



INTERNATIONAL SPORT EXPO KERALA 2020

EXHIBITION • CONFERENCE • AWARDS



13 14 15

FEBRUARY 2020

Jimmy George Indoor Stadium,
Vellayambalam,
Thiruvananthapuram,
Kerala-695033

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18 19 20

FEBRUARY 2020

Kannur,
Kerala- 670003

KEY PRODUCTS :

Sports Goods, Sports Wear & Accessories, Fitness & Gym Equipment, Sports Injury Products & Rehabilitation Equipments ,Sports Flooring and Technology, Golf, Adventure & Amusement Equipment ,Toys, Sports Wellness, Swimming Pool , Raw Materials & Manufacturing Machineries , Sport Medicine & Allied Industries



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KERALA – SPORT & SPORTS GOODS INDUSTRY

Kerala is a major sporting state of India and it not only possesses immense sporting potential but is also vigorously utilizing its talents on the playgrounds. Over the years, the southern state has been actively involved in all kinds of sports – be it track and field or games like football, volleyball and badminton – and is producing a long line-up of well-known players having international caliber. However, with respect to sales of sports goods, the State has to pick up steadily to come at par with other south Indian cities like Bengaluru, Chennai and Hyderabad. As the State already has a favorable ecosystem for sports and games in place. According to experts, the retail landscape in Kerala is perfect for the Sports Industry, paving the way for more organized and promising endeavors – mainly in the manufacture of Sports Goods and Equipment. There is a huge demand of sporting goods, equipment and services in Kerala which is by itself a large market. Big network of the distributors, dealers, suppliers, Importers, end users of sporting goods are looking for the latest's products and technology from India and other part of the world.

INTERNATIONAL SPORTS EXPO KERALA

International Sport Expo Kerala will be promoted as a leading exhibition in Sports, Fitness and Wellness industry, Sport Expo brings together brands, experts and consumers to emphasize sports and fitness as a profitable industry as well as an avenue for health and wellness. This event will offers a grand culmination of the top and varied sports, sports equipment, fitness and other related products and services with an aim to create awareness and excitement in sports and fitness arenas.

International Sports Expo Kerala will offer an unparalleled networking event to tap into the sports, fitness and health markets all in one place. This event will create the background for signing of deals, providing the event an important marketing strategy for local and international companies. International Sports Expo Kerala will be the largest international trade show dedicated to sports, fitness and health industry which will be held once every year in Kerala. The main aim is to promote the Sports and Sports Goods Industry in Kerala. There is huge business opportunity in sporting goods sector in Kerala. The exhibition will bring together, manufacturers, leading stakeholders, top corporate, policymakers, dealer, distributors, retailers and sports management companies. It is expected to offer a common platform for bringing together to the state of Kerala the Sports, Fitness and Health industries together.

International Sports Expo Kerala drive to make Kerala an attractive destination for sports, this unique and first of its kind expo is expected to witness participation from over 100+ brands and 1000's+ sports enthusiasts. International Sports Expo Kerala will offer an unparalleled networking event to tap into the sports infrastructure, Sports technology, Sports Science, Sports nutrition, Sports medicine, Sports performance, fitness and health markets and vendors all in one place.

THE EXPO WILL ALSO MEET THE FOLLOWING OBJECTIVES:

- Access the region's entire sports, fitness and health industry
- Present your products services to over 5000 + professional
- Re-affirm your position as a leading product or service provider
- Strengthen you company's brand through branding opportunities
- Introduce the latest and most innovative technologies to captive audience
- Close long-term deals there and then.

BENEFITS OF PARTICIPATION:

- Meet high quality prospects and decision Makers
- Brand Building opportunity among the Industry
- Direct interaction with industry suppliers, buyers and distributors
- Find out the latest technologies, products and services
- New import & export opportunity
- Net work with Industry professionals
- A platform to launch new products
- Explore Joint venture & partnerships



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EXHIBITORS PROFILE :

- Sporting Goods & Fitness Equipment
- Motor Sports, Cycle, Toys, Golf
- Sportswear & Accessories
- Facilities & Services provider's
- Technical Textiles- Sportech
- Games & Gaming equipment
- Software, Books & Publication
- Machinery for sports goods
- Sports Educational institute
- Amusement, Adventure & Water Sports Products
- Food/ Nutrition Products
- Stadium Safety & Security
- Sports Medicine
- Physiotherapy Equipments
- Sports Tourism
- Indoor & Outdoor Sports Equipments
- Sports Flooring
- Mountaining Camping Equipment and Accessories
- Marine Sports Product and Accessories
- Sports Safety Equipment and Accessories
- Sports Climbing & Safety products
- Sports Barbecues, outdoor leisure's suppliers
- Sports Infrastructure & Material Providers
- Online Sports Companies
- Sports Wellness and Beauty

FACTORS WHICH INFLUENCE THE VISITORS:

- Variety of products on display
- International Exhibitors
- Networking Opportunity with industry
- New Suppliers
- To gather general information
- Opportunity to look for dealerships
- Opportunity to buy new products

VISITORS PROFILE :

- Dealer , Distributors & Retailers
- Importers & Exporters
- National & International sports Federations and Associations
- Coaches, judges and Instructors
- Facilities & Services Provider's
- Stadiums & Playgrounds
- Sports Academies & Clubs
- Sports Players
- Sports Academies
- Sports Authorities
- School, College & Universities
- Hotels & Resorts
- Military , Police & Para Military forces
- Sports goods manufacturers
- Builders and Developers
- Hospitals
- IT & ITE's Companies
- MNC,PSU's and big corporate houses
- Urban Development authorities
- Central and State Ministries
- State Govt. - Sports Departments
- Embassies& International Trade promotion bodies
- National and International Business Chambers of Commerce
- Govt. officials
- General Public



EVENT HIGHLIGHTS AND CONCURRENT ACTIVITIES:

- Kerala State Business Awards
- Kids Sports Camp
- Sports Demonstration & Sports Film Festival
- Sports Agents Meet
- Sports Career Festival
- Sports Conference & Seminar
- Workshop and Training Programme on Fitness
- Martial Arts and Yoga Activities
- Aerobic, Zumba & Belly Dance performance



THE ORGANIZERS:



Directorate of Sports and Youth Affairs , Government of Kerala

The Directorate of Sports & Youth Affairs was established in the year 1986 for the promotion and development of Sports & Games in the State of Kerala. Its objectives include development of Sports infrastructure facilities and developing sports activities at the grass root level , thereby ensuring mass participation and national and international laurels for sporting excellence. The Directorate of Sports & Youth Affairs spearheads the sports movement covering all areas pertaining to the promotion and development of sports and games in the state through the development of proper and quality infrastructure for sports, providing facilities and programmes related to youth welfare. Apart from these DSYA takes up activities to bring in latest technologies in Sports and leveraging Sport science as Sports have always been a part of the social and cultural milieu of Kerala and the presence of exceptional sports persons has further accentuated the cause.



INDIAN EXHIBITION SERVICES

Indian Exhibition Services is an Exhibition & Conference organizing company in India. That has been involved for the last several years in promotional activities like exhibitions, seminar & conferences, visitor promotion and other services related to exhibitions. We are one of the foremost Show Manager & Consultant in India's Private sector & have so far organized exhibitions in India & abroad. We are engaged in the development of the MSMEs for at last several years and provide platform to the small scale industry to promote their products through the buyer seller meet, trade exhibitions, seminar and conferences with continuously this aim and create a bridge between buyers and suppliers in the MSME Industry. Thus the core strength of Indian Exhibition Services is acting as a bridge between the buyer and the seller. Every event has been a resounding success and in line with our objective of maintaining international standards in organizing high quality professionally-managed and value-added events & exhibitions.

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FOR INFORMATION & STALL BOOKING, PLEASE CONTACT :

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