体育用品标准化工作取得了长足发展和进步，特别是围绕GB 19272《室外健身器材的安全 通用要求》等全民健身工程一系列国家标准的出台，为全民健身工程的顺利实施提供了重要的基础保障和技术支撑。同时，在国际标准领域开展了卓有成效的尝试，积极推动了“武术剑”和“太极服”两项国际标准的立项和“室外健身器材”的国际标准化工作。

为进一步捋顺体育系统标准化工作机制，提高工作效率，近期全国体育标准化技术委员会秘书处将转移到装备中心，装备中心将首先开展体育标准化体系研究工作，选择重点运动协会试点标准化工作，鼓励各协会开展团体标准的制定工作，用标准化助力运动协会的改革。

中国体育用品业联合会领导在讲话中指出，体育用品标准化工作作为中国体育用品业联合会的核心工作，将继续积极推进标准化事业发展，注重标准与市场的有机结合，围绕企业需求开展标准化相关活动，将制定标准的全过程落到实处。还肯定了全国体育用品标准化技术委员会在推动体育用品标准化工作中发挥的积极作用和取得的成效。

下一阶段，联合会将进一步推动体育用品标准体系建设，系统推进体育用品标准化工作，解决标准零散问题，起草完成体育用品标准化5年发展规划。同时，加大体育用品标准化工作的宣传力度。

会上，由各编写小组负责人员对《笼式足球场围网设施安全通用要求》、《公共体育设施 室外健身设施的配置与管理》、《公共体育设施 室外健身设施应用场所安全要求》和《健身器材和健身场所安全标志和标签》等四项国家标准宣贯读物各章节的编写情况，进行了介绍，并分别对四个标准在编写过程中存在的问题，进行了说明。

介绍了《室外健身器材安全要求和试验方法》国际标准投票结果，分析了以GB/T 19272《室外健身器材安全 通用要求》为蓝本升级国际标准时，应注意的一些体系和市场兼容性的问题，并对下一阶段室外健身器材国际标准工作，及GB 19272的修订工作进行了研究。会议代表一致认为，当前应先立足于国家标准的修订工作，并将原有的GB 19272按照系列标准形式进行修订。同时，对EN 16630欧盟标准条款进行深入研究，在总结、吸纳欧盟标准现有经验的基础上，重新确定GB 19272通用部分结构框架。

在后续几天的会议上，与会代表对GB 19272涉及产品进行了梳理，初步确定了现有室外健身器材产品的分类。对《全民健身设施国家标准宣贯读物》涉及的四项国家标准宣贯读物各章节进行了统稿，对内容进行了逐条逐句的讨论。



The Working Conference on National and International Standards of Mass Fitness Facilities was Held in Qingdao

The compilation working conference for Reading Material about Publicity and Implementation of National Standards for National Fitness Facilities and the international standard seminar for Safety Requirements and Test Methods for Outdoor Fitness Facilities have been recently held in Qingdao City, Shandong Province. The conference was jointly organized and held by the Sports Equipment Center of General Administration of Sport of China and China Sporting Goods Federation with the support from Impulse (Qingdao) Health Technology Co., Ltd. Relevant leaders from the Department of Mass Sports of General Administration of Sport of China, the Sports Equipment Center of General Administration of Sport of China and China Sporting Goods Federation made important speeches at the conference. A total of 32 people from testing institutions, certification bodies and related enterprises attended the conference.



A leader from the Department of Mass Sports pointed out that, at present, the sports' position and role in the national economy and social undertakings is increasingly prominent, and faces both opportunities and challenges. Under the new circumstances, vigorously developing mass sports are basic requirements for strengthening the foundation for sports development, giving full play to the multiple functions and value of sports, implementing national strategies for mass fitness and promoting the construction of healthy China. The mass fitness work, especially the mass fitness facility standardization work is enjoying a favorable policy environment. In recent years, a series of important achievements have been made for the mass fitness facility standardization construction. It is of great significance to promote "outdoor fitness equipment" to become the international standard, which is a concrete action of the sports field to promote Chinese standards and Chinese schemes to the world. The Department of Mass Sports will promote and perfect the relevant standards and specifications about the mass fitness facilities and promote existing standards and specifications to be implemented and deliver results based on the existing achievements. Compilation of Reading Material about Publicity and Implementation of National Standards for National Fitness Facilities shall adhere to high standards, strict demands, careful revision and constant perfection, making the standards easier to understand and implement.

A leader from the Equipment Center pointed out in his speech that, during the six years since the establishment of the National Sports Goods Standardization Technical Committee, under the leadership of Standardization Administration Committee of China and under the support and cooperation of the enterprises, the rapid development and progress have been achieved in the sporting goods standardization work. In particular, as a series of national standards for the national fitness project focusing on GB19272 General Requirements for the Safety of Outdoor Fitness Equipment, etc., were launched, they provide basic guarantee and technical support for the smooth implementation of the mass



fitness project. Meanwhile, fruitful attempts have been made in the field of international standards, actively promoting the approval of the international standards for "Martial sword" and "Tai chi clothing" as well as the international standardization work for "outdoor fitness equipment".

In order to further straighten out the sports system standardization work mechanism and improve the work efficiency, the Secretariat of National Sports Goods Standardization Technical Committee will be transferred to Equipment Center in the near future. The Equipment Center will first do research on sports standardization system, select key sports associations, encourage each association to formulate group standards, and assist in the reform of sports associations with standardization.

A leader from China Sporting Goods Federation

pointed out in his speech that, as the core work for China Sporting Goods Federation, the sporting goods standardization will continue to actively promote the standardization development, pay attention to the organic combination of standards with the market, carry out the standardization activities around the enterprise needs, and implement the whole process of formulating standards. He also affirmed the positive role played and results achieved by National Sports Goods Standardization Technical Committee in promoting standardization of sporting goods.

In the next stage, the Federation will further promote the construction of sporting goods standard systematization, systematically promote the standardization of sporting goods, solve the problem of scattered standards, and draft and finish the 5-year development plan for sporting goods standardization. Meanwhile, publicity of the sporting goods standardization will be enhanced.

On the conference, all the compilation teams introduced their work on compiling four national standards, respectively General Requirements for the Safety of Cage-type Football Field Fence Facilities, Configuration and Management of Outdoor Fitness Facilities of Public Sports Facilities, Safety Requirements for Outdoor Fitness Facility Application Sites of Public Sports Facilities and Signs and Labels of Safety for Fitness Equipment and Fitness Sites,

and also explained the problems occurring in the process of compilation.

They introduced the voting results of the international standards for Safety Requirements and Test Methods for Outdoor Fitness Facilities, analyzed compatibility between such systems and the market if GB/T 19272 General Requirements for the Safety of Outdoor Fitness Equipment is upgraded to the international standards. In addition, they also studied the work concerning international standards for outdoor fitness facilities and the work concerning revision of GB 19272. The delegates agreed unanimously that, at present, revision of the national standards is the primary work, and the original GB 19272 shall be revised according to the standards. Meanwhile, the EN 16630 EU standard terms shall be researched profoundly, and the universal part in GB 19272 shall be re-determined on the basis of summary and absorption of existing experience of EU standards.

During the subsequent days of conference, the delegates sorted out the products involved in GB 19272 and preliminarily confirmed the categories of the existing outdoor fitness equipment. They finalized the chapters in the four national standards involved in Reading Material about Publicity and Implementation of National Standards for National Fitness Facilities, and discussed the contents very carefully.



撇开展区和展品， 体博会还有哪些元素是你不可错失的？

2017年5月23日的“魔都”，橙如夏花，那将会是江南雨季刚过的时节——空气湿润，负氧离子丰富，很适合散步。上海这座城市，几乎每一个地方都有故事。大虹桥地区也不例外。届时你会在2017体博会收获什么样的值得铭记的故事，抑或是激荡的瞬间？

即便你和工业化的体育制造品没有天然的关联，但爱好体育、渴望学习的你，相信内心深处也会总想着过去看看。

那么，展区和展品之外，体博会还有哪些元素是不可错失的？

2017体博会活动整体规划日前已经出炉，分为高峰论坛、互动体验、表演展示、商贸洽谈、同期会议五大类别，较去年体博会，有较大扩容与创新。对此，体博会活动负责人王蕾表示：“从整体上看，体博会活动是整个展会的‘配菜’，但又不只是做‘配角’。体博会活动将服务于整个展会的展览、招商、交流等功能，串联体博会的展商招募、观众招募、会商洽谈等各个环节。”

关于活动与“菜”、“角”的类比和描述，一点都不夸张。比如2017中国体育用品业高峰论坛，其关键词皆统一为“升级”。只是今年高峰论坛本身能打造到的体量和高度，多少就将符合两大“升级”的要素：

其一，从往年的“1+2”即“一个主论坛+两个分论坛”的“一体两翼”模式，转变为了“4+N”模式。基础论坛中除了固定有的年度峰会、全民健身产业论坛、体育场馆设施论坛之外，新开设了体育用品新趋势论坛。新趋势论坛将聚焦市场最热的新兴话题展开讨论，比如以95后和00后为主的新新消费人群与新品类。

