



2020国际冬季运动(北京)博览会

WORLD WINTER SPORTS (BEIJING) EXPO 2020

- Grand Event of World Ice & Snow Industry

Chapter

1

About WWSE

About WWSE

One of **the largest and most authoritative** expos in world winter sports industry.

Promoting the comprehensive progress of Chinese winter sports industry and **driving the advancement of winter sports industry chain** in China and worldwide.

Establishing international communication channels for winter sports, introducing the products and service chain from winter sports industry worldwide

Developing China's winter sports market, which is of huge potential, **attracting public attention and participation.**

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



World Winter Sports (Beijing) Expo, co-organized by Beijing Olympic City Development Association and International Data Group, is a professional and authoritative international exposition focusing specifically on winter sports. It aims to introduce the knowledge of winter sports to Chinese and promote the project of “engaging 300 million people on the ice and snow” to popularize the winter sports activities in China. The World Winter Sports (Beijing) Expo has been held annually since 2016 in Beijing, China. It is on its way to become the largest world-leading exposition of winter sports. As a professional and national-level exhibition, WWSE wins over support and cooperation from the International Olympics Committee (IOC) and federations of seven winter Olympic sports. It will support the preparation for the 2022 Winter Olympics, promote the comprehensive development of sports in China, and help usher in a promising future of the booming winter sports industry in China.

Organization

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



Hosts

Beijing Olympic City Development Association
International Data Group

Organizers

Beijing Olympic City Development Center
IDG World Expo China Co., Ltd.

Supported by

Beijing Organising Committee for the 2022 Olympic and
Paralympic Winter Games
Chinese Olympic Committee
All-China Sports Federation

Partner Organizations

Association of the International Olympic Winter Sports
Federation (AIOWF):
International Luge Federation (FIL)
International Bobsleigh and Skeleton Federation (IBSF)
International Ski Federation (FIS)
International Ice Hockey Federation (IIHF)
International Skating Union (ISU)
World Curling Federation (WCF)
International Biathlon Union (IBU)

Chapter

2

2016-2019 Review

Scale of WWSE 2019

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



30,000+
Exhibition Area

178,000+
Visits

24,000+
Professional Visitors

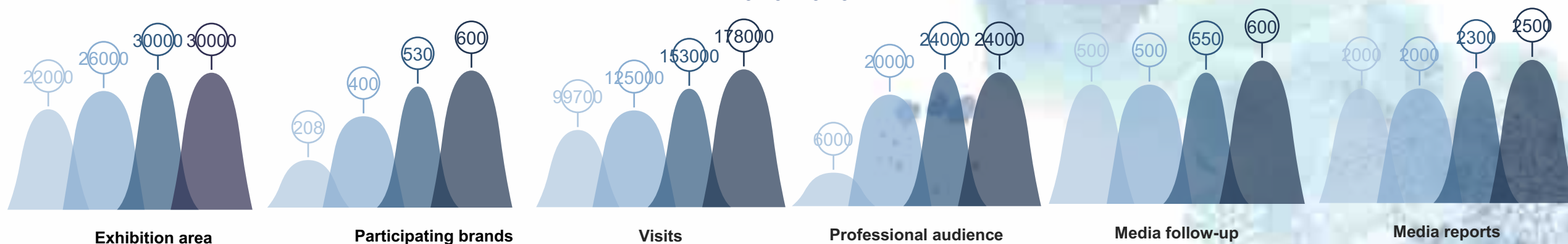
20+
Countries

600+
Brands

240+
Speakers

20+
Parallel Forums
& Activities

Development of WWSE 2016-2019



International VIPs (Partial)

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



Thomas Bach
President of the
International
Olympic Committee



Doris Leuthard
President of the
Swiss Confederation



Heinz Fischer
Former President of the
Republic of Austria;
President of the Austrian
Association for Promotion
of Friendship and Cultural
Relations with China



**Heinz-Christian
Strache**
Vice-Chancellor of
Austria



Sauli Niinisto
President of Finland



**Juan Antonio
Samaranch**
Vice President of the
International Olympic
Committee



Christophe Dubi
Olympic Games
Executive Director of
IOC



Gian-Franco Kasper
President of the
International Ski
Federation (FIS)



Jan Dijkema
President of the
International Skating
Union (ISU)



René Fasel
President of the
International Ice Hockey
Federation (IIHF)



Kate Caithness
President of the World
Curling Federation (WCF)



Olle Dahlin
President of the
International Biathlon
Union (IBU)



Ivo Ferriani
President of the
International
Bobsleigh &
Skeleton
Federation (IBSF)



Josef Fendt
President of the
International Luge
Federation (FIL)

Brands and Scope of Exhibits (Partial)

2019年冬奥会主宾国
Guest Country of Honor of WWSE 2020

SUOMI
FINLAND
芬兰

2019
年冬奥会东道主国
2020 Winter Sports Expo

参展商 Exhibitors



以上企业LOGO排名不分先后 The above logos are in no particular order.

2020国际冬季运动(北京)博览会
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50%



The Proportion of
International Brands

Exhibition (partial)

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(In no particular order)

World Ice and Snow Think Tank



Start-up Contest in Ice and Snow Industry



WS TOPS Ice and Snow Conference



“Research Report on the Development of China’s Winter Sports Industry”



Ice and Snow Carnival

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Comments from Exhibitors

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I'd like to express gratitude to the organizing committee for setting up a broad international ice and snow industry exchange platform, which makes Jilin city enjoy the high reputation of "Rime Capital and Ski Paradise". The WWSE plays a key role in promoting Jilin to become a strong ice and snow tourism city and a world-class snow and ice tourism destination and further realizing "Olympics in Beijing, Experience in Jilin". In addition, the WWSE has been well received by all circles out of expectation evidenced by strong response, due to the organizing committee, featuring thoughtful plans, proper organization, strong guarantees, and outstanding work ability of warm staff.



