Introduction of WWSE2018
WORLD WINTER SPORTS (BEIJING) EXPO 2018

Date
Exhibition: September 19th-22nd, 2018
Forums: September 19th-20th, 2018

Venue
China National Convention Center (CNCC)

Forms
Exhibition, Conference, Summit, Events

Website
www.wwse2022.com
WWSE2018 Key Figures

Exhibition Area: 30,000 m²
Visits: 135,000

Brands: 500+
Distributors: 9,000
Media: 500

Parallel Forums: 20
Professional Visitors: 20,000
Continuing the tradition of Guest of Honor Country: inviting a world winter sports power to be the major honor of guest country of WWSE 2018, deepen cooperation on general plan, exhibition, forum and business matchmaking, enhancing exchange and cooperation with winter sports power.
The Belt and Road Theme: To response to the One Belt And One Road initiative, provide a network platform for the OBOR countries.
Online Business Matching: Providing online business matching system to help international exhibitors segment and target business partners based on the demands in a short time, to make the on-site meeting more efficient.
Olympic City Forums: inviting delegates of previous Winter Olympic cities and experts in Beijing.
Ice & Snow Think Tank: Inviting senior experts and scholars to participate in the Ice & Snow Think Tank, and providing ideas for the development of China's winter sports industry.
Media Association of Ice & Snow: Focusing on ice and snow industry, the media alliance will provide the latest new for the industry, as well as promotional opportunities for exhibitors.
On Snow Demo: Providing various of new products experiencing activities for exhibitors of winter sports equipment and buyers, including business negotiations, on snow experience, On Snow Music Festival, Happy Hour, Movie Festival, and etc.
Negotiation Area for E-Commerce Partners Meeting Area:
Inviting famous E-commerce partners attending the WWSE 2018, and providing a meeting area for online distributors, exhibitors, e-commerce partners and etc. to strength the online promotions.
Olympic Theme
Winter Tourism
Destinations

• Countries
• Regional Pavilion
• International Sports Organizations

• Dry Ice and Snow
• Internet + Sports
• Games and Culture
• Personal Equipment

• Large Facilities
• Venue Plan, Design, Operations

• Olympic Theme
• Winter Tourism Destinations
• Youth Winter Sports Training
• Ski Resorts
2018国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2018

2018展区规划
（地下一层）

“B&R” Countries Import & Export

IP contest of ice & snow, sport universities and colleges, training organizations, talent publishing website and art collections.

Large skating rinks, ski resorts, holiday villages, Characteristic Towns, winter tourism destinations, ecological parks and world famous skiing sites in both China and overseas.
Exhibition Scope

- The organizing committee of world winter sports competitions, events and winter sports clubs;
- Relevant infrastructure enterprises and public institutions of winter sports;
- World winter sports clothing and equipment manufacturers;
- Winter sports destination: ski resorts, mountain resorts, as well as training centers;
- Ice sports facilities, and the operation, planning and service institutions of winter sports facilities;
- Relevant tourism and holiday service institutions of winter sports;
- Education, training and market analysis institutions of winter sports;
- Investment institutions and financial service providers of winter sports;
- Professional media, publishers and content provider;
- Sports training software provider, video games and training simulation facilities;
- Traditional sponsors and marketing service institutions of winter sports, etc.
Relationship between Czech and China

President Xi Jinping Meets with Prime Minister Bohuslav Sobotka

President Xi Jinping Visits Czech Republic
“The Belt and Road Initiative aims to find a solution to the current global challenges from economic stagnation to political populism. All the bilateral or multilateral cooperation or specific projects are based on win-win principle.”

--Wang Huiyao, President of the Center for China & Globalization (CCG)
What will WWSE bring to **B&R countries**?
Cooperation & Communication
To strengthen the cooperation and communication in the field of winter sports between Czech and China under the coming opportunities of 2022 Beijing Winter Olympic Games.

Economic Win-win
To promote the trade contacts between two countries via establishing B&R Import and Export area and Country Pavilion during the exhibition.
WWSE 2018 Summit Forums

1 Opening Ceremony and Main Conference
20+ Parallel Forums
200+ Guest Speakers
10000+ Professional Audiences

Time: September 19th-20th
Form: Main Conference + Parallel Forums + Activities
Participants: Senior managers of international associations, government officials, representatives from leading international enterprises, experts in the winter sports industry, delegates from channel distributors, media, industry leaders from the winter sports industry and related fields
WWSE 2018 Summit Forums

**Sept. 19th**
- Morning: Opening Ceremony and Main Conference
- Afternoon:
  - Forum 1: Olympic City Development Forum
  - Forum 2: Winter Sports on Campus Forum (Popularization of Youth Ice and Snow Sports)
  - Forum 3: Venue Operation and Management Forum
  - Forum 4: Winter Camps and Winter Sports Forum
  - Forum 5: Winter Sports Entrepreneurship Competition
  - Forum 6: Ski Resort Operation and Management Forum
  - Forum 7: Winter Sports Technology Innovation Forum
  - Forum 8: Winter Sports Tourism Forum
  - Forum 9: Winter Sports Training and Talent Development Forum
  - Forum 10: Winter Sports Events and Marketing and Sales Forum

**Sept. 20th**
- Morning
- Afternoon
WWSE2018 Side-events

- On Snow Demo
- New Products Launch Meeting
- WSTOP Ice & Snow Industry Awards
- Youth Winter Olympic Knowledge Contest
- Winter Sports Entrepreneurship Competition
- Research Reports of the Ice & Snow Industry
- Public Stage Introduction and Marketing Event
- Winter Equipment Fashion Show
- Youth Winter Sports Tournament
To increase the influence in the world, WWSE holds overseas promotional events each year, the events mainly target to government, association, chamber of commerce, and companies from the industry.
THANK YOU

Looking Forward to Seeing you at WWSE2018
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