Southeast Asia’s #1 International Sports, Fitness & Wellness Exhibition

SPORTTEC.Asia

29 - 31 October 2020
IMPACT FORUM EXPO HALL I BANGKOK I THAILAND

Staged in Bangkok, the heart of ASEAN's fast expanding sports, fitness & wellness industries

Gateway to the ASEAN Sports Market

Co-Organisers
TSO International Inc. & Asian Exhibition Services Ltd. (AES)

Co-Host
Sports Authority of Thailand (SAT)

Supporter
Thailand Convention & Exhibition Bureau (TCEB)
Thailand is at the heart of the ASEAN Economic Community which is rapidly growing and also includes the Greater Mekong Sub Region.

ASEAN is the big growth market for the future!

Southeast Asian countries, whose economic scale has been growing year by year and is continuing in their remarkable development, are attractive markets not only for all Asian countries but also the rest of the world. The Association of South-East Asian National (ASEAN) which was established in 1967 is now a regional cooperation organization for economic, social, political, security and cultural ties of 10 South-East Asian countries. Southeast Asia holds one the highest potential growth rates in the terms of trade and economic growth in the world, marketing and investment in the ASEAN region is an essential strategy for the continued development of companies.

Consumers that are steadily increasing year on year

With the explosive growth of the population, the middle-classes with strong consumer power is increasing. Interest in household appliances, automobiles, eating out, sports, and the health industry is increasing rapidly. The area has become a major consumer market consisting of nearly 700 million people and the entire ASEAN region is changing rapidly in response to its high purchasing power.

Rapidly expanding GDP (USD billion)

GDP, which also indicates economic scale, is set to explode. The entire ASEAN region economic scale will expand through population increase, purchasing growth and expansion of the middle class. It is expected that ASEAN will actively focus on introducing and manufacturing globally competing technologies and products.
The ultimate ASEAN market base

Thailand, at the crossroad in Asia, is at the heart of the ASEAN Economic Community (AEC) which is rapidly growing and includes also the Greater Mekong Sub-Region (GMS) and includes Cambodia, Southern China, Laos, Myanmar, Vietnam and Thailand is emerging as a very important market with its unique positioning and role at the trading crossroads of Asia itself. There are vast business opportunities in Thailand, the world MICE city destination, equally a world-renowned business event paradise with diverse and state-of-the-art exhibition venues, abundant hotel and accommodation choices, advanced telecommunications infrastructure and ease of market access.

Thailand is a convenient transport hub

Currently, there are direct flights from over 160 cities to Bangkok’s Suvarnabhumi and Don Mueang Airports. Thailand is a city where tourists and business people gather from all over the world.

An attractive tourist destination

Over 38 million foreign visitors annually (2018 figures), visit Bangkok which is a place where you can feel the ancient history and traditional Buddhist culture. It is also an attractive destination to enjoy a variety of activities from sightseeing, gourmet food, shopping, sports and leisure pastimes.

Reference: Thailand Tourism Board’s official website
The Best Platform for ASEAN Sports Business

Outline

Title
Southeast Asia’s #1 International Sports, Fitness & Wellness Exhibition

Date
Thursday 29 - Saturday 31 October 2020

Venue
IMPACT Forum Exhibition & Convention Center

Co-Organisers
TSO International Inc. & Asian Exhibition Services Ltd. (AES)

Co-host
Sports Authority of Thailand (SAT)

Supporters
Thailand Convention & Exhibition Bureau (TCEB)

Event Outline
Exhibition, Conference, Workshops, Demonstrations, Training & Product Launches

Supporters of SPORTEC Asia

Sports Authority of Thailand

The SAT is under direction of the Ministry of Tourism & Sports with 7 primary functions to include the promotion of sports, function as a coordination center relating to sports with full stadium and athlete training facilities, study, analyze, and prepare project, plan, and statistic relating to sports promotion, organize, assist, recommend, and cooperate in organizing and operation of sports, survey, build, and restore sports venues, contact and cooperate with sports organization or association both local and outside the Kingdom, inspect and control sports activities and perform other businesses relating to or for the interest of sports.

Under the SAT there are a total of 84 official National Sports Associations, 17 Institutes of Physical Education, 13 Sports Schools, 28 Universities and the Department of Physical Exercise, these organisations, including the Sports Writers Association of Thailand, provide the full platform of official sports organisations in Thailand.