Since 2016, the WWSE has been held in Beijing for four times. It has promoted the docking of industrial resources through various forms such as exhibitions, forums and experience activities, and has built a communication platform for the "Dream to be an Ice and Snow Power". As a national high-tech enterprise in China's ice and snow industry, Eternal Star Ice & Snow is both a participant and a beneficiary. It not only demonstrates its rising ability and strength, but also enhances communication with the industry and beyond, and witnesses the development of the WWSE, having set a benchmark for ice and snow sports exhibitions at home and abroad with its international and authoritative attributes.



We are honored to participate the awesome WWSE! We gave the introduction of our brand and the latest products to Secretary Cai Qi. Our CEO Craig also accepted an interview from Tencent, and our booth was also awarded the Excellent Exhibition Award. We hope to expand the exhibition area next year and scale new heights every year! Thank you very much!

BURTON

Comments from Exhibitors

2020国际冬季运动(北京)博览会
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”

The WWSE is a very good communication platform - professional, authoritative and international, with frequent industry interaction and exchanges, numerous brands and a wide variety of exhibit involved. What surprised our exhibitors are cross-held industry forums and industry docking, endless special events and extremely rich supporting activities, complementing with the exhibition. The unique charm of winter sports could be felt in the favorable atmosphere of the WWSE. We are also very honored to promote the ice-making equipment and corresponding technologies, participate in domestic and international exchanges and cooperation, learn from each other and enhance each other in the great momentum of ice and snow industry too contribute to the development of the industry. May the WWSE be better and better!

“

TECHNOALPIN
天冰·造雪专家

”

The WWSE has been held annually in Beijing, China since 2016. It has become an international, authoritative and large-scale ice and snow sports exhibition. On November 17, 2019, our delegation participated in the WWSE, and achieved fruitful results through corporate exhibitions, forum speeches, and self-organized meetings. We are satisfied with this impressive WWSE in terms of the overall arrangement, the service attitude of the staff and the professional level of the exhibition.

“

Zhangjiakou Exhibitor

Chapter



3

WWSE 2020

WWSE2020

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



 CNCC·Beijing, China
 September 3rd-7th, 2020

**The Power of
Ice & Snow**
冰 · 雪 · 力 · 量

01



Exhibition



02

Forums

Industry
Communication

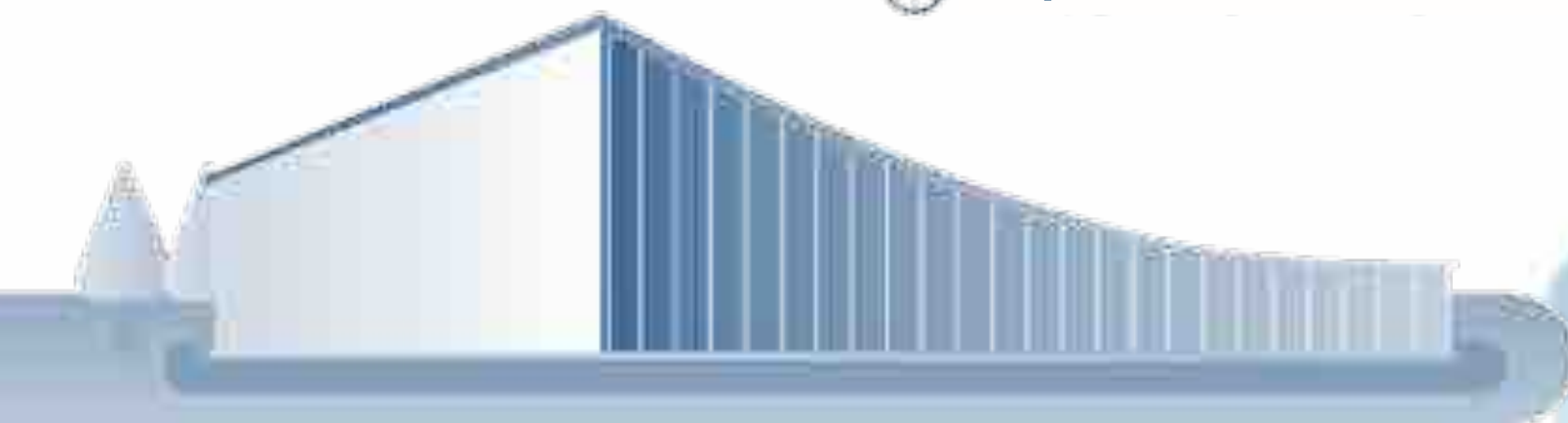
03



Activities



04



WWSE2020 Scale

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



200,000+
Visits



25,000+
Professional Visitors



600+
Media



20+
Countries



650+
Brands



260+
Speakers



20+
Forums & Activities

WWSE Highlights

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



Stage of International Exchanges

Guest Country of Honor
Ice and Snow Powers
International Organizations
The Belt and the Road Initiative

Internationalization

Gathering of Ice and Snow Industry

Provinces and Cities (South, West, East)
Research on Ice & Snow Industry of China
Ice & Snow and Technology
Start-up Contest in Ice and Snow Industry

Industrialization

Ice and Snow Carnival

Public Ice & Snow Festival
Popularization of Winter Olympics
Experiencing Winter Sports
Sporting Goods Shopping Day

Popularization

Chapter

3.1

Exhibition

Exhibition Floor Plan- Core Area (E1-E2 CNCC)