其二，通过数据发布，经验分享等方式帮助从业者把

握行业动向。高峰论坛还将设有大量小型论坛、合作论坛亮相，以更多元化的形式、更细分的论坛方向服务体育产业从业各方。

然而，如果体博会只有“坐而论道”的高端论坛，作为参与其中体验者而言，是否会令你失去很多乐趣？

答案几乎是肯定的。

因此，体博会组委会在活动筹划之初，就想到了这个问题。“比如是否可以尝试为体博会的火爆展区——健身展区定制一个爆款活动？”每个展区都有类似这样的问题。

如果你打开2017体博会的活动列表，细看之，会赫然发现“体博会·费恩莱斯健美健身比基尼大赛”这一名称有些拗口的赛事就是首次进入。此项大赛由体博会与费恩莱斯国际健身学院共同主办。王蕾表示，这是体博会真正意义上首次与健身培训机构开展大规模的专业健身赛事合作。

“用一个专业健身比赛，去撬动健身行业各类潜在的商业健身渠道的从业者前来观展，更专业的活动，更深入的互动，从而激发观众的购买需求，这是体博会要办好这届健身大赛的原因。”

举办专业的健身比赛，一直是体博会组委会试探的方向——2017体博会健身展纵然拥有10万平方米以上的展览面积，500多家企业，涵盖商用家用健身器材、康复器材、按摩保健器材、健身服饰、运动护具、全民健身设施健身俱乐部、健身培训机构、运动营养品等全健身品类。

但如何打造多样化的健身活动，以吸引更多健身爱好者和行业专业人士参与其中，一直是体博会活动组和观众组共同研讨的课题。

“如果把体博会健身展区当成独立展区考虑，若干比赛、若干培训，再加上展览，这是一个成熟的健身展应该具备的内容配置。之前我们在健身比赛这一块缺失，今年无论是合作方的资源投入，还是占地面积、灯光舞美、媒体宣传等保障方面，都对健美大赛投入很多，希望能在体博会健身展区这个平台上孵化出一个国家化、专业化的赛事品牌。”

“体博会·费恩莱斯健美健身比基尼大赛”正是在这样的背景下，应运而生的。届时大赛将分为大学生组和成年人组，共计 34 个项目。赛事组委会将邀请 IFBB（世界健美联合会）的顶级国际级裁判进行各项比赛项目的评比，力求使每一个参赛选手得到最公平、最公正的赛事评判。

打造横扫六合、大气雄扩的高峰论坛，为健身展定制的健身大赛，这样的举措，和体博会的江湖地位、历史名望相对符合。然而，这并不是体博会展区之外的全貌——从组委会希望整体成体系的打造展会活动的维度来看，这只是冰山一角。

而活动组的活动规划逻辑和决策依据，则源于组委会观众组的邀请理念。

组委会早在观众邀请工作全面开启之初，就一方面结合上一届展会的观众调研问卷和大数据，分析得出受众的普遍行为习惯和心理需求；

另一方面，根据每个展区的展商对于观众满意度的调研反馈，继而再去向活动组建议活动适合观众引流的方式，并和活动组一起论证引流方式的可行性和合理性。

在体博会观众组织负责人—焦妮看来，观众邀请工作和体博会活动设置直接相关，现在的展会专业观众邀请，不仅仅是发送电子邮件或者短信就能达到效果，而要从展会内容出发，为观众量身定做符合需求的活动，“体博会活动将展会各项工作都紧密结合在一起，促成参展商的展示、洽谈，为观众的参观、互动提供更好的体验。”

“比如我们针对商用健身器材的专业观众，包括俱乐部管理人员、私教、健身房运营咨询机构等等，他们会对健身房前期规划、器材采购等方面提出建议。因此我们通过举办健美大赛，撬动健身行业的专业人士参与，营造一个良好的体验氛围，希望他们通过参加体博会对俱乐部购买产生影响力。”

观众组织工作从观众的心理出发，呼应了活动组之前对于健身展区应当以一体化的思维来打造的思想。

这一切的新思路，对于展会规模化水平全球前三的体博会来说，还只是一个开始。

即使从过往昔日来看，真正应该来到体博会现场的人群纵然已有十几万人次，但按照联合会秘书长罗杰的标准来考量，还是太少。比如“沙发土豆”、“啤酒卤货”——那些在家里看电视、在办公室看视频网站享受体育内容的潜在消费者们，目前大多还不是深度的体育消费者。

运动者的消费实现，既和兴趣相关，又与内心和精神上的满足及愉悦的体验过程相关——这些深层次的消费需求，理应更加长久，相信 5 月 23 日的 2017 体博会，将绝对值得体育从业者与消费者双重期待。



In addition to the display spaces and show-pieces, is there anything else you can't miss out in the Sport Expo?

Shanghai, the "fantastic metropolis", will be full of colourful flowers on May 23, 2017. At that time, the rainy season is just go by in the south of the Yangtze River where the air is humid and full of oxygen ions. You will find that the place is very suitable for a leisure walking. In Shanghai, almost every place has a story behind. The Hong Qiao district, with no exception, is also a place having its own stories. What memorable stories or exciting moments will you get then in the 2017 Sport Expo?

A person like you who loves sports and is eager to learn, even though has no natural association with those industrialized sports manufactures, is also believed to go there in great desire.

So that, in addition to the display spaces and show-pieces, is there anything else you can't miss out in the Sport Expo?

The overall planning for the activities of 2017 Sport Expo has been released, which provides the following five classifications, High-end Forum, Interactive Experience, Display Show, Trade Negotiation and Concurrent Conference. Such planning contains more contents and is more creative as compared with the last year. In this regard, Wang Lei, the head of the Activity Department said, "such activities, in general, are as the "side dishes" or "supporting roles", but not just as the "supporting roles", for the Expo. The activities of the Sport Expo will serve the functions of display, investment attracting and communication for the Expo as a whole, and integrate every step such as exhibitors and visitors invitation and business negotiation."

Such analogy and description of "side dishes" or "supporting roles" for the activities is not overstated at all.



For example, the keyword for the 2017 China Sports Goods Industry Summit Forum is unified as "upgrading". The scale and the level to be achieved in the Summit Forum of this year will be in line with the two elements for "upgrading":

Firstly, transforming into a "4+N" pattern from the past "1+2" pattern (that is "one main forum and two sub-forums", also called "one body two wings" pattern) r. In the basic forums, in addition to the regular annual summit, national-wide fitness industry forum and gymnasium facilities forum, a new forum in respect of the new trends of sports goods will be set up. This new forum will focus on the most popular emerging topics in the market, such as the emerging consumers dominated by the generations born after the year 1995 and 2000, as well as the new product categories.

Secondly, helping the industry players to capture the industry trends through data releasing and experience sharing. The summit forum will comprise a large number of small forums and cooperation forums aimed at serving various players in the sports industry with more diversified and segmented forums.

However, as a participant, will it make you feel a little bit boring if there is only high-end forum discussing about general principles and rules in the Sport Expo?

The answer for it is almost yes.

Actually, the Organizing Committee has considered such issues at the initial stage in preparing the activities. For example, they have considered that "May we try to customize a faddish activity for i the fitness display space, the most popular display space in the Sport Expo---?" So do other display spaces.

If you read the activities list for the 2017 Sport Expo in detail, you will be surprised to find some contests with hard-to-pronounce names, such as the "Sport Expo · Fearless Body-building Bikini Contest", were included for the first time. The above-mentioned contest will be co-sponsored by the Sport Expo and the Fearless International Fitness Academy. Wang Lei said that this contest will be a real sense of large-scale professional fitness contest carried out by the Sport Expo with a fitness training institution for the first time.

"Leverage of a professional fitness contest to attract various prospective players in the commercial fitness channel of fitness industry to visit the Expo, as well as stimulating the visitors' purchase demands by more professional activities and more in-depth interactions will contribute to the success of the Sport Expo" Wang Lei added.

The Organizing Committee is attempting to hold a professional fitness contest over the time, despite the fact that the fitness display space of the



2017 Sport Expo covers an area of over 100,000 square meters with more than 500 enterprises covering comprehensive fitness categories, such as commercial and home used fitness equipment, rehabilitation equipment, massage health equipment, fitness apparel, sports protectors, national fitness facilities, fitness clubs, fitness training institutions and sports nutrition.

