

SHOW REPORT

DATE JUNE 25TH [THU] – 27TH [SAT], 2026

VENUE BITEC BANGNA, BANGKOK
HALL 101-102

ORGANIZED BY

บริษัท สปอร์เทค บีเคเค จำกัด

Highlight #1

110 Exhibitors from around the world and
16,323 visitors in one dynamic marketplace

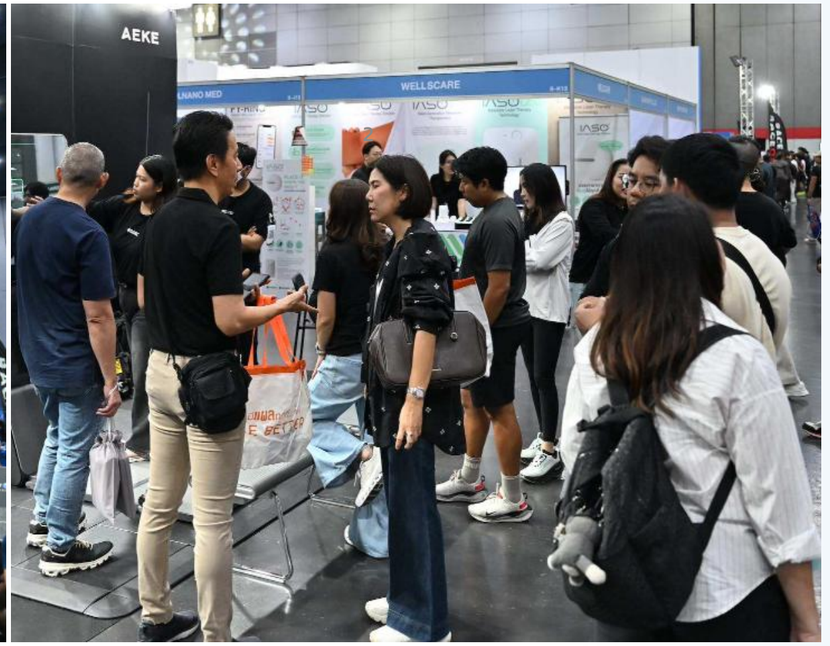
SPORTEC Thailand 2026

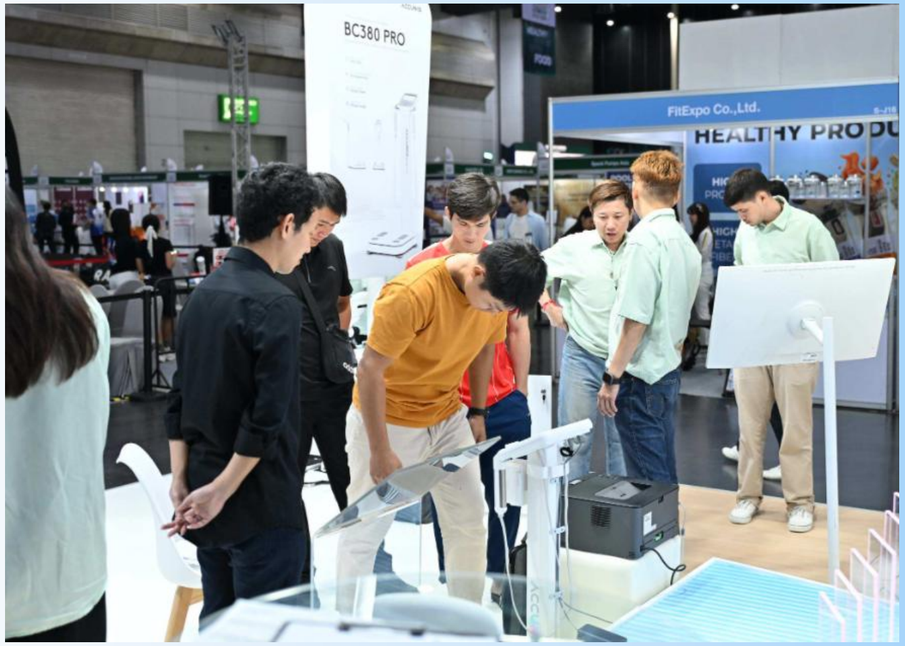












Highlight #2

Daily Business Matching, Product Discovery & Procurement Opportunities

SPORTEC Thailand 2026













Highlight #3

Comprehensive Conferences, Workshops and Panel Discussions Featuring Industry Leaders and Networking