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E2

E1

CIFTIS Achievements Exhibition

Olympic Theme

**International
Ice & Snow Trade in Services**

2022 BOCOG

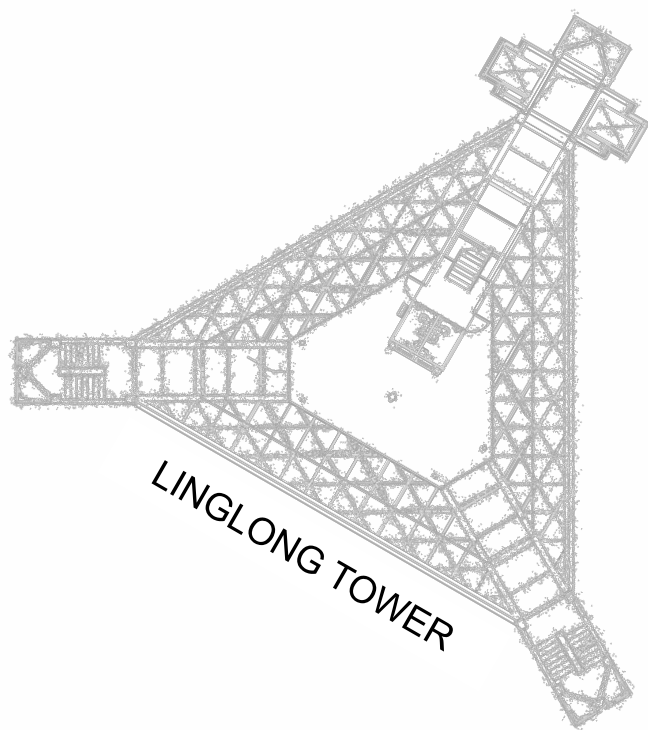
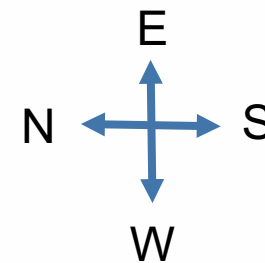
**World-renowned Brands
International Organizations
Country Pavilion**

Science & Technology

Ice & Snow Equipment Interactive Area

Exhibition Floor Plan- Core Area (Linglong Tower)

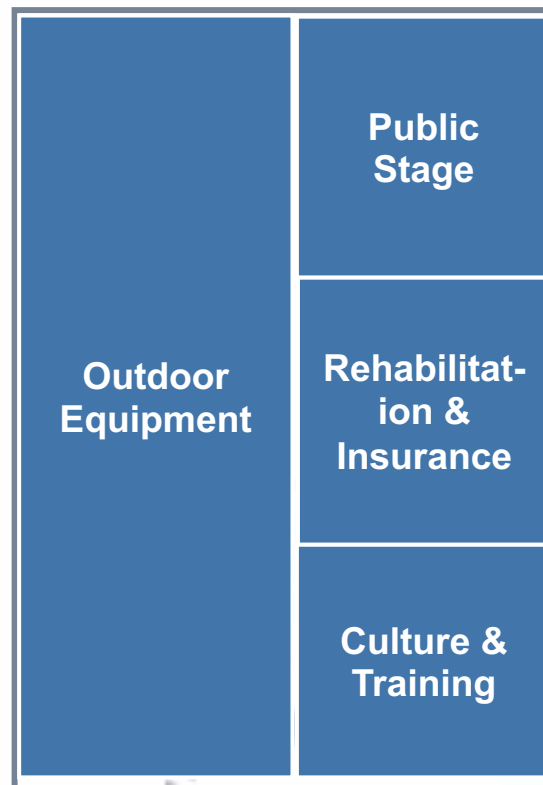
2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



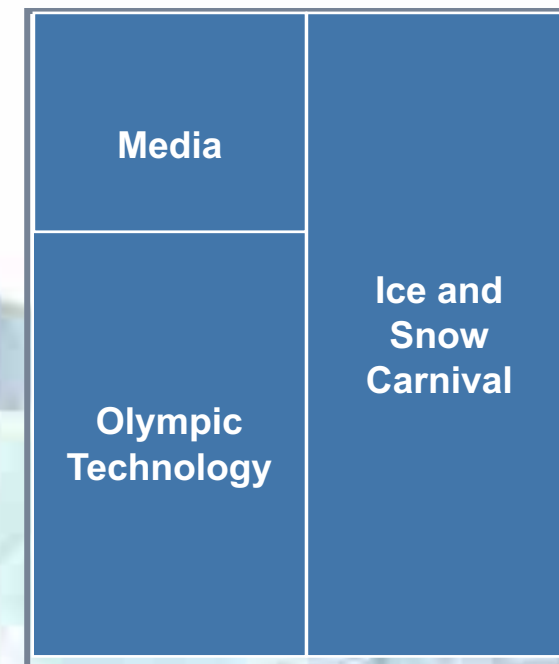
LINGLONG TOWER



HALL A



HALL B



HALL C

Exhibition Scope

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- Olympics cultural presentation, Olympics city establishment, Hi-tech winter Olympics presentation;
- International sports organization, national pavilion, sports bureaus and tourism bureaus of all countries;
- Domestic provincial and municipal pavilions, domestic sports bureaus, tourism bureaus and education bureaus and other public institutions;
- Winter sports destinations, ski resorts, resorts, training centers, domestic and overseas large ice arena, ice and snow characteristic towns, winter tourism destinations, ecological parks, etc.
- Global winter sportswear, appliances and equipment manufacturers, outdoor sports equipment and wearable equipment suppliers, etc.
- Sports training software supplier, electronic games and training simulation equipment;
- Global winter sports competition organization, events and winter sports club;
- Winter sports infrastructure establishment related facilities enterprises and public institutions, ice sports facilities and winter sports facilities operation, planning and service agencies;
- Winter sports education, training and market analysis organizations;
- Winter sports investment organizations and finance service providers;
- Professional media, publishers and communication contents suppliers;
- Traditional sponsors for winter Olympics and marketing services organizations.