Thailand Convention & Exhibition Bureau

TCEB is a government agency under the Office of the Prime Minister tasked with promoting and developing the business tourism sector in Thailand. TCEB has been influential in establishing the country as Asia’s largest business events hub through its active support of regional events staged in Thailand and its support of international events, pavilions and delegations coming into Thailand.
"Asia Fitness & Wellness Expo (AFW), Bangkok’s leading international fitness show, will be incorporated into the expanded Asian edition of SPORTEC Asia in October 2020"
ASEAN is the one of the world's most important growth markets

The ASEAN Sports Market continues to expand

ASEAN enjoys growing consumer awareness and participation in sports and health activities and increased consumption in market products, this has led to a rapid expansion and created vast potential in the industry.

The sportswear market is steadily expanding every year

ASEAN sportswear sales are increasing steadily because sports and exercise habits are becoming increasingly popular.

Sportswear refers to products of clothing and shoes for performance in indoor and outdoor sports and fitness activities for all generations. The ASEAN market covers ten countries: Thailand, Malaysia, Indonesia, Singapore, Philippines, Vietnam, Brunei, Myanmar, Laos, and Cambodia.

- Trends in sportswear sales in ASEAN

Sales forecasts up to 2022, especially in Thailand, are to be more than double the rates in ASEAN during 2017. The factors for this growth are the increase in fitness clubs, the arrival of the bicycle boom and the expansion of team sport participation and community fitness activities.

In IHRSA (International Health, Racquet and Sportclub Association) survey, Thailand's fitness industry's annual revenue growth is 11% year-on-year in 2019, and the number of users is expected to increase 18.7% year-on-year.

A tourism powerhouse with active hotel investment

According to the data released by the United Nations World Tourism Organization (UNWTO), international tourism revenue from tourists visiting Thailand in 2018 was $ 57 billion, which is about double of Macau ($ 36 billion), Japan ($ 34 billion), and mainland China ($33 billion). In 2019, the number of tourists visiting Thailand is expected to exceed 40 million, more than half of Thailand’s population, and tourism revenue is expected to increase significantly. Along with this, international brands are rapidly expanding investments and expanding health promotion in areas such as fitness and spa.

BANGKOK'S HOTEL BRANDS

- Marriott
- Bangkok Marriott Marquis Queen's Park
- Pullman Bangkok Grande Sukhumvit
- Shangri-La
- The Peninsula Bangkok
- AccorHotels
Health and sports awareness expanding throughout ASEAN

In ASEAN countries, health is the most important factor in daily life and the consists mostly of youth who are engaged in jogging and sport to promote their health. In particular, 70% of young people in Singapore and 81.7% of young people in Thailand are working on jogging or structured exercising as much as possible and 67.2% of young people in Vietnam are working on sports. These countries have a higher level of sports and exercise participation and growth than neighbouring countries.

- Working on for health promotion (Multiple answers)

<table>
<thead>
<tr>
<th>Country</th>
<th>Walking/ Exercising</th>
<th>Good eating habit</th>
<th>Keep early meals</th>
<th>Weight reducing</th>
<th>Periodic health examination</th>
<th>No smoking and drinking</th>
<th>Supplement</th>
<th>Meditation/ Pray</th>
<th>Blood pressure test</th>
<th>Massage</th>
<th>Others</th>
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<tbody>
<tr>
<td>Brunei</td>
<td>86.0</td>
<td>66.7</td>
<td>4.40</td>
<td>57.1</td>
<td>36.3</td>
<td>25.9</td>
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<td>Philippines</td>
<td>80.1</td>
<td>67.0</td>
<td>52.3</td>
<td>54.5</td>
<td>52.0</td>
<td>36.9</td>
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<td>37.5</td>
<td>29.5</td>
<td>29.5</td>
<td>1.1</td>
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<tr>
<td>Vietnam</td>
<td>86.5</td>
<td>63.4</td>
<td>51.7</td>
<td>43.6</td>
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<td>15.1</td>
<td>19.2</td>
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<td>Malaysia</td>
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<td>50.0</td>
<td>59.0</td>
<td>38.6</td>
<td>27.4</td>
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<td>2.0</td>
<td>15.6</td>
<td>1.1</td>
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<td>Singapore</td>
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<td>70.0</td>
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<td>18.0</td>
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<td>12.2</td>
<td>21.1</td>
<td>3.3</td>
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<tr>
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<td>57.4</td>
<td>51.6</td>
<td>46.3</td>
<td>33.7</td>
<td>17.7</td>
<td>25.7</td>
<td>18.3</td>
<td>21.1</td>
<td>4.7</td>
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<tr>
<td>Thailand</td>
<td>63.5</td>
<td>61.1</td>
<td>46.6</td>
<td>36.1</td>
<td>38.4</td>
<td>37.2</td>
<td>40.6</td>
<td>34.4</td>
<td>13.8</td>
<td>1.7</td>
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<tr>
<td>Cambodia</td>
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<td>95.1</td>
<td>35.3</td>
<td>90.9</td>
<td>29.7</td>
<td>9.9</td>
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<td>3.0</td>
<td>2.0</td>
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<tr>
<td>Myanmar</td>
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<td>26.2</td>
<td>11.0</td>
<td>20.7</td>
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<td>1.7</td>
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<tr>
<td>Laos</td>
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<td>100.0</td>
<td>23.9</td>
<td>7.2</td>
<td>10.9</td>
<td>18.7</td>
<td>4.3</td>
<td>0.7</td>
<td>1.4</td>
<td>0.0</td>
<td></td>
</tr>
</tbody>
</table>