SPORTEC Thailand 2026













Highlight #4

Experience the Energy of SPORTEC Through Daily Live Events

SPORTEC Thailand 2026













Exhibition Overview

SPORTEC Thailand 2026 united professionals from the sports, fitness, wellness, and training industries. Over three days, the exhibition drove business networking, trend discovery, and active negotiations, creating valuable opportunities for industry growth.

DATE	JUNE 25TH [THU] – 27TH [SAT], 2026
VENUE	BITEC BANGNA, BANGKOK HALL 101-102
ORGANIZER	SPORTEC BKK CO.,LTD.
CO-LOCATED	THAILAND WELLNESS AND HEALTHCARE EXPO 2026



Exhibitors and Participating Counties & Regions

110 EXHIBITORS

16,323 VISITORS

	Total
1. Visitors *1	16,262
2. Press *2	61
Total	**16,323**

Number of visitors method of counting

＊1 Those who pre-registered and registered on the day are counted as one person.
＊2 The number of press registered for coverage by the show management office is counted.
＊3 The number of guests and related persons who attended the meeting at the show management office is calculated in accordance with 1.

7 COUNTRIES ACROSS THE REGIONS

Exhibitors from Thailand, Japan, China, South Korea, Taiwan, Germany, Pakistan

KEY STRATEGIC AND EXHIBITION PARTNERS

OFFICIALLY SUPPORTED

WELLNESS PARTNER

COOPERATIVE PARTNERS

ACTIVITIES PARTNERS

MEDIA PARTNERS

EXHIBITION PARTNERS

Opening Ceremony Guests of Honor

Mr. Surasak Kerdchantuk	Deputy Governor of Sports Authority of Thailand, Sports Promotion division
Mr. Thana Chaiprasit	Vice President and Secretary General, The National Olympic Committee of Thailand
Dr. Suwanna Silpa-archa	Vice President of the National Olympic Committee of Thailand
Dr. Akira Maeda	Chairman of SPORTEC Executive Committee
	President of Japan Society of Sports Performance Research
	Executive Vice President of National Institute of Fitness and Sports in Kanoya
Mr. Eiji Tezuka	Vice Chairman of SPORTEC Executive Committee
	Owner, CEO & President of THINK Fitness Co., Ltd.
Mr. Tomoyta Morita	Assistant Manager, Ministry of Economy, Trade and Industry
Mr. Masayuki Honda	Specialist, JAPAN SPORTS AGENCY
Mr. Ichiro Abe	President of JETRO Bangkok
Ms. Jaruwan Suwannasat	Senior Vice President, TCEB
MD. Amporn Jitapunkul	Vice Chairman of The Federation of Thai Industries, assigned to the Chairman's Office, The Federation of Thai Industries (FTI)
Mr. Sathaporn Ruamnapaya	Deputy Director-General of the Department of Business Development (DBD)
Mr. Hideki MAKIHARA	Former Minister of Justice
	Former State Minister of Economy, Trade and Industry Former State Minister of Health, Labour and Welfare
	President & CEO of Dream Platform Co., Ltd.
Mr. Tatsushi Nishioka	Deputy Chief of Mission, Embassy of Japan in Thailand
Mr. Jaber Alshehhi	Head of Economic Affairs Section, Embassy of United Arab Emirates, Bangkok
Mr. Sean Tan	Director APAC, Health & Fitness Association
Mr. Tanawat Suteetrakul	President of Sports Trading Association of Thailand
Ms. Mia Liang	Director of Taiwan Trade Center, Bangkok
Assoc.Prof. Dr. WANCHALEE NORIYA	President of Sport Management Association of Thailand (SMAT)
Asst. Prof. Pattanant Petchchedchoo	Vice President for Academic Affairs and Research Affairs, Dhurakij Pundit University
Professor Dr. Sompong Klaynongsruang	President of Thailand Science Research and Innovation
Mr. Siripakorn Cheawsamoot	Director-General, Designated Areas for Sustainable Tourism Administration
Dr. Gengpong Tangaroonsanti	Senior Health Service and Trade Association
Mr. Chatnithit Chanthapoon	President, Thai Perfumers
Dr. Chularat Tanprasert	Deputy Executive Director of National Science and Technology Development Agency
Professor Dr. Som-arch Wongkhomthong	Chair of Wellness and Longevity Program for Executives and Wellness and Healthcare Business Opportunity Program for Executives
Dr. Noppong Teeravorn	President of The Federation of Thai SME
Mr. Bordin Charoenpongchai	President of Thai Trade Association of Cacao and Chocolate (TACCO)
Ms. Benchawan Ongsri	Chief Mall Officer, Mall & Property Group
Dr. Naphatthakarn Kerdsaeng (Ph.D)	Secretary-General of the Thai Wellness Association
Ms. Vicky Chan	Deputy General Manager and Marketing Director, DONNOR EXHIBITION
Mr. Tsuyoshi Sasaki	CEO of TSO Interntional Inc.
Ms. Narintip Viriyabanditkul	Chief Executive Officer, PMG Corporation Co.,Ltd.
Mr. Wittaya Saelau	Managing Director, Sportec bkk Co.,Ltd