Chapter

3.2

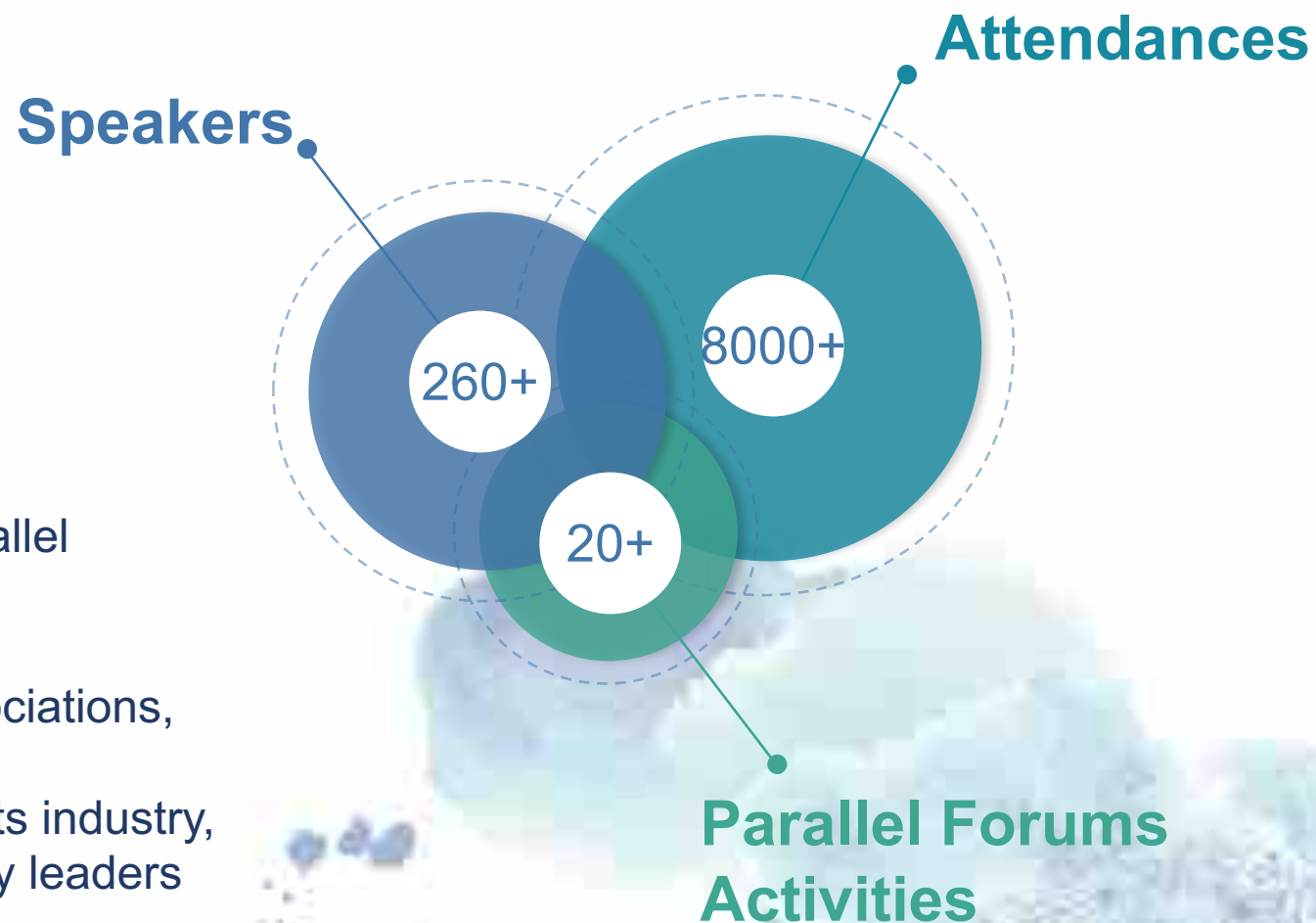
Summit & Forums

2020 World Winter Sports Conference

Date: September 3rd-5th 2020

Forms: Opening Ceremony, 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



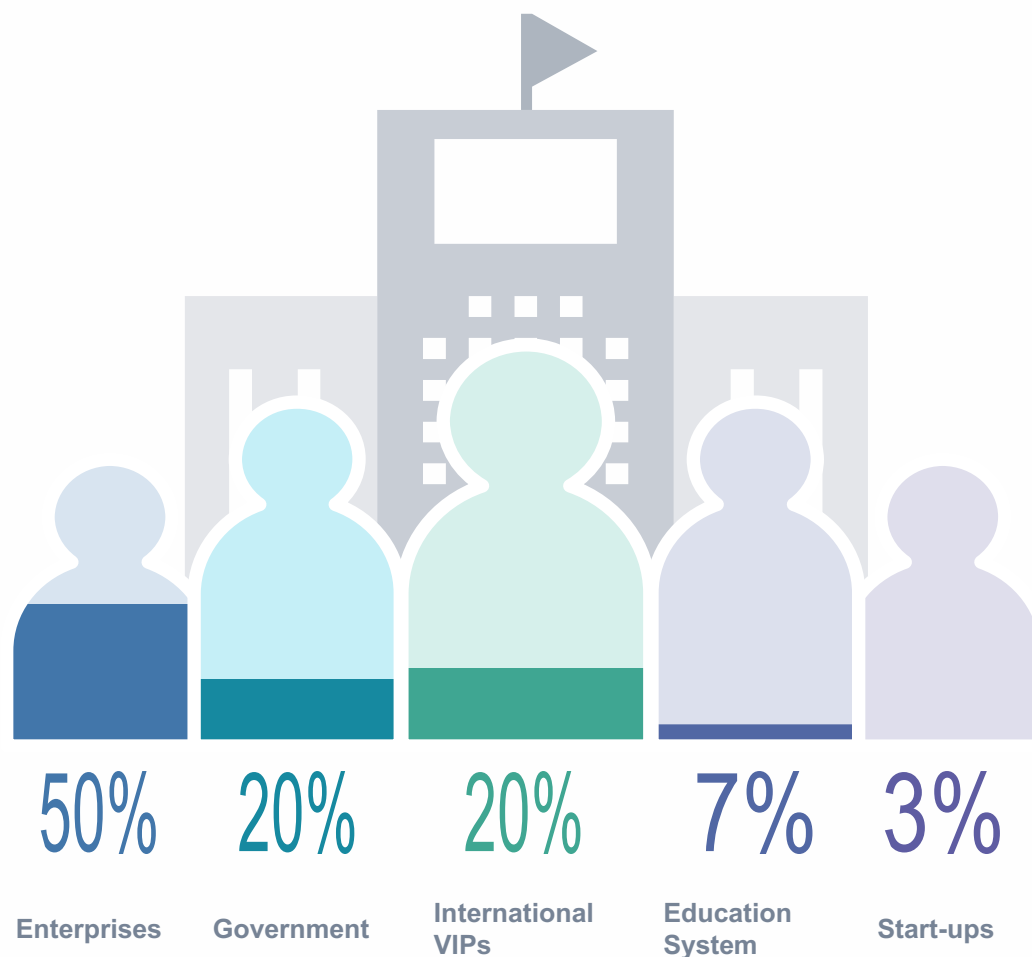
Guest Component

2020国际冬季运动(北京)博览会
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Organizations

Countries



Honored Guests (To be Invited)

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



Thomas Bach

President of the International Olympic Committee



Juan Antonio Samaranch

Vice President of the International Olympic Committee



Gian-Franco Kasper

President of the International Ski Federation (FIS)



Jan Dijkema

President of the International Skating Union (ISU)



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Olle Dahlin

President of the International Biathlon Union (IBU)



Ivo Ferriani

President of the International Bobsleigh & Skeleton Federation (IBSF)



Josef Fendt

President of the International Luge Federation (FIL)

Forum Agenda

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Category	Time	Forums	Venue