Reference: JETRO (Development of healthcare businesses in ASEAN)

Strong desire for health

Many ASEAN countries spend 4% to 5% of their monthly income, and around 10% of those with lower monthly incomes, on healthcare-related expenditures. In addition, the spendable amount is higher than the actual spending amount in any country, and it is expecting that the market potential is enormous due to the consumer potential spend being much higher than at current levels.

- Potential spending and actual spending in the healthcare sector of each ASEAN country (Average per month)

According to the IHRSA (International Health, Racquet and Sportclub Association) survey, 4% of the Asia-Pacific region is a health club or gym member. In countries such as Thailand, Malaysia, Indonesia, China and India, less than 1%. 3.7% in Japan are members and 19% in the US, where the fitness club market has matured. Estimating from industry data, 1% increase in membership penetration in Asia is expected to increase $3 billion spending annually across the region. There were approximately 31,000 fitness clubs with 17 million members across 14 markets in the Asia Pacific region in 2018 with the local industry's secondary income exceeding $14 billion, that figure is set to almost double by 2020.

Thailand’s economic situation continues to grow steadily

The GDP growth rate of the ASEAN 5 (Indonesia, Malaysia, Philippines, Thailand, Vietnam) keeps at an average of 5% or more year on year. Thailand, which is the center of ASEAN, will continue to meet the ASEAN GDP growth through export and import business expansion, and will provide high potential market opportunities for the new business penetrating into those new areas.
The exhibition will be held on a grand scale with 200 exhibitors and up to 8,000 regional buyers.
IMPACT Forum Exhibition and Convention Center, the home of Sport

IMPACT Exhibition & Convention Center, the venue for SPORTEC Asia, was established in 1999 as the venue for the Asian Games and has a total floor area of 140,000 square meters as of 2019. It is one of the largest exhibition convention centers in Asia, the largest in ASEAN, and they have the Challenger Hall which is currently the world’s largest column-free exhibition hall. Located in the suburbs away from the traffic congestion of downtown Bangkok, IMPACT benefits from convenient transportation links, it is 30 minutes from downtown Bangkok, 45 minutes by expressway from Suvarnabhumi International Airport and 15 minutes from Don Mueang International Airport. Connected to SPORTEC Asia’s IMPACT Forum hall there are both the Novotel Bangkok Impact Hotel with 380 rooms and the Ibis Bangkok Impact which has 587 rooms.

Location
- 45 km from Suvarnabhumi International Airport (BKK)
- 25 km from downtown Bangkok (JW Marriott, Sukhumvit)
- 12 km from Don Mueang International Airport (DMK)
- 30 minutes by shuttle bus from Bangkok Skytrain (BTS) Mo Chit Station

Address:
IMPACT Forum,
Muang Thong Thani,
Nonthaburi, 11120,
Greater Bangkok,
Thailand

Concurrent Events

Attracting international buyers with co-located business events

Educational Seminar
'Skill-up' seminars by experts from the sports and health industry are held every day. Sports facility management, training techniques, coaching, injury prevention, skills training, certification courses will all improve sports skills and raise health awareness.

Networking Reception
A networking party will be held between top professionals and exhibitors from the sports and health industries. It can be used not only for expanding connections but also for finding business partners.