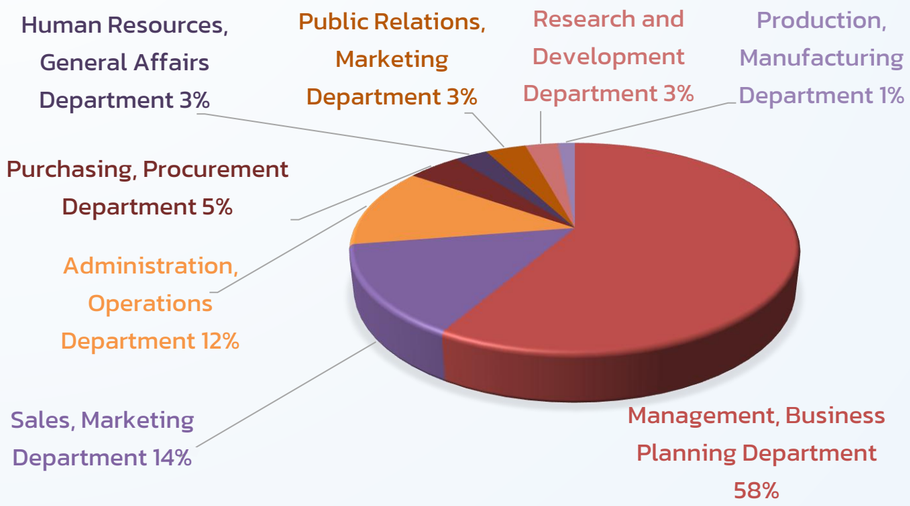
A prestigious Opening Ceremony brought together *33 supporting* organizations, industry associations, and government agencies, demonstrating strong commitment to advancing Thailand's sports and fitness industry.