Main Forum	Sept. 3 rd	WWSE (Beijing) Opening Ceremony and Main Forum	F1 Grand Ballroom of CNCC
Parallel Forums	Sept. 4 th	Popularization of Winter Olympics Knowledge for Teenagers (Dialogue with Principals)	F3 of CNCC
	Sept. 4 th	High-tech in Winter Olympics	F3 of CNCC
	Sept. 4 th	Olympic City Development Forum	F3 of CNCC
	Sept. 4 th	Guest Country of Honor Theme Day	F3 of CNCC
	Sept. 4 th	Start-up Contest in Ice and Snow Industry	F3 of CNCC
	Sept. 4 th	Ice & Snow Equipment	F3 of CNCC
	Sept. 5 th	China Ice Hockey Development Forum	F3 of CNCC
	Sept. 5 th	Ice & Snow Education Forum (Dialogue with Deans)	F3 of CNCC
	Sept. 5 th	Ski Resorts Operation and Management Forum (Dialogue between North and South Ski Resorts)	F3 of CNCC
	Sept. 5 th	Venue Design and Construction Forum	F3 of CNCC
	Sept. 5 th	International Ice & Snow Tourism Development Forum	F3 of CNCC
Think Tank	Sept. 4 th	World Ice and Snow Think Tank Closed-door Meeting	F3 of CNCC

Forum Highlights

2020国际冬季运动(北京)博览会
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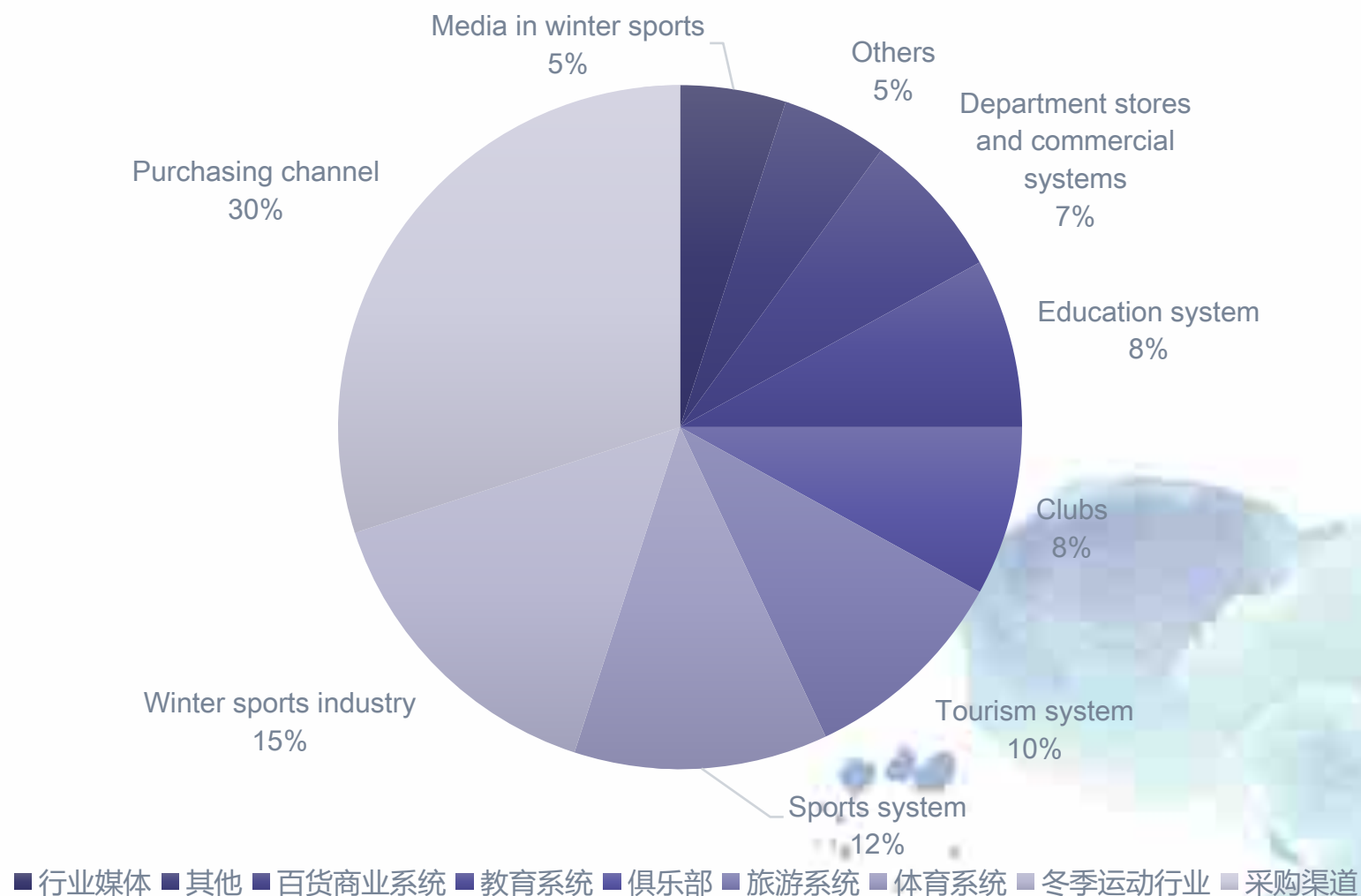
Chapter