International Conference
We invite representatives from various countries, such as sports tourism, fitness, and sports science, to hold international conferences for exchange and technical / information exchange between countries to deepen exchanges with other countries.
How to Apply for Booth

Early Bird Discount (10%) will be applied for applications received by the end of April, 2020. In addition, volume discounts will be applied to exhibitions who applied more than 8 booths (72m²). You can choose your booth from available locations on a first-come-first-served basis. If you have any questions, please contact the show management office.

Application Period

Early Bird Discount Period
Until 30th April 2020

Application Deadline
30th June 2020

Schedule

Please check the “Exhibition Regulation” on the back of the exhibition application form, then, fill in the “Exhibition Application Form” and send it to the show management office.

STEP1
April 30th, 2020
Early Bird Discount
If you applied by 30th April 2020 we will offer 10% discount.

*You can choose the booth location from available booths.

STEP2
Mid-July 2020
Exhibitor Information Session
We will distribute the exhibitor’s manual, which describes the details of regulations, various applications and schedules related to the exhibition, and explain the preparations necessary for the exhibition.

*Applications after the briefing will be sent to the exhibitor manual at the time of application. Any questions will be explained by the show management office.

STEP3
Mid-August 2020
Submit Exhibitor Manual Forms
The booth location will be confirmed the organizer in consideration of the taste and concept of the exhibited products. Please submit the various submission documents from the exhibitor’s manual before the deadline set.

STEP4
End of August 2020
Start Promotion
Each exhibitor will receive the special invitation tickets to send to their clients for free fast-track entry to the exhibition.

STEP5
29th (Thu) – 31st (Sat)
October 2020
SPORTEC Asia

Booth Price

<table>
<thead>
<tr>
<th>Type</th>
<th>Booth Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Space only</td>
<td>USD2,520/per booth (n=15000)</td>
</tr>
</tbody>
</table>

* Price is per booth.
* For space only, package is included and booth construction is the exhibitor’s responsibility.
* Please make sure to prepare a wall between your and other exhibitor's booths or use a rental package (charged) prepared by the show management office.
* 10% discount if you applied more than 8 booths (72 m²).

Corner Space Charge USD200/per corner

* There are limited number of corner spaces. We might not be able to meet your request.
* If your booth is not corner space, we will refund the additional fee. If your booth are located the corner booth, we will charge the extra fee.

Rental package Plan

Please use the rental package display that makes it easy to prepare for the exhibition. The display can be customized freely. Please refer to the exhibitor manual that will be delivered to the exhibitor at a later date regarding equipment. If you wish, please contact the show management office. We introduce local decoration companies.

Package Plan A
1 booth USD700
2 booth USD1,300
3 booth USD1,900
4 booth USD2,500

Package Plan B
1 booth USD1,000
2 booth USD1,900
3 booth USD2,800
4 booth USD3,700
Asia Fitness & Wellness Expo (AFW) Photo Gallery

Asia Fitness & Wellness Expo, organized by Asian Exhibition Services Ltd., offers a variety of product, information and services of sports and fitness such as the latest fitness machines, sporting goods, sports activity equipment, outdoor products to programmes, martial arts, body building competitions and workshops.

SPORTEC Series in Japan

Largest Exhibition of Sports, Fitness & Health Industry in Japan

Venue: Tokyo Big Sight–Aomi Hall

Exhibitor: 589
Visitors: 42,019
(Past Result of May 2019)

Specialised Exhibition of Facility Planning and Operation Support for Sports Leisure & Event

Venue: Tokyo Big Sight–Aomi Hall

Exhibitor: 175
Visitors: 16,014
(Past Result of May 2019)

Largest Exhibition of Sports & Health Industry in West Japan

Venue: Intex Osaka

Exhibitor: 217
Visitors: 16,972
(Past Result of November, 2014)

Co-Organisers of SPORTEC Asia

TSO International Co., Ltd.

TSO International Co., Ltd. is an international trade fair company, and since its establishment in 2011, the number of exhibitions in Japan has increased and the scale has continued to grow steadily. Through the exhibition and conference, we have built up a strong network of key personnel in various industrial fields and our innovations trigger the expansion of the related sports, health, food and leisure industries.

Asian Exhibition Services Ltd. (AES)

Asian Exhibition Services (AES) Ltd. is an international, Board of Investment listed company headquartered in Bangkok and has representative offices in the UK, Singapore, China, India and Vietnam. It is the organizer of Asia Fitness & Wellness Expo and is a specialist in professional international trade exhibitions in Southeast Asia.