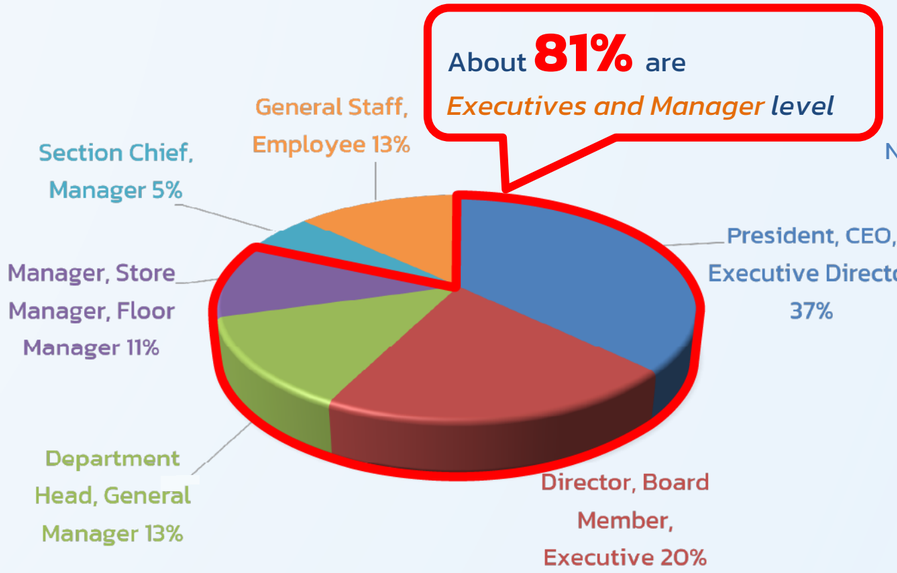


Summary Report: SPORTEC THAILAND 2026

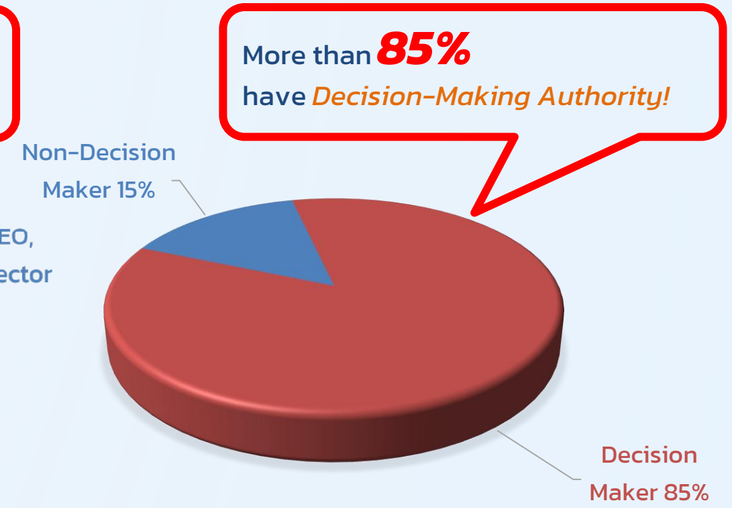
BY JOB CATEGORY



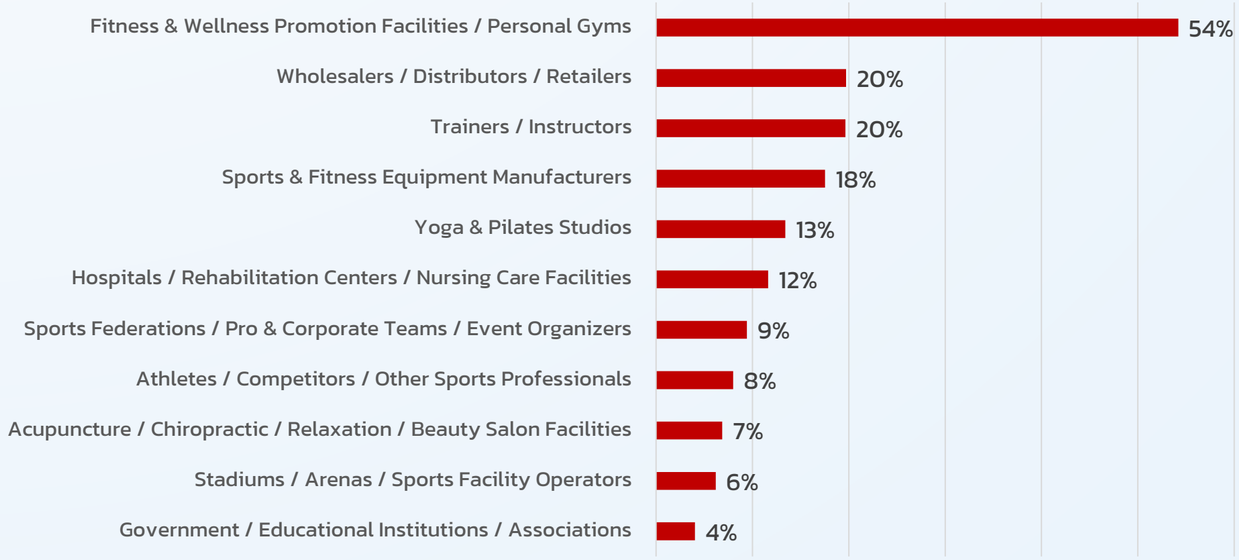
BY JOB TITLE



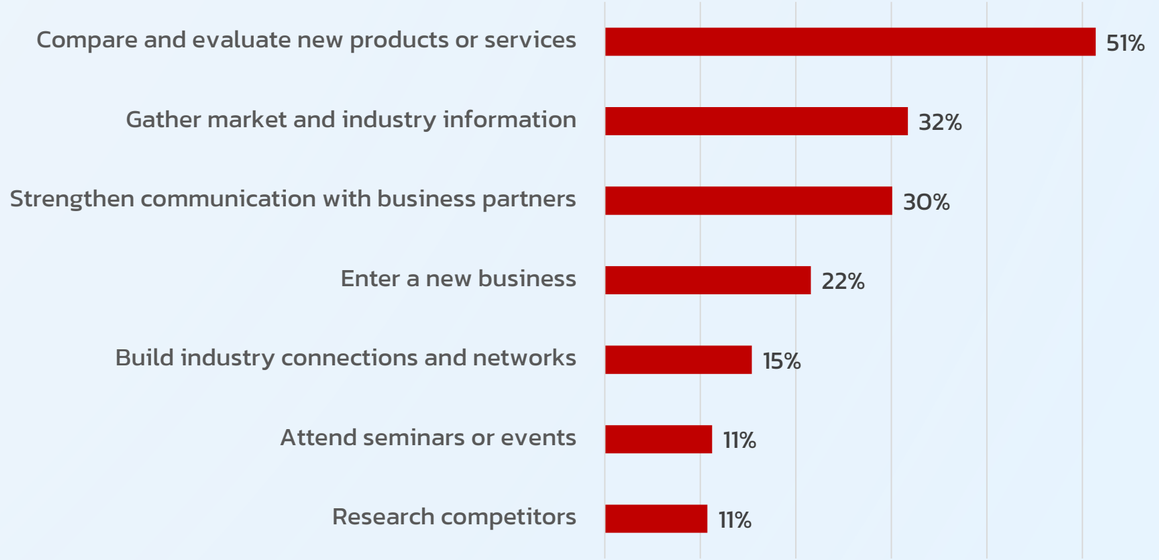
DECISION-MAKING AUTHORITY



VISITOR BY INDUSTRY

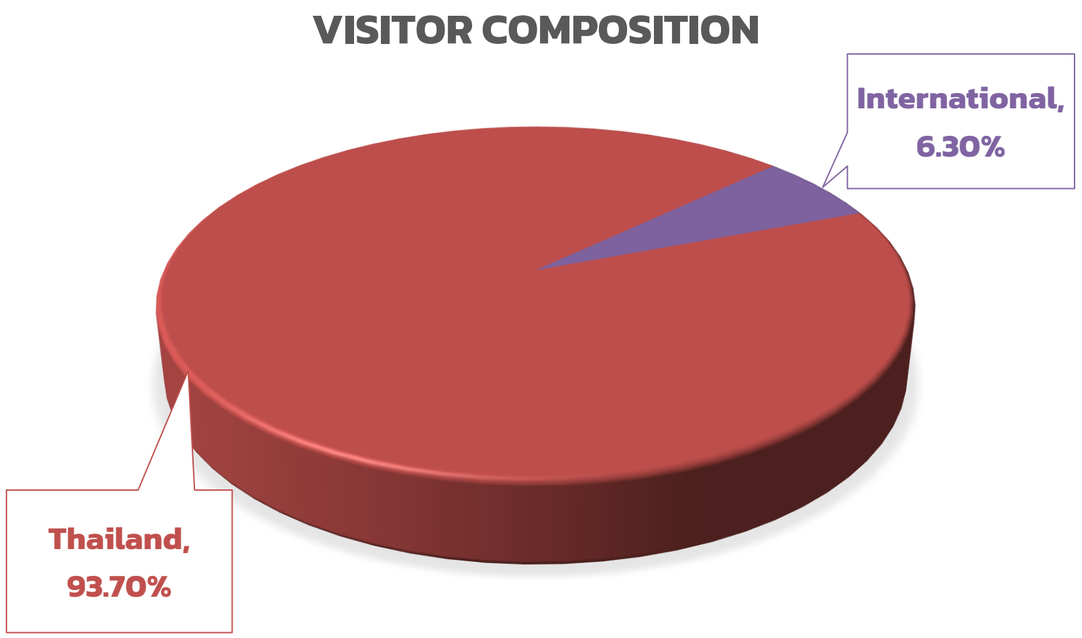


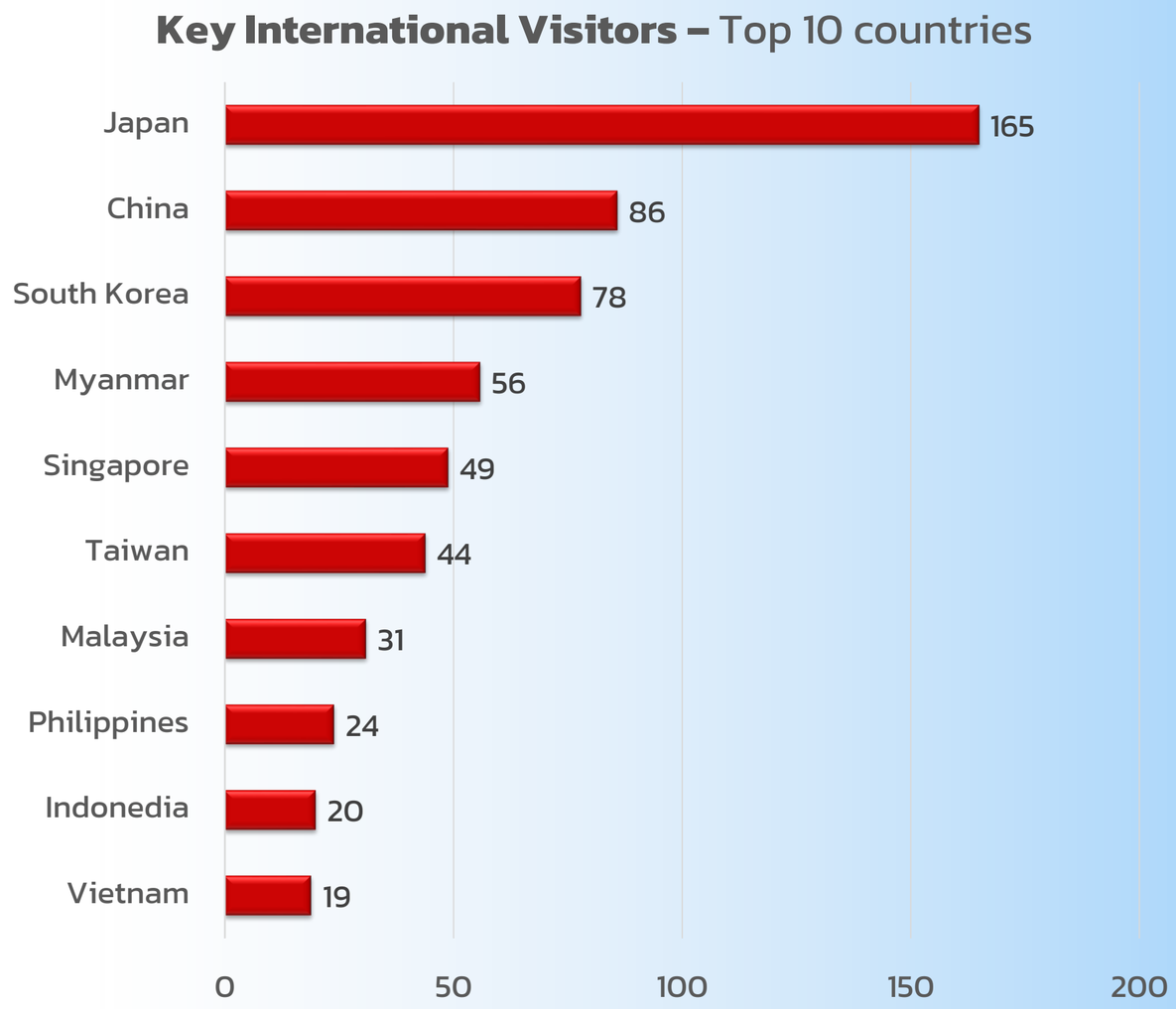
PURPOSE OF VISIT



Summary Report: SPORTEC THAILAND 2026

SPORTEC Thailand 2026 welcomed 1,035 international visitors from across Asia and other global markets, reinforcing its role as ASEAN's emerging business platform for the sports, fitness, and wellness industries.





was co-located with