3.3

Business Matchmaking

Composition of Visitors

2020国际冬季运动(北京)博览会
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Categories

2020国际冬季运动(北京)博览会
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Personal Outdoor & Winter Equipment

Outdoor equipment, winter sports products, clothing equipment, mountain sports, and other accessories



Winter Tourism Destinations

Famous Chinese and foreign snow parks, tourism agencies as well as overseas and provincial and municipal tourism bureaus



Provinces Pavilions & Winter Sports Culture

Provinces pavilions, ice and snow culture exhibitions, ice and snow sports training, ice and snow events IP, sports technology, and ice and snow incubation project area



Media

Ice and snow media alliance, WWSE official cooperation media, and sports media



Olympic Theme

Olympic theme exhibition, international sports organizations, famous competition areas of winter sports, and Olympic-related enterprises



National Pavilion

Theme Pavilions of ice and snow countries, and regional pavilions



Winter & Alpine Technology

Large equipment, site planning, design, and operation services



Indoor Snow and Ice Technology

Indoor ice rinks / snow field, roller skating simulation ice



Chapter

3.4

Activities

Business Activities B2B

Guest Country of Honor – 2020 Alliance

World Winter Sports Think Tank

WS TOPS Ice & Snow Conference

Competition of Ice and Snow Entrepreneurship

Research Report on China's Ice & Snow Industry

Leader's Talk in Ice and Snow Industry




Guest Country of Honor

Time: throughout the year of 2020

Way of participation: opening ceremony and main forum, hosts theme day, special forum, exhibition, media publication, supporting activities throughout the year and other customized services.

Commercial rights: exclusive ownership of the exhibition area, PR courtesy, advertisement, media exposure, publicity and promotion.

Returns: title of the exclusive host, exclusive booth, resource docking, publicity and promotion, forum speaking and exclusive services



Cooperate with ice and snow power, and promote industrial exchange

The country of importance in both ice and snow sports and industry is invited to be the host of WWSE every year since 2017, aiming to promote communication and cooperation in ice and snow industry, culture and tourism by virtue of the platform.



Former Guest Countries of Honor



2017
Switzerland



2018 Austria

SUOMI
FINLAND
芬兰

2019 Finland





World Ice and Snow Think Tank

Time: 2020 WWSE period **Form:** closed meeting **Size:** 30-50 persons

Participants: IOC, seven international winter Olympic sports organizations, Committee of Ice and Snow International Olympics, Olympic host city, sport system, tourism system, education system, study organization, enterprises, and world champions.

Brief introduction: Relying on the top-level talents in all fields of ice and snow industry, innovative thinking of development ice and snow countries in Europe and U.S. as well as sufficient professional resources and strong interpersonal relationship, establish communication platforms in the fields of policy, planning, operation and finance to put forward real problems during development of China ice and snow industry, publish cutting-edge idea trend report according to experts' opinions, provide professional strategic research consultation services and give out comprehensive solutions for big projects of ice and snow industry.

International supports



Integrate ice and snow resources and gather global wisdom

Publish cutting-edge idea trend report according to experts' opinions, provide professional strategic research consultation services and give out comprehensive solutions for big projects of ice and snow industry.





WS TOPS Ice and Snow Conference

Time: 2020 WWSE period

Way of participation: awards selection

Awards/List settings: Top 50 winter sport clubs, China Top 30 ski resorts, China TOP list of ice and snow tourism destinations, recommendation list of overseas ice and snow tourism destinations, ice and snow smart innovation list, list of the best China winter campsites (may be adjusted later) .

Brief introduction: the WSTOPPS as the first selecting activity covering the entire ice and snow industry at home is guided by WSTOPPS ice and snow think tank, China ice and snow tourism promotion alliance, jointly sponsored by ice and snow topline and International Data (Asia) Group, undertaken by Huateng Ice and Snow Industry Organization and supported by many other associations and organizations. Recognized and supported by relevant authorities and fields, the event has become the “wind vane of ice and snow industry” of observing the latest developing situation of ice and snow industry at home and abroad based on its professional, authoritative, objective, comprehensive and public-welfare selecting idea and its large coverage stretching over ice and snow fields.



Wind vane of ice and snow industry

Discover current power of ice and snow industry, example brands, promote interaction and communication between industries and strengthen cooperation



Competition of Ice and Snow Entrepreneurship

Time: 2020 WWSE period

Way of participation: project collection, forum, road show and review

Project types: ice and snow science and technology, ice and snow sports, ice and snow tourism, ice and snow education, ice and snow culture, ice and snow outdoor, fitness and rehabilitation.

Purposes: Collect more innovative enterprises in ice and snow industry throughout the country, even in the worldwide scope, explore ice and snow entrepreneur incubation projects, help with efficient docking between enterprises and organizations and cultivate the future star for China ice and snow industry through the event, set up an industrial releasing platform for team and developer, carry out a feast integrating ice and snow projects with Internet industry and develop the brand promotion and interaction mode in the new network times of ice and snow industry.