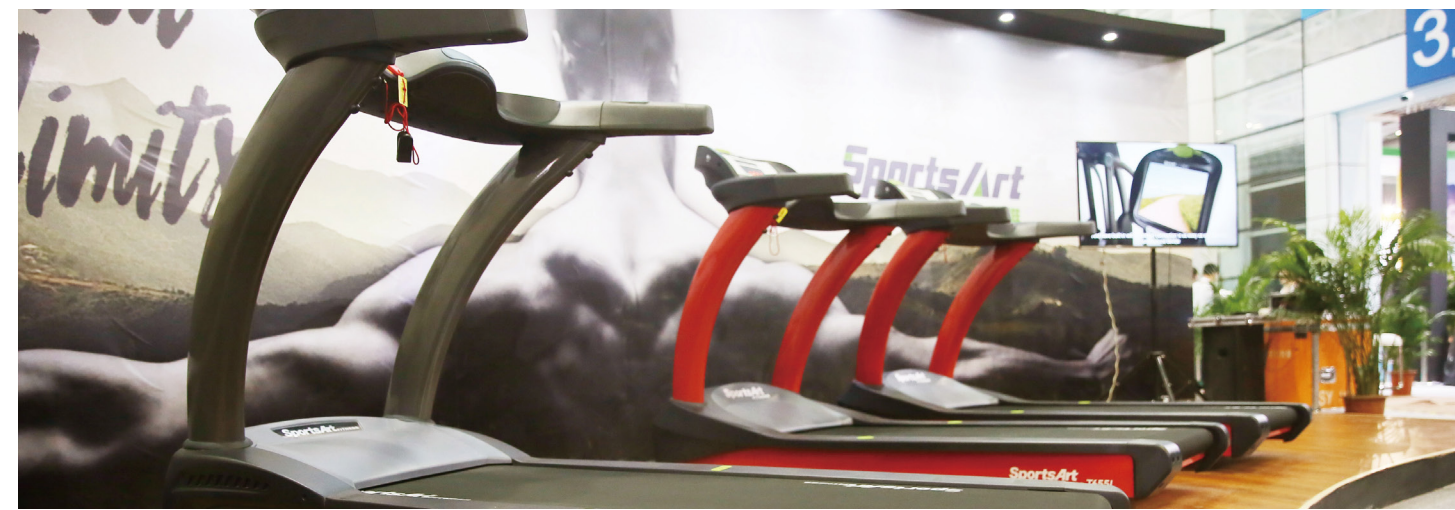
However, how to build a variety of fitness activities to attract more sports enthusiasts and industrial experts to join in is the subject studied and discussed by the Activity Department and Visitor Department of the Sport Expo over the time.

She said "If the fitness display space been considered as a separate space, then a mature fitness display shall be equipped with the contents of certain contests, trainings and exhibitions. In consideration of the deficiencies in fitness contest in the previous years, we invest a lot of efforts to ensure the successful completion of the fitness contest this year, including the resources invested by the partners, the site areas, light choreography, media publicity, with a wish to hatch out a nationalized and specialized contest brand on the platform of the fitness display space of the Sport Expo."

The "Sport Expo · Fearless Body-building Bikini Contest" is derived from this background. The forthcoming contest will be divided into two groups, college students group and adults group, with a total of 34 competition items. The top international referees from IFBB will be invited by the organizing committee of the contest to provide scores in respect of each competition item in order to give every contestant a fair and impartial score.

The measures to build up an extremely attractive and impressive summit forum and a tailored fitness contest for the fitness display are in line with the position and reputation of the Sport Expo. However, this is not the overall landscape besides the Sport Expo display space, but just the tip of the ice berg in consideration of the impact expected by the Organizing Committee through the integral and systematic implementation of the activities (previews of other activities will be released gradually in our subsequent report series).

The planning logic and decision-making



foundation of the Activity Department in respect of the activities are derived from the invitation concept of the Visitor Department.

In the initial stage of the visitor invitation work been carried out in an integrated manner, the Organizing Committee has knew the mindset and behaviors of the visitors by analyzing the visitor questionnaires and big data;

On the other hand, the Visitor Department has advised the Activity Department on the ways of inducing visitors to join the activities and discussed with it in regard of the feasibility and rationality of such ways based on the feedbacks on the satisfaction of the visitors collected by the exhibitors of each display space.

In the opinion of Jiao Ni, the head of the Visitor Department, the visitor invitation work is closely related to the activities setting. A qualified invitation nowadays is not just to send an email or message, you should arrange tailored activities for the visitors based on the contents of the Expo.

"The activities will link every part of the Sport Expo closely together, promote the exhibitions and negotiations of the exhibitors, and provide the visitors with better experience in respect of visiting and interaction."

"For example, for the professional visitors in respect of commercial fitness equipment, including club managers, private coaches and gymnasium operating advisory institutions, who may offer

suggestions on some related aspects, such as pre-planning of a gymnasium and equipment purchase, we wish, by means of holding body-building contest aimed at attracting their participation and building a good experience atmosphere, to influence their suggestions provided to the clubs on purchase after their participation of the Sport Expo."

The visitors organizing work based on the visitors' mindset is in line with the concept of the Activity Department to build up a separate fitness display space.

As the world's top three sport expos in terms of scale, all these new ideas are just the beginning step.

From the view of Luojie, the Secretary-General of the Sporting Goods Federation, the number of visitors is too less, even though the visitors coming to the Sport Expo in the past years were over 100,000. The prospective consumers, such as the "couch potatoes" and "beer spiced foodies" who watch TV or visit video website at home or in office to enjoy sport games are not deep sports consumers at present.

As to the individuals who like sports, to realize their sports consuming is not only related to their interests but also related to their inner and spiritual satisfaction and their pleasant experience. This deep-level consumer demands should have been had a longer vitality. The Sport Expo held on May 23, 2017 is believed to satisfy the expectation of both the sports industry players and consumers.

“纷繁芜杂”的运动休闲展区， 我们如何去读懂它？



“运动休闲展区今年应该会是体博会最有看点的展区之一。”2017 体博会运动休闲展区负责人李峥这样评价自己负责的展馆。随着 2017 体博会报名工作逐步接近尾声，精彩活动、中小企业服务、搭建行业平台……在这个包含了鞋服、轮滑、户外、骑行、水上运动和路跑专区等多项运动器械，被誉为“涉及品类最多，企业类型最复杂”的运动休闲展区，逐渐显露雏形。

报名接近尾声，为企业提供服务

2017 体博会运动休闲展区位于国家会展中心（上海）的 5.2 号馆，这个馆的拥有 26000 平米的面积，运动休闲展区占据了其中的 19000 平米，可用展出面积达 8500 平米。

据李峥介绍，截至目前，展区已经签约 200 余家企业，6000 多平米的展出面积已确定签约。下一步，除了进一步拓展更多企业参与展会之外，为已签约展商进行展位规划和参展服务将会成为重点工作。

“这里应该是体博会展示类别中，最为纷繁芜杂的展馆。”李峥说。近 8 个大项、40 余种类型的参展企业涉及产业跨度极大，同时中小企业云集，也加大了她的工作难度。这里有刚刚处于起步阶段的新型体育消费品类，也有曾经雄霸一整个展区但经历了断崖式滑落的行业。

但无论属于哪个行业，无论参展规模大小如何，在李峥眼中，他们都有一个共同的身份：
中国体育用品制造业中的一员。

如何让更多观众对这个展馆感兴趣，如何让更多企业满足自己的品牌展示效果，这是李峥为每一位参展企业思考的问题。

也正是在这种思考下，李峥才能颇有底气的说：“我们今年应该是体博会最有看点的展区之一。”

打造丰富活动，场内场外同样精彩

2016 年方才走进体博会的路跑展区，吸引了广大跑友的积极参与。作为该展区内的新兴势力，2017 年该展区不但被保持，还得到了充分加强。

“今年跑步专区依然保持 300 平米左右的规模，并引入了跑步护具、配件等用品——乐跑天地、路跑学院的传统活动保留的同时，邀请了专业人士前来授课。”

而往年曾尝试参展的电商企业今年积极性高涨。京东、咕咚等专业电商已经确定参展，针对这一情况，李峥计划在展区内设立电商专区，帮助企业和电商之间搭建商贸沟通平台。



李峥表示，运动休闲是个大概念，得益于全民健身热情的高涨，运动休闲产业也得到了社会广发关注。除了卡尔美、回力等大牌将入驻展区外，和以往不同的是，一方面，一些知名的面料企业加入，丰富了产业链上中下游；另一方面，一些知名的足球装备品牌入驻。

此外，今年她还准备引入武术用品企业，同时加大与产业基地的合作，将体育旅游、可穿戴设备、运动自行车等类别的企业吸引到体博会当中，丰富运动休闲概念下的体育用品制造业种类。同时，登山、冰雪运动的利好，也等待她进一步开拓。

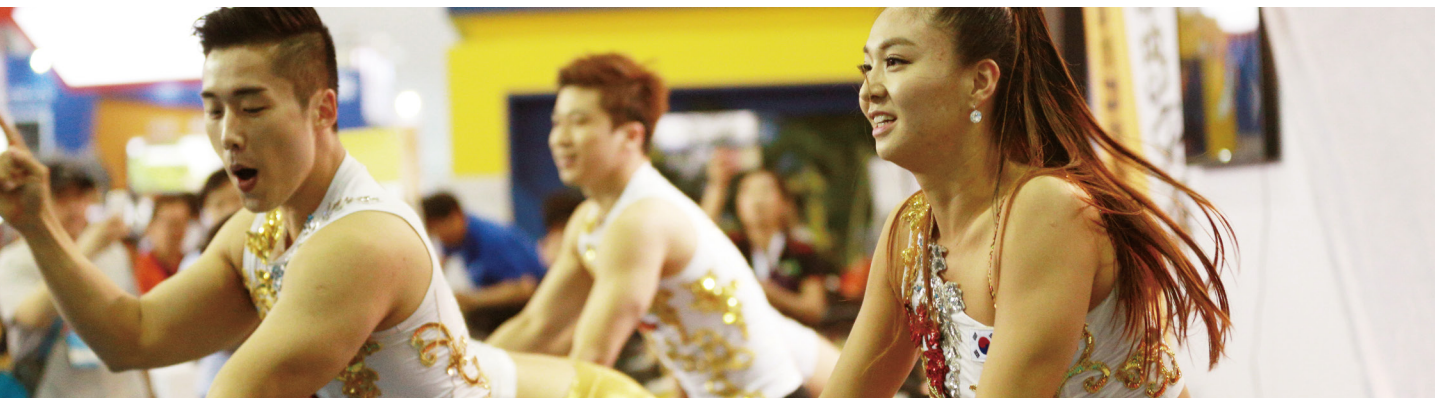
发挥联合会的优势，筹划行业活动

除了展馆内看得见的活动，李峥还着眼于展会之外，积极发挥联合会的优势，筹划行业活动，和企业一起共同促进行业发展。对此，她认为：“任何展览都不是为了展出而展出，作为联合会要更了解企业，帮助企业提升自身品牌，同时关注中小企业发展。”

过去两年，中国轮滑行业遭受了一次沉重打击。受国际形势和市场变化的影响，行业迎来寒冬期，同时不少企业开始意识到，自救需要规范的行业发展来引领。

今年下半年，李峥计划着手针对轮滑行业进行摸底，并通过问卷调查等形式收集行业企业意向，计划成立轮滑行业专业委员会。并将与中国体育用品业联合会标准部一起制定轮滑用品的标准提上议事日程。

她希望，通过一系列的行业活动，能够和轮滑行业乃至整个运动休闲行业加大互动性和粘合度，汇总企业声音，帮助行业健康有序发展。



活动的本质，远大于营造人气撑场的难度

即将于2017年5月23日在上海举办的2017（第35届）中国国际体育用品博览会，可被视为全新的一届。之所以称之为“全新”，因为众所周知的协会社团改革的缘故。不过，在体博会活动负责人王蕾看来，随着体博会的平台效应越发凸显、活动体系被打造得越来越呈现出综合混一的集成化——作为体博会主办方的中国体育用品业联合会，和政府各部门的关系非但未被打断，反而愈发紧密了。

此前在接受媒体采访时，中国体育用品业联合会秘书长罗杰便曾不止一次表示，更多地与政府接洽将是体博会未来的“三步走”战略中的重要一步。事实上，2017体博会周期，越来越多的体育行政主管部门已经主动敲开了体博会的大门，希望能够与联合会、体博会强强联手，共同形成品牌效应。

据王蕾介绍，过去三年一直举办的“中国健身产业论坛”将在2017体博会期间迎来一次全面的名称更迭与内容升级——中国体育用品业联合会将有意向联合国家体育总局群体司，于5月23日13:30-17:00在展馆内的C0会议区C0-02会议厅，共同举办“2017全民健身论坛”，“这不仅是因为我们观察到了行业需求，也因为总局群体司希望将全民健身论坛变成全民健身事业的宣传阵地之一。”王蕾说。

体博会期间，中国体育用品业联合会还将有意携手国家体育总局人事司，共同举办“运动员创业创新论坛及明星运动员创业分享会”等活动，为退役运动员在当今的创业大潮中谋得一席之地。“我们和人事司共同举办明星运动员创业分享会，其目的就是营造一个更加公开的场合，让运动员分享退役后的想法和心路历程——借此撬动大家的思路，并引起整个社会的关注和参与，让更多力量参与到运动员退役转型的服务中去。”王蕾解释说。

“我们计划邀请两位运动员参与其中，一位是带着职业生涯的光环转型进入新的创业生活中，而另一个，将是因为种种原因未能在运动生涯中带来任何红利便进入创业环境的运动员。”

此外，据了解，随着青少年体育上升为国家战略，中国体育用品业联合会还将联手总局青少司，举办“青少年体育发展论坛”；与总局人力中心、职鉴中心强强联合，共同举办在商业健身市场赫赫有名的“2017I-FIT中国国家职业健身教练专业大会”。

除了与体育行政部门密切合作，体博会还得到了教育部相关部门的大力支持。5月23日上午，同样在展馆内的C0会议区C0-02会议厅，中国体育用品业联合会将与中国高等教育学会体育专业委员会共同举办“高校体育场馆管理论坛”。对众多体育场馆设施营造的参展商而言，此次论坛的举办，不仅意味着众多高校体育场馆负责人将前往体博会现场分享真知灼见，同时也意味着：大量的订单将在论坛后的专项资源对接会上诞生。

“我从事体博会活动策划组织工作已经有5年了，现在的工作筹备和最初时完全不一样。”对于如今体博会的改变，王蕾颇有感触，“原来是我们主动找项目，现在是很多优秀的项目希望能够和体博会合作，借助体博会的平台让更多人所周知。”

“我们发现了一个新的视角，打开了新的一扇窗户。随着联合会体制改革，越来越多的政府部门倾向于向我们购买服务。”王蕾解释说，“另一方面，我们所有的活动策划，都回归于活动的本质、事件的本质，并赋予其思想的内涵。比如做论坛不再只是想着如何把规模做大、现场观众上座率爆满，做大众体验类活动不再仅仅是想着明星撑场、现场如何拉动人气——而是要兼顾传播价值和行业影响力，规模和人气不再是唯一的要素，内容和质量更加重要。”

The Nature of Activity Overweighs Popularity

The 35th China Sport Show (CSS) 2017 to be held on May 23, 2017 in Shanghai can be considered a brand new one, for the well-known reform by the Association. However, according to Wang Lei, who takes charge of CSS, the prominent platform effect and the integrated activity system of CSS make CSGF, the sponsor of CSS, more and more closely connected to the government.

In the earlier interview, Luo Jie, the secretary general of CSGF, repeated that a key step in the “3-step strategy” of CSS is to establish more cooperation with the government. In fact, during the 2017 CSS, an increasing number of administrative sports departments have displayed great initiative in win-win cooperation with CSGF and CSS to create the brand effect.

Wang Lei revealed the China Fitness Industry Forum which has been held in the last three years will be renamed and upgraded -- CSGF is intended to cooperate with Department of Mass Sports of GASC to hold the “2017 National Fitness Forum” from 13:30 to 17:00 on May 23 at C0-02 Conference Room, C0 Conference Zone. “It is not only because of the industry demand we’ve spotted, but also the wish of the Department of Mass Sports to build the National Fitness Forum into one of the frontlines to publicize the national fitness,” said Wang Lei.

During CSS, CSGF also intends to hold such activities as Athletes Entrepreneurship and Innovation Forum and Famous Athletes Entrepreneurship Sharing Session in collaboration with the Personnel Department of GASC in order to help the retired athletes to start new businesses. “The purpose of the sharing session is to create a more open occasion where the retired athletes could share their thoughts and feelings. In this case, we hope to invite everyone to contribute their ideas and attract the entire society to get involved, shifting more forces to the service for the transformation of retired athletes,” explained Wang Lei.

“We plan to invite two athletes. One plunges himself into the new business with glories from his former career, while the other, for some reasons, carries no career bonus into the new business.”

Additionally, it is said that since teenager sports have risen to a national-strategy level, CSGF will

hold the “Teenagers Sports Development Forum” in cooperation with Department of Teenagers Sports of GASC, and aligns with the Human Resources Department Center and Profession Appraisal Center of GASC to hold the “2017 I-FIT China National Professional Fitness Instructors Conference”, which is renowned in commercial fitness market.

Apart from the cooperation with administrative sports departments, CSS is also supported by the Ministry of Education. On the morning of May 23, CSGF will hold the “College Sports Venues Management Forum” together with the Sports Committee of China Association of Higher Education at C0-02 Conference Room, C0 Conference Zone. For the present exhibitors, this Forum means that not only many people in charge of university sport venue will come to CSS to share their great ideas, but a number of orders will be generated from the Special Resources Matching Meeting after the Forum.

“I’ve been engaged in CSS planning and organizing for five years, but the current work is totally different from the beginning,” said Wang Lei who has strong feeling about the change in CSS. “We searched for projects before, and now, good projects come to us in large numbers, hoping to get famous through this platform.”

“We found a new perspective and opened a new window. The reform drives more and more governmental departments to buy our service,” explained Wang Lei.

“What’s more, all plans we’ve made regressed to the nature of the activity and event, and we tried to provide ideological implications. For example, regarding the forum, we no longer only think about large scale and full attendance, and as for public experience activities, celebrity and on-site popularity is also no longer the only focus. We pay more attention to value communication and industry influence instead of scale and popularity. Contents and quality are more important.”



郭超：三大举措、三件大事，直指体育场馆设施行业三大关键“痛点”

体育场馆设施与营造展区一直是中国国际体育用品博览会的重要展区之一，深受国内外相关企业、机构的关注。而作为展区负责人，郭超对于中国体育用品业联合会如何在场馆设施及营造行业中更好发挥协会作用，以及 2017 体博会的企业参展工作，有着自己清晰的想法。

立足协会，围绕企业需求，解决行业迫在眉睫的问题，面向更加细分的产业领域提供更加精细的服务，这是郭超为 2017 年的工作所定下的基调。

（一）2017 实现双增长，场馆展区见证政策利好

提到 2017 年 5 月 23 日 -25 日将在上海举行的中国国际体育用品博览会，郭超颇有些自豪，她所负责的场馆设施与营造展区自 2016 年 8 月开始招展以来，再次实现了展商参展数量和展位销售面积双增长。

据了解，2016 年在福州举办的中国体博会场馆设施与营造展区面积为 26000 平米，而 2017 年在这个数字的基础上，又预留了 12000 平米的展区。郭超说：“目前的报名面积已经接近 40000 平米，而按照规划展馆的面积，实际上时下我所负责展区已经报满了。同时在展商数量上，也比往年有了明显增加。”

回顾过往，场馆设施及营造展区从 2011 年的 12000 多平米，发展为现在的近 40000 平米。郭超认为，这是国家政策扶持和行业发展的直接体现。

同时，为了更好的为参展企业提供服务，方便专业观众现场采购。郭超在去年工作的基础上，继续细分展区，将器械、人造草、地面材料、围网等展区进行集中规划，并且专门设置了移动泳池和冰雪展区。“我们还准备在展馆内尝试设置新品展示区和活动区，促进企业研发热度和观众参与度。”郭超说道。

（二）成立人造草专业委员会，应对行业潜在危机

随着中国体育用品业联合会的改制完成，除了作为基础工作的展会之外，郭超对如何在场馆设施及营造行业中，更好地发挥协会作用，为企业提供更完善的沟通、交流平台等方面的工作，也进行了深入的思考。

众所周知，2016 年，中国体育场馆营造行业出现了一次前所未有的行业危机，校园“问题跑道”事件的风波，几乎席卷了整个以学校为主要市场的体育化工领域。伴随

着教育部“新国标”进入征求意见阶段，完善的行业标准保证了企业未来的发展利益。

但郭超的目光不仅仅停留在塑胶跑道行业。2016 年 9 月份，一直是场馆设施及营造展区参展主力的多家人造草企业，主动向协会提出，希望成立人造草专业委员会，以保证行业良性发展。多年接触场馆设施及营造行业的郭超，也随之投入到专业委员会的筹备组建当中。

经过多次务虚、走访和交流，预计至少有 30-40 家在国内极具影响力的企业将会参与到委员会当中，其中不乏江苏共创、山东泰山、广州绿城、山东青禾、北京火炬等国内知名的老牌人造草企业。郭超告诉记者：“据保守估计，参加专业委员会的企业将占国内人造草总产能的 70% 以上。”

（三）承办场馆论坛 用思辨铸造行业信心

除了展区细分规划方面的尝试，郭超还希望在场馆设施及营造领域更多的发挥协会自身引领作用，成为企业发声平台，解决一些公众话题性难题。

为此，体博会期间的中国体育用品业高峰论坛下设的三大高峰论坛之一的场馆论坛，将在 2017 年正式更名为“中国体育场馆设施论坛”，首次由展区负责人直接牵头自办细分领域的专业论坛。郭超表示，立足联合会、扩充协会影响力，将会是自身未来工作的重点，而 2017 年的论坛，将是一次有益的尝试。

据了解，场馆论坛目前已经基本确定选题，并锁定了相应嘉宾。未来将围绕议题和嘉宾进行沟通，进一步推动论坛的进行。

“论坛设置了圆桌谈论环节，此外，5-6 个针对行业时令话题的主题演讲，外加一个人造草专业委员会成立仪式。”郭超说，“论坛将涉及很多行业热点话题，围绕问题跑道、教育部新国标和一体化场馆建筑等内容进行深入探讨。”

此次论坛无论是话题还是嘉宾，将覆盖整个场馆设施及营造行业的全产业链，积极构建企业、专家和相关政府部门、机构之间的面对面沟通平台，共同就行业话题和行业难题进行讨论，让场馆论坛从运营回归设施。



Guo Chao: Three Great Moves and Three Major Events -- Targeting at the Three Key “Sore Spots” in Sports Venue and Facilities

The Exhibition Area for Sports Venue, Facilities & Construction has always been one of the important exhibitions of China Sport Show (CSS) and has drawn a great attention of relevant enterprises and organizations at home and abroad. As the head of this exhibition, Guo Chao has a clear view on how CSGF plays a better role in sports venue, facilities & construction as well as in the work of enterprises' participation in 2017 CSS.

Based on CSGF and the needs of enterprises, the work aiming to solve the industry's imminent problems and provide more sophisticated services for further subdivided sectors, is the keynote in 2017 set by Guo Chao.

I. Achieve double growth in 2017 and witness favorable policies in the exhibition area

When it comes to China Sport Show (CSS) to be held in Shanghai on May 23 to May 25 in 2017, Guo Chao will feel a sense of pride as the Exhibition Area for Sports Venue, Facilities & Construction in the charge of her has witnessed a double growth in the number of exhibitors and sales area of booths again since its exhibition invitation in August 2016.

According to the information, the Exhibition Area for Sports Venue, Facilities & Construction of 2016 CSS held in Fuzhou covered acreage of 26,000 square meters, and the year of 2017 on the basis of this figure, sets aside an area of 12,000 square meters for the use of exhibition. Guo Chao said,

“The current registration area is close to 40,000 square meters, and in accordance with the planning area of the exhibition hall, all parts under my charge have been registered, and the number of exhibitors has also significantly increased compared with the previous years.”

Looking back at the past, the Exhibition Area for Sports Venue, Facilities & Construction has developed from more than 12,000 square meters in 2011 to the current nearly 40,000 square meters. Guo Chao believes this is a direct result of national policy support and industry development.

In the meantime, in order to provide better services for exhibitors and facilitate professional audiences' on-site procurement, Guo Chao on the basis of last year's work, continues to subdivide exhibitions and centralize the equipment, artificial grass, flooring, fencing and other exhibition areas, and specifically sets up a mobile swimming pool and ice & snow exhibition. “We intend to set up areas for new products exhibition and activities in the exhibition hall so as to promote the enthusiasm of business R & D and audience participation.” she said.

II. Set up Special Committee for Artificial Grass to handle the industry's potential crises

With the completion of the restructuring of CSGF, in addition to handling the basic work like exhibitions, Guo Chao has also reflected on how to play the role of CSGF better in sports venue, facilities

& construction to provide enterprises with a better platform for communication.

As we know, China's sports venue & construction industry suffered an unprecedented crisis in 2016, when the influence of "defective runway" in campus almost swept the whole sports chemical field based on school as the main market. With the entry of "new national standard" made by Ministry of Education to the stage of consultation, the improved industry standard has ensured the future development benefits of enterprises.

But the vision of Guo Chao is not confined to the plastic runway industry. In September 2016, quite a few artificial grass enterprises, the main exhibitors of Exhibition Area for Sports Venue, Facilities & Construction, proposed to CSGF the setup of a Special Committee for Artificial Grass, with a view to guaranteeing the industry's sound development. Accordingly, Guo Chao, with her years of experience in sports facilities & construction, devoted herself into the preparation of the Committee.

After repeated discussions, visits and communications, Guo Chao predicted that at least 30-40 influential enterprises in China would join the Committee, including those well-known and honored artificial grass enterprises such as CCG, Shandong Taishan, CGT, Bellinturf and Torchgrass. Guo Chao told the reporter, "According to a reserved estimate,

the enterprises to participate will take up over 70% in the total capacity of domestic artificial grass."

III. Undertake the Forum of Sports Venue to build up the industry's confidence by critical thinking

In addition to attempts in the subdivision planning of exhibition area, Guo Chao also hopes that CSGF could play its leading role in sports venue, facilities & construction field and serve as a platform for corporate voice to solve public topic problems.

Therefore, the Forum of Sports Venue as one of the three summit forums under Summit Forum of China Sporting Goods held during CSS will be officially renamed in 2017 as "Forum of China Sports Venue and Facilities", and will also become a professional forum in subdivision field directly led by the exhibition leader for the first time. Guo Chao said that their efforts to expand CSGF's influence based on the Federation itself will be the focus of future work, and the 2017 forum will be a useful attempt.

It is understood that the Forum of Sports Venue has basically identified the topic and determined the honored guests involved. The future work will be communication about the topics and guests, aiming to further promote the forum.

"A round table talk will be carried out in the Forum. In addition, there will be five or six speeches themed on seasonal events in the industry plus an opening ceremony of Special Committee for Artificial Grass." Guo Chao said, "The Forum will be involved in many industry hot topics and probe into contents in regard to the runway, new national standard by Ministry of Education and the integration of sports venue construction."

This forum will cover the full industry chain of the whole sports venue, facilities & construction industry no matter in regard to topics or guests, in hope of building a face-to-face communication platform for enterprises, experts and relevant government departments & institutions to share their ideas on common industry topics and problems so as to bring the Forum of Sports Venue back from operation to facilities.

2017 体博会健身展区： 再创行业之巅、规模之最



报名企业数量超过 750 家，展览面积将达到 100000 平米——这是 2017 中国国际体育用品博览会健身展区即将在 2017 的 5 月 23 日交出的成绩单。这是一个相当了不起的成就。作为六大展区首当其冲的、拥有国内健身行业最大参展体量的体博会而言，这一组数字，放眼整个行业，是无人出其右的。

作为体博会健身展区负责人的卞彬彬，更多地将 2017 体博会健身展区爆满的情形，归功于行业的发展。2016 年，政策红利频繁降临健身市场，先后出台的 77 号文《关于加快发展健身休闲产业的指导意见》、《全民健身计划 2016 - 2020 年》及《“健康中国 2030”规划纲要》，均不同程度地刺激着健身消费市场。

反应在体博会上，“红利”演变成了一组增幅巨大的数字。2017 体博会期间，国家会展中心(上海)的 4 个整馆，将被健身展区覆盖……除此之外，由于取消了以往展位不得超过 500 平米的限制，本届体博会健身展区，有 24 家展商的展位面积超过 600 平方米，其中最高接近 900 平方米。“按照惯例，展馆利用率一般在 50% 左右，但为了尽量将所有的报名企业安排进展馆，我不得不想尽办法，试图去提高展馆的利用率。”卞说道。

除了行业趋势向好，体博会重回上海，也刺激了展商参加体博会的意愿。值得一提的是，另有 30 多家健身行业的龙头企业，与体博会一口气签订了为期 3 年的、连续在上海参展的合同，这些连续参展的企业面积，达到了体博会健身展区整体规模的 30%。签约企业均是中国体育用品联合会的会员单位。

卞彬彬同时坦言，“体博会健身展区规模虽大，但会掩盖住一些小的问题。从商贸平台的角度出发，体博会‘亚洲王者’的地位不可动摇；但目前无论从市场细分，还是从构建服务体系角度而言，体博会相比当下的一些竞争对

手，都有所不足。如何更大维度地影响到健身器材的使用者、健身爱好者，体博会还有巨大的上升空间。”

据他介绍，为了弥补过去忽视之处，2017 体博会健身展区将有三大创新尝试：

其一，展区进行家用和商用的细分。健身展区将由原来的打散分布变为按照商用、家用类别进行分区，以方便观众观展、展商展示区域的天然区隔。同时，为了避免部分展馆出现过热或过冷现象，品牌分布也将更为均衡。

其二，引入重量级品牌活动。2017 体博会在原有基础上，将引入“体博会·费恩莱斯健美健身比基尼大赛”和“i-FIT 中国国家职业健身教练专业大会”两项活动——力求通过这两个“爆款”活动，提升健身专业氛围和商用气场，带动相关人群参展，从而增强观众与展商的互动。如果考虑上历年必不可少的健身企业自办活动，今年的健身展区势必将热闹非凡。

其三，参展品类更丰富，涉及行业上下游各种配套产品。以前体博会健身展区主要以器材类为主，2017 体博会上，除了熟悉的老面孔，健身俱乐部、智能装备、互联网 APP 等新面孔，也将同观众见面。

不过，卞彬彬却也肩负起了“担心客户体验不好”的重压——对健身这个占据体博会“半壁江山”的展区而言，如何服务好客户，洞察客户的心理需求，显然比如何完成签约，其战略意义更为重大。

任何火热的行业都需要冷静地思辨，健身行业也不例外。目前，体博会健身展区招展工作已接近尾声，下一阶段，卞彬彬的精力将投入到参展、观展的配套服务上。

接下来，卞彬彬计划在体博会开展前，能够通过行业一线走访、实地调研，真正深入的走进健身企业，了解健身企业对于体博会的真实需求，厘清行业发展脉络。



2017 CSS Fitness Exhibition Area: A New Record High in the Industry with the Largest Scale



Over 750 enterprises have registered, and the exhibition area will be up to 100,000 square meters----- this is a transcript to be submitted by the Fitness Exhibition Area of 2017 China Sport Show on May 23, 2017. It is a remarkable achievement. For CSS which first stands out of the six exhibitions areas and provides the largest volume in China' s fitness industry, this is an unparalleled set of figures even in the entire industry.

Bian Binbin, who takes charge of the Fitness Exhibition Area, attributed the full house result to the progress of the industry. In 2016, the dividends of policy frequently came to the fitness market, and the No.77 Documents like Instructions on Accelerating the Development of Fitness and Leisure Industry, National Fitness Program (2016--2020) and Program Planning on Health China 2030 have boosted the consumer market of fitness to different extents.

When reflected in CSS, "dividends" evolved into a set of sharply increasing figures. During the 2017 CSS, the four whole exhibition halls of National Convention and Exhibition Center (Shanghai) will be covered by Fitness Exhibition Area... Besides, due to the abolition of the maximum area limitation of 500 square meters on the previous booths, this time in the Fitness Exhibition Area, there are 24 exhibitors whose booth area will exceed 600 square meters, among which the largest is close to 900 square meters. "Accordance to the established practice, the utilization rate of the exhibition hall is normally about 50%. But in order to accommodate the registered companies as many as possible, I have to try every way possible to improve the utilization of the exhibition hall." Bian said.

In addition to the positive industry trend, the

return of CSS to Shanghai has also helped drawn those exhibitors. It is worth mentioning that more than 30 leading enterprises in fitness industry have signed a three-year contract for consecutive participation in Shanghai exhibition. They contracted an area accounting for 30% of the overall size of Fitness Exhibition Area of CSS. All of these signed enterprises are member units of CSGF.

Meanwhile, Bian Binbin said frankly, "Despite the large scale of the Fitness Exhibition Area, some minor problems may be covered up. From the perspective of business platform, the status of CSS as the "Asian King" is unshakable; but judging from the market segmentation or from the perspective of building a service system, CSS will seem inadequately prepared compared to some current competitors. So, there is still huge potential for improvement, regarding how CSS could influence a wider range of fitness equipment users and fitness enthusiasts."

According to him, to make up for the neglects in the past, there will be three major innovation attempts in Fitness Exhibition Area of 2017 CSS:

First, the exhibition area will be subdivided for home and commercial use. The Fitness Exhibition Area will change its originally scattered distribution and be divided by commercial and household categories, so as to form the natural distinction between the audience visit area and exhibitor display area. At the same time, to prevent overheating or overcooling in some exhibition halls, the brand distribution will be made more balanced.

Second, introduce famous brand activities. The 2017 CSS on the original basis will introduce the "CSS----- Fein Rice Fitness Bikini Contest" and "I-FIT China National Professional Fitness Coach

Conference" -- aiming to promote the professional atmosphere of fitness and its commercial aura and stimulate related groups to participate, hoping that these two "popular" activities would enhance the interaction between audiences and exhibitors. If the essential activities carried out by fitness enterprises over the years were considered, this year's Fitness Exhibition Area is bound to be bustling.

Third, there will be more extensive exhibits, involving various matching products from the industry' s upstream and downstream. Previously, the Fitness Exhibition Area of CSS mainly focused on equipment, however, in the 2017 CSS, in addition to familiar old categories, new ones such as fitness clubs, smart equipment and Internet APP will also be open to the audience.

Nevertheless, Bian Binbin still worries "what if customers are not impressed" . As the Fitness Exhibition Area which occupies "almost half of CSS" , how to serve customers better and get insight into their psychological needs is obviously more important than how to complete contracts in terms of strategic meaning.

Any highly popular industry needs to be pondered over calmly, and this is also the case with fitness industry. At present, the invitation work of Fitness Exhibition Area of CSS is coming to an end, and in the next stage, Bian Binbin will focus his energy on the supporting services of exhibition participating and visiting.

Next, Bian Binbin hopes to enter into the fitness business before the opening of CSS, aiming to understand the real needs of fitness enterprises and clarify the industry development path through front-line visit and field research of this industry.

体博会爱心羽毛球活动 6 年累计捐赠达百万

The "Charity Badminton" Activity
of China Sport Show has
Donated Nearly A Million in Six Years



历经 6 年，累计向偏远地区校园和有需求场所捐赠超过百万元相关物资。这是在中国国际体育用品博览会组委会、中国体育用品业联合会大力支持下，多次举办的“中国国际体育用品博览会网羽嘉年华”爱心羽毛球活动，自 2011 年开始为社会做出的慈善奉献。

为响应体博会网羽嘉年华传播与普及羽毛球运动文化的精神号召，同时也为了鼓励更多社会人士关注与参与中国乡村文化教育、体育事业的建设，并为参展的中国羽毛球运动品牌厂商、知名运动员与体育爱心人士，提供一个多方面、良好的社会形象展示与社会爱心捐助平台，在体博会组委会的大力支持与指导下，网羽嘉年华活动组委会顺利开展了爱心羽毛球活动的策划、宣传、执行、管理等工作。

据介绍，爱心羽毛球活动是面向山区学校、残疾聋哑学校、体育课程内容单一或没有接触过羽毛球运动的中小学校开展的，呼吁全国各地的羽毛球爱好者将自己不用的羽毛球装备捐赠出来，并让全国的羽毛球产品生产厂家、各地的羽毛球协会，业余羽毛球俱乐部加入爱心大使行列的活动。同时，爱心活动也向全国招募组建羽毛球爱心教练团队，定期为孩子们上羽毛球课，把羽毛球杂志和羽毛球教材送到孩子们手里，让他们有更多机会了解羽毛球文化，热爱与学习羽毛球运动，定期举办中小学生羽毛球比赛。

体博会“羽毛球爱心活动”开展 6 年以来，已面向 20 多所中小学，共捐赠装备价值累计 100 多万元，捐赠装备包括羽毛球地胶、羽毛球拍、羽毛球、运动服装、球包、发球机、羽毛球训练智能芯等。

从北京到宣化、从山西宁乡到武汉、从重庆万盛到呼和浩特，参与爱心活动的人越来越多，爱心团队的成员目前已达上百人，爱心活动赞助的装备数量也逐年增加。活动甚至还得到中国羽毛球界元老林建成先生、前世界冠军周密、丹麦男双冠军马丁·伦加德先生等知名社会人士支持。

Under the support from CSGF and the organizing committee of China International Sporting Goods Show, the charity badminton activities have been held for many times since 2011, which has totally donated relevant materials of more than a million yuan to schools and places in need in six years.

In response to the call of Tennis and Badminton Carnival of CSS to popularize the badminton sports culture, and in order to encourage more people to get involved in China's rural cultural education and sports, and provide China's badminton manufacturers, famous athletes and sports enthusiasts with a versatile platform to show good social image and charity donations, under the great support and guidance of the organizing committee of China Sport Show, the organizing committee of the Tennis and Badminton Carnival activity smoothly carried out planning, publicity, implementation, management, etc. of the "Charity Badminton" activity.

Reportedly, the "Charity Badminton" activity was carried out for schools in mountainous areas, schools for the disabled and deaf as well as primary and secondary schools weak in badminton sport, calling for badminton fans nationwide to donate their unused badminton equipment, and encouraging badminton manufacturers, local badminton associations and amateur badminton clubs to join this. Meanwhile, the charity activity also recruited a badminton coach team, to give classes to children on a regular basis, send the badminton journals and teaching materials

to them, so that they could have more opportunities to understand the badminton culture as well as love and learn the badminton sport. Badminton matches among primary and secondary school students are held on a regular basis.

During the six years since the "Charity Badminton Activity" of CSS was launched, it has donated equipment valued at more than 1 million in total to over 20 primary and secondary schools, including badminton ground rubber, rackets, badmintons, sports clothing, badminton bags, ball machines, intelligent chips for badminton training, etc.

From Beijing to Xuanhua, from Ningxiang, Shanxi to Wuhan, and from Wansheng, Chongqing to Hohhot, there are increasingly more people engaged in the charity activity, actually the number of the members already exceeded 100 and the donated equipment is increasing year by year. The activity won support from Lin Jiancheng, a veteran in badminton, Zhou Mi, the former world champion, Martin Lundgaard, Danish men's doubles champion and other celebrities.



李桦主席赴德参加世界体育用品联合会全体大会 连任亚洲区理事

2017年2月2日至6日中国体育用品业联合会主席李桦赴德国慕尼黑出席了世界体育用品联合会（英文缩写WFSGI）全体大会，并以WFSGI亚洲区理事身份出席该组织理事会。

本次大会进行了换届选举，来自美洲区的美国耐克公司政府和公共关系高级副总裁肖恩·哈拉伦（Sean O' Hollaren）



WFSGI 理事会会议现场

当选为新一轮WFSGI理事会主席，任期三年。上一任理事会主席是来自欧洲/非洲区的德国阿迪达斯集团总顾问弗兰克·达斯勒先生（Frank A. Dassler）。WFSGI的理事会主席由美洲区、欧洲/非洲区及亚洲/大洋洲三个区域代表轮值选举产生。此外，每个区可选举产生6个理事成员，李桦先生顺利连任亚洲区理事。

在为期两天的会议当中，WFSGI成员投票通过了2016年6月3日WFSGI在洛桑举行的理事会会议纪要；公司社会责任委员会、法律委员会、体育活动委员会、国际体育组织委员、贸易委员会等各专业委员会代表分别对2016年工作进行了总结汇报。

此外，会议回顾了2016年11月15-16日在台湾台中举行的2016WFSGI制造商论坛（第四届）中取得的成绩，并确认了WFSGI和ISPO将于2017年11月14-15日在慕尼黑Productronica（电子产品开发和生产商品交易会）期间共同举办第五届制造商论坛。

秘书长ROBBERT DE KOCK还对WFSGI官方财务审计报告内容进行了解读。2016年WFSGI财务状况良好，全年各项总收入219.065万瑞郎（约合1492万人民币，1瑞郎:6.812），其中会费收入148.256瑞郎（约合1010万元），全年盈利3万瑞郎。协会全年最大的支出为人员工资112.898万瑞郎。在台湾举办的制造商论坛支出12.502万瑞郎（约合85万元人民币）。

而为了更好地适应当今社会的变化及开展相关业务，伴随大会选举还通过了一项组织结构调整提议，即将WFSGI主席名称更名为理事会主席（Chairman of the Board）、秘书长更名为总裁（President）兼首席执行官（CEO）。新主席表示将在降低贸易壁垒、广泛开展体育运动、行业整治等涉及大家共同利益的领域中推进工作进展。

同时确认下一届理事会将于2017年6月27日或7月10日在美国缅因州波特兰（PORTLAND, MAINE），由NIKE公司承办。下一届WFSGI全体大会将于2018年1月27日德国慕尼黑举办。

我方与会代表在会议期间还与WFSGI原秘书长、现更名为总裁兼CEO的罗伯特先生及其工作班子部分成员进行了简短会晤，探讨中国体育用品业联合会与WFSGI今后如何开展实质性的合作，现初步确定双方将在公司社会责任及如何促进大众体育运动方面进行更深入的沟通与交流。联合会邀请WFSGI派代表参加我协会于2017年5月在上海举办的中国国际体育用品博览会产业峰会并做主旨发言，对方欣赏接受邀请。



WFSGI 新一轮班子合影

面对韩国体育产业市场， 我们该去做些什么？



2017年2月22日-23日，中国体育用品业联合会秘书长罗杰、副秘书长温嘉等一行4人来到韩日系列考察访问的第一站——韩国，拜访韩国京畿道水源体育场管理财团的高层领导，并参展韩国首尔国际体育休闲用品展(SPOEX)。此行不仅极大提升了中国国际体育用品博览会(以下简称“中国体博会”)在海外市场的影响力，吸引更多韩国展商了解、认识和参加中国体博会，更就中韩两国体育用品业行业的交流合作等内容，进行了深入交流，可谓一举多得。

22日下午，联合会同京畿道水源体育场管理财团管理本部长闵丙璆、体育产业部组长宋俊成先生及相关人员5人就近期中韩体育用品业发展和场馆运营等方面的问题交流了意见，并围绕财团参加2017中国国际体育用品博览会(以下简称“体博会”)事宜，进行了深入沟通。

据介绍，京畿道水源体育场管理财团是韩国在体育场馆运营方面排名前十的机构之一，也是韩国国内唯一一家不需要政府补贴，即可独立自主维持场馆运营的专业机构。水源世界杯足球场具有综合体育项目功能，除了足球场地之外，还设有篮球、高尔夫、游泳等区域，属于典型意义上的大型综合性体育场馆。在运营过程中，水源体育场除了承担专业足球赛事职能之外(如20岁以下足球世界杯)，还担负着面向社会开放的责任，在大众体育文化交流、赛事运营等方面具有突出表现。

此前，水源体育场管理财团很少参与韩国本土之外的体育类展会，作为第一次海外参展，他们选择了2017中国国际体育用品博览会，并组织现有会员企业共同参展。联合会方面同时还热情邀请水源体育场管理财团参加于2017体博会期间举办的中国体育场馆设施论坛，将韩方场馆运营与管理等方面的优势经验，与中国业内人士分享。

23日，联合会一行又以“海外展商”身份参展SPOEX，并完成与韩国多个协会与代理商的会谈与签约。

据了解，SPOEX是目前韩国最大的体育用品类展会。为提升中国体博会在海外市场、尤其是在韩国市场的知名度并扩大其影响力，招募更多的海外展商和买家，以海外展商身份参展SPOEX，已成为中国体博会近年来的标准动作。在今年的SPOEX展会上，联合会特别为自身的展台赋予了韩国特色，并现场循环播放视频资料，方便众多韩国客户深入了解中国体育用品业联合会及中国体博会。

开幕式后，罗杰等人分别拜会了首尔国际体育休闲用品展的主办方韩国国际贸易协会(KITA)、韩国体育振兴工团(KSPO)及韩国体育用品工业协会(KOSPA)，与KITA国际事业部部长李东基、KSPO体育科技研究所体育产业资助中心部长EuidongYoo、KOSPA理事长權五成等人，就未来中韩体育用品行业的深入交流与合作、中国体育用品业联合会的会员企业在海外推广需求等交换了意见，并共同决定：在今年5月23日在上海举办的2017中国体博会期间，分别签订资源互换协议，就中国体博会期间的相关论坛、商务对接等活动，展开深入合作。

随着近年来中国体育产业的迅猛发展，韩国各体育产业相关协会非常注重中国体育用品市场。据了解，即将在今年5月举办的2017中国体博会上，韩国各协会组团参展规模将达到500多平方米，创历史新高。为了未来更好地为韩国企业继续提供更优质的参展观展中国体博会的服务，中国体育用品业联合会还在SPOEX现场，与韩国兰士久公司续签了代理协议。兰士久公司表示，公司将利用创新工作方式，凭借高度认真负责的态度，协助中国体博会主办方为韩国企业提供更优质的参展参观体验和服务。

此外，温嘉在SPOEX期间接受了韩国权威财经媒体——《贸易周刊》的采访，充分地介绍了中国体博会在亚洲范围内体育用品市场的优势，以吸引更多当地相关部门与专业人士的关注。

对于此次韩国考察之行，罗杰表示，作为行业协会，中国体育用品业联合会将继续发挥协会对外传播渠道的优势，加强与海外机构的互动，积极拓展海外市场，希望藉此能为中国企业的海外发展，提供更多商机。

对“年迈”的日本而言， 中国体育用品市场意味着什么？



2017年2月27日，中国体育用品业联合会秘书长罗杰、副秘书长温嘉等一行4人抵达日本东京，开启了此次韩日系列考察的第三站——拜会日本体育用品工业协会(JASPO)的高层领导，并与日本幸美株式会社续签“中国国际体育用品博览会日本代理协议”。此行不仅为中日体育用品行业友好交流互动搭建了桥梁，更为体博会进一步提升在日本的影响力、吸引日本优质客户及买家，奠定了基础。

27日上午，罗杰一行代表中国体育用品业联合会与日本体育用品工业协会主席熊本昌宏先生及顾问宫村康夫先生会晤。会上，双方首先介绍了各自协会主要工作内容，并着重就两国体育市场的特点进行了信息共享，力求为双方协会企业会员创造更多机会。由于日本社会当前老龄化程度日益严重，当地各级体育协会对于老年人运动产业的开发十分感兴趣。因此，对日本中小型高智能化运动产品企业而言，中国巨大的运动人群市场有着不小的开发潜力和吸引力。会后，联合会代表也邀请了日本体育用品工业协会主席熊本昌宏先生，参加今年在上海举办的2017体博会。

此次前往日本的另一个重要行程，是续签体博会在日本的代理商协议。27日上午，罗杰一行还在日本东京与日本幸美株式会社，续签了新一年度体博会在日本地区的代理协议。签约仪式上，双方主要研讨并确定了体博会未来在日本地区的宣传推广计划，及招募日本展商及优质买家的方案。罗杰在会上对幸美株式会社提出了新的合作要求，幸美株式会社相关负责人表示，将会坚持不懈、全力以赴地协助体博会，与日本市场的170多家体育相关企业保持联系，并不断开发新品类与新品牌，为中日两国间的体育用品企业搭建互动的桥梁。此次续约，不仅意味着体博会将继续在日本境内招募海外企业及买家，后续还将继续推介优质的中国体育产品到日本体育用品市场。

当天下午，罗杰一行还前往日本经济日报社集团，与日本经济日报社集团PR部门局长森谷丰及部长饭岛祐太郎进行了亲切友好交流，这也是联合会首次与日本官方媒体进行接触。作为日本最大同时也是最具权威性的财经报道机构，日本经济日报社集团与联合会的接洽，将极大提升体博会在日本的知名度，并为联合会会员企业创造更多在日本市场开发渠道的机会。

What does China's Sports Goods Market Mean to "Old" Japan?



On February 27, 2017, Luo Jie, CSGF Secretary General, Wen Jia, CSGF Deputy Secretary General and other two persons arrived in Tokyo, Japan, the third stop during the trip to Korea and Japan. CSGF leaders paid an official visit to senior management of Association of Japan Sporting Goods Industries (JASPO), and renewed the "Agreement on Japanese Agency for China International Sporting Goods Show" with H&B Ltd. in Tokyo, Japan. The visit has not only built a bridge for friendly exchanges and interactions between the sporting goods industries of China and Japan, but also laid a foundation for further improving China Sport Show's influence in Japan and attracting high-quality clients and buyers in Japan.

On the morning of February 27, Luo Jie and his companions met with Chairman Kumamoto Masahiro and Miyamura Yasuo the Consultant of JASPO. On the meeting, both parties first introduced their work respectively and then shared information about the characteristics of sports markets in both countries, in an attempt to create more opportunities for enterprise members of their respective associations. Since Japanese society is increasingly aging, the local sports associations at all levels are very interested in the elderly sports industry. As a result, for Japanese small and medium-sized enterprises engaged in highly intelligent sports products, China's vast sports population market is very lucrative. After the meeting, CSGF representatives also invited Kumamoto Masahiro, Chairman of JASPO to 2017 CSS in Shanghai.

Another important task for the trip to Japan was to renew the agent agreement of CSS in Japan. On the morning of February 27, Luo Jie and his companions also renewed the agent agreement of CSS in Japan for another year with H&B Ltd. in Tokyo, Japan. On the signing ceremony, both parties mainly discussed and determined the future promotion plans of CSS in Japan as well as the schemes for recruiting Japanese exhibitors and high-quality buyers. Luo Jie put forward new requirements for H&B Ltd. at the meeting, while person in charge of the latter said that they would make unremitting efforts to assist CSS, keep in touch with more than 170 sports-related enterprises in Japan, constantly develop new products and brands, and build a bridge for interactions among the sporting goods enterprises of China and Japan. The contract renewal means that CSS will not only continue to recruit overseas enterprises and buyers within the territory of Japan, but also to bring high-quality Chinese sports products to Japanese market.

On that afternoon, Luo Jie and his companions also made their way to Japan Economic Daily Press Group, and had friendly exchanges with Sen Gufeng, Director General and Iijima Yutaro, Minister of PR Department of Japan Economic Daily Press Group, which was also the first time for CSGF to contact with official media in Japan. Through the interaction between CSGF and Japan Economic Daily Press Group, Japan's largest and most authoritative financial reporting agency, the reputation of CSS will be greatly improved, and more opportunities will be created for member enterprises of CSGF.

中国体育用品业联合会

中国体育用品业联合会，成立于1993年。2001年以唯一代表中国的国家会员和全权会员身份加入世界体育用品联合会（简称WFSGI），代表中国参加世界体育用品组织，并同各个国家和地区的体育用品组织进行联系。目前，联合会共有会员企业近700家。

中国体育用品业联合会的宗旨是：遵守宪法、法律、法规和国家政策，遵守社会道德风尚，加强中国体育用品业之间的联系，制定体育用品行业标准，发展与国际体育用品组织的友好关系，扩大体育用品的国际合作和信息交流，繁荣中国体育用品市场，为体育事业的发展服务。



联合会下设7个专业委员会



两个机构

全国体育用品标准化技术委员会

国家标准化管理委员会于2007年正式批准成立全国体育用品标准化技术委员会，其作为国家标准化管理委员会直属技术委员会，秘书处设在中国体育用品业联合会。

公共体育设施产业技术创新战略联盟

公共体育设施产业技术创新战略联盟是唯一由国家体育总局推荐的，国家科技部产业技术创新战略联盟试点单位

工作内容

- 体育用品标准化制定工作，提高体育用品企业管理水平，确保体育用品产品质量
- 信息服务和咨询工作
- 行业信息数据发布工作
- 组织体博会，搭建行业交流平台
- 举办国际论坛，加强交流、促进体育用品业的国际合作
- 举办学术论坛，集思广益，为行业发展出谋划策
- 做好标准化工作，提高体育用品企业管理水平，确保体育用品产品质量
- 积极参加国际会议，维护行业权益



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