Thailand Wellness & Healthcare Expo 2026



SPORTEC THAILAND 2026 EXHIBITOR LIST

A.N. SPORTS GROUP COMPANY LIMITED
ACER SPORTS CO.,LTD
AOYU STATIONERY &SPORTING GOODS CO.,LTD
ASPN Sports Tech Accelerator
Automatic Locker (Thailand) Co.,Ltd.
Bangkok Swim Academy
be LEGEND
BIG ELE CO.,LTD
Body Charger
Bodyfit Nutrition
C.C.W. Technic Service
Calories Credit Challenge: CCC
CETILAR
COREFORCE
°CRYO TOKYO® / CBN CO.,LTD
DA YU ENTERPRISE CO., LTD.
Decathlon Thailand Co., Ltd.
DEVAKAM OSOTH
DHZ FITNESS
DK INDUSTRIES (PVT) LTD
Elite Fitness Supply
ENSO ONES / MyBeneFit
Fairtex Equipment Co.,Ltd.
FIT THAILAND
FitExpo Co.,Ltd
Fitness Excellence Co.,Ltd
FITTRIX
Ginzy
GUANGZHOU SHENGBANG SPORTS INDUSTRY
GUDSLIP
GymBro
GYMMO
HW PARTNERS CO., LTD.
INFOTRADE MEDIA CO., LTD.
IOT STATION
ISSA Thailand
IVIVA International Corp.
IWF China
Jiangsu Lingtong Exhibition Tent Co., Ltd.
JOINFIT PRO
JSPIN By Japan Sports Agency
KENKO Investment for Health
KIWI AND KOM-KOM PRODUCTS CO.,LTD
LAICA INTERNATIONAL CORP.
Lee Wattananan Trading Co.,Ltd
MACTIVA
MAKEMOVES
MayClinic / Mayprotein
Maydi international Co.,Ltd Supplement OEM/ODM
MFOOT LAB
MIN YUEN RUBBER IND. CO., LTD.
MLife Shop/InBody/Kinesio Thailand
MOTY x ABRIDGE
My Muay Thai
NAROO MASK
NEXT Creation's Co.,Ltd
Nichiban (Thailand) Co.,Ltd.
NIFS in KANOYA
NIIDA BUSSAN CO.,LTD
ONE & ONLY JAPAN CO., LTD
ONTRACK SPORTS AND FITNESS CO., LTD.
PILOT KNIT SPORT WEAR CO.,LTD
PLAY STRONG CO.,LTD
QINGDAO JL RUBBER GYM FLOORING
QUANTUM YOUNG
REAL EMS _ ION INTERNATIONAL CO., LTD
SAHARA DRY CO., LTD
SELVAS Healthcare Inc.
Solnano Med
Speediance
Sport Authority of Thailand Pavillion
Sport Management Association of Thailand (SMAT)
SPORTATHLON
SUCCESS SPORTS & STATIONERY CORP.
TA WHEEY: WHEY PROTEING FLAVOR YOGURT
TaiSPO (Sports and Fitness Taiwan)
Taiwan Sporting Goods Manufacturers Association
TANITA
THAILAND SPORTING TRADE ASSOCIATION
THINK FITNESS CORPORATION
Thumb Toe
TOYGROUP THAILAND
VISUALBEATS CO.,LTD
Vrink Co. Ltd
Wavestrom
WELLSCARE
WOF 10X CO.,LTD
ZAOBA Corporation
Zivano
ZUMBA FITNESS