Brief introduction: Discover and incubate a batch of ice and snow innovation and entrepreneurship project through the Competition, cultivate the future star for China ice and snow industry, provide more opportunities for excellent startups and projects to join into IDG Asia ice and snow incubation center excepting making capital docking with agencies in attendance.



Explore good future projects and excellent enterprises and organizations for ice and snow industry

- City circuit solicitation and selection
- Road show selection
- Join in IDG Asia ice and snow incubation center
- Overseas exchange opportunities
- Investment and financing docking exchange
- Comprehensive support from international association
- Vigorous publicity of famous media at home and abroad
- Rich content of activities of the same period





Research Report on China's Ice and Snow Industry

Time: 2020 WWSE period

Way of participation: report publishment (in Chinese and English)

Brief introduction: The Research Report on China's Ice and Snow Industrial Development published jointly by IDG (Asia) and HTIS, as the first authoritative report integrated with ice and snow blocks in the industry, has been officially published on the WWSE consecutively four years. By detailed and real data research and collection, the report has wide and in-depth survey and scientific statistics on large groups including government authorities, associations and organizations, ice and snow venues, industrial enterprises, ice and snow clubs and ice and snow fans. The report has an important synergistic effect on relevant ice and snow industry investigation and research on the country government and presenting data supports for setting policies for national ice and snow industry.



Development and trend research on China ice and snow industry

Present a survey of development of China ice and snow industry in front of industry and the public and hope to better serve the closing communication and cooperation between China ice and snow industry and international ice and snow industry through sustainable survey and in-depth trend insight.





Leader's Talk in Ice and Snow Industry

Time: 2020 WWSE period

Way of participation: talk show (interview + record)

Brief introduction: The figures special topic of ice and snow industry, the Leader's Talk jointly published by WWSE and the People Sport will be officially played in 2019. It will give more innovative ideas and enlightenment for industrial development by having in-depth discussion on the hot topics on ice and snow of the moment with relevant people from government departments, international organizations, ice and snow universities and colleges and leading enterprises and combing the development pulse of China's ice and snow industry. As one of the key publicity activities all over the year of WWSE, the Leader's Talk provides a platform for inside key enterprises to speak out, which is doubtless a high-quality media exposure for them.

Guests for on-site record of previous WWSE :



Leader's Talk, listen to the sound of wisdom in world ice and snow field

Give more innovative ideas and enlightenment for industrial development by having in-depth discussion on the hot topics on ice and snow of the moment with relevant people from government departments, international organizations, ice and snow universities and colleges and leading enterprises and combing the development pulse of China's ice and snow industry.





Activities – Ice & Snow Carnival

Public Ice & Snow Shopping Day

Ice & Snow + Outdoor Fashion Show

Popularization of Winter Olympics Knowledge for Teenagers

Public Ice and Snow Shopping Day



Brand releasing



**Special equipment
exhibition area**



**Wearing
experience**



**Special
shopping day**

Prepare with famous ice and snow as well as outdoor equipment enterprise at home and abroad for the public ice and snow shopping day

- Online and offline ordering platform
- Experience + purchasing for ice and snow equipment fans
- Brand publicity and promotion
- Directed invitation: agent/dealer, sporting goods stores, shopping mall, e-commerce, clubs, sport system, education system, ice and snow fans, etc.

Ice & Snow + Outdoor Fashion Show



T-stage show



Fashion show



Sharing meeting



Media report

- Ice and snow T-stage show
- New product release
- Ice and snow KOL, designer, model interaction, sharing meeting

Popularization of Winter Olympics Knowledge for Teenagers



**Ice and snow
sport
knowledge
show**



**Ice and snow
sport experience**



**Winter Olympic
knowledge contest**



**Little ice and
snow reporter**

Ice and snow into campus, teenager ice and snow knowledge popularization

Winter Olympics and ice and snow sport knowledge show, ice and snow sport series experience, Winter Olympics knowledge contest and little ice and snow reporter can make teenagers know more about Winter Olympics and inspire their enthusiasm of winter sports.

Chapter

3.5

Cloud WWSE

Overall Goal

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



Creating a new online WWSE platform by using the modern information technology to hold a professional, international, and popular ice and snow industry fair.

Building a WWSE live broadcast platform to introduce internationally renowned brands to settle in the expo and to attract high-quality buyers from home and abroad to participate in the expo, and create a WWSE platform that will never end throughout the year.

Combining with the online WWSE platform to carry out “cloud connection”, “cloud negotiation”, “cloud signing” and other normal online connections throughout the year to promote the signing of key projects for the ice and snow industry in 2020.

When and how long:

On September 3-7, 2020, a five-day online display will be held.

Exhibitors can choose to continue displaying on online WWSE platform.

Other online and offline project docking activities are carried out normally throughout the year.

Where to watch:

The following official platforms of WWSE can be chosen:

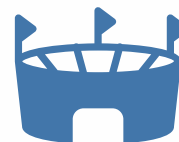
Mobile terminal of online WWSE

Official Website of WWSE

WeChat public account of WWSE

Online CIFTIS (China International Fair for Trade in Services)

CIFTIS APP



Nearly **10+**
theme exhibition
areas



500+
participating
units



10+
live broadcast
and supporting
activities



200,000+
visits*

Cloud Booth

2020国际冬季运动(北京)博览会
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1. Exclusive live broadcast display.
2. Information-based display based on graphic videos and online applications.
3. 2.5D three-dimensional booth or 3D special booth.
4. Personalized service for booths and exhibits

Online exhibition materials:

The basic materials include the enterprise Logos, brief introduction, videos as well as multi-angle appearance display drawings of products/projects, functional diagrams and text description, etc.

The personalized materials include the live-action short videos of enterprises/products/projects, three-dimensional models of exhibits, and other personalized publicity materials, etc.

2.5D three-dimensional booth



3D special booth



The online live broadcast hall that can accommodate multi-people participating online at the same time is set up, and the capacity can be adjusted in time according to the number of pre-invited viewers.

In the meantime, PCs and mobile phones can simultaneously watch online forum activities. Audiences can click to watch directly on the official website or scan the QR code of the e-poster of the forum to watch, with such functions as broadcast and performance integration, multi-screen interaction, bullet-screen comments exchange, and video sharing and review achieved.

There are about 100 activities in the form of keynote speeches, round-table dialogues, project docking, roadshow promotion, online selection, etc. Furthermore, various online activities are set to support exhibitions. Forum activities are generally held in synchronization with online exhibitions. Project docking, roadshow promotion and other activities are held before and after China International Fair for Trade in Services.



International Participants

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1. Relax the rights for international participants to negotiate online, watch live broadcasts and review to solve the time difference.
2. Provide customized services for demand and procurement, match and recommend exhibitors for international buyers, and configure intelligent assistants to optimize the experience of international participants.



Cloud Matchmaking

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



Live show High-frequency interaction

- Set up the exclusive live broadcast room for WWSE, where exhibitors and buyers can initiate live broadcast to attract customers.
- Watch the interaction (share/like/comment/vote), and get points for gifts.

Online transaction Smart matching

- Realize online transaction matching and intelligent matching of demand.
- Provide diversified supporting services such as demand release, business negotiation, conference appointment, information update, job application, interview and docking, brand PR, etc.

Personalized exhibition visiting Intelligent management

- Smart mind map recommends personalized exhibition visiting based on preferences.
- Intelligently manage the participation process, and provide live training, pre-conference rehearsal, link guarantee, multi-screen interaction, video review, bilingual connection and other functions.

Cloud Services

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WORLD WINTER SPORTS (BEIJING) EXPO 2020



The followings are available for those who participate online WWSE as exhibitors :

- The exclusive live broadcast room for the exhibitor, with the function of instant launch of technical special sales and other live broadcast activities.
- The exclusive display page for the exhibitor in a multi-dimensional and visual way.
- Set up an online business negotiation system for exhibitors and professional visitors to negotiate and collect business cards online.
- Recommended to participate in the online meeting of WWSE (products promotion/roadshow docking, etc.), provide live training, pre-conference rehearsal, overseas link guarantee, real-time interaction, video review, bilingual connection and other functions to win more attention and opportunity for excellent projects.
- Recommended to participate in the selection of various awards of WWSE.
- Obtain follow-up and publicity services for follow-up normalization and transformation throughout the year.
- Online exhibition area can still be visited after the meeting and dock in real time.



Online matching Log in online conference room Video negotiation Offline trading

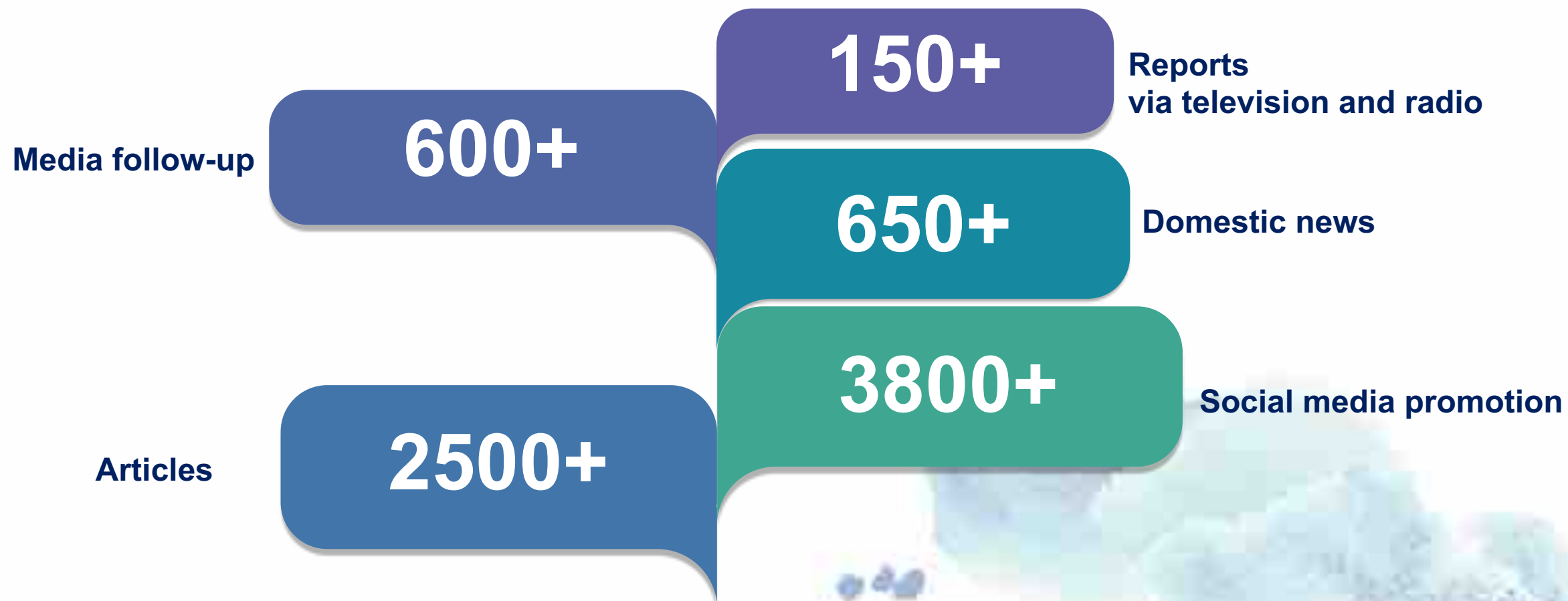
Chapter

3.6

Media & Promotion

Media and Promotion

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING) EXPO 2020



Live Broadcasts

2020国际冬季运动(北京)博览会
WORLD WINTER SPORTS (BEIJING)- EXPO 2020



Media Partners

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Thank You