KEY VISITOR LIST

SPORTEC Thailand 2026

The exhibition attracted senior executives and key buyers from diverse industries, creating valuable opportunities for investment discussions, business development, procurement, and long-term partnerships.

FITNESS CLUB, 24HR GYM AND PERSONAL GYM

Fitness First
jetts 24 hour fitness
ANYTIME FITNESS
Virgin active
ABSOLUTE BOUTIQUE FITNESS STUDIO
WE FITNESS SOCIETY
FITNESS 24 SEVEN
FITFAC MUAYTHAI ACADEMY
Fitness THAILAND Lifestyle

TRADING COMPANY & RETAIL STORE

cmg CENTRAL MARKETING GROUP
THE MALL
SUPERSPORTS
sportsworld
DECATHLON
COLLI
CP AXTRA

HOTEL & RESORT

KINGSTON HOTELS GROUP
HERITAGE ESTATES
LHMH LH Mall & Hotel Co., Ltd.
MARRIOTT
W BANGKOK
SHANGRI-LA
ROYAL CLIFF HOTELS GROUP THE STATE OF EXCLUSIVITY & FASCINATION www.royalcliff.com
WYNDHAM HOTELS & RESORTS
BAIYOKE SKY HOTEL BANGKOK
THE GRAND FOURWINGS CONVENTION HOTEL BANGKOK

HOSPITAL AND MEDICAL CENTER

BDMS Your Trusted Healthcare Network
Bumrungrad International HOSPITAL
สมิติเวช SAMITIVEJ
MedPark Hospital
พญาไท PHYATHAI
เปาโล PAOLO
9 Praram 9 Hospital
VEJTHANI Vejthani Hospital
โรงพยาบาลปิยะเวท PIYAVATE HOSPITAL

REAL ESTATE & DEVELOPER

SANSIRI
AP
SC
PRUKSA HOLDING
ORIGIN
ASSET WISE
SINGHA ESTATE
LPN DEVELOPMENT GROUP

Over 1,000 Industry Professionals Participated in 26 Seminar and Workshop Sessions

SPORTEC Thailand 2026

DAY 1 — 25 JUNE 2026 — BITEC (HALL 102), BANGKOK

MR 214

11:00 - 13:30 | fit
KNOW YOUR NUTRITION FOR HEALTH & LONGEVITY

- ASST. PROF. DR. PIYAPORN TUMNARK
  Sports Nutrition Specialist & Lecturer, Kasetsart University

14:30 - 17:00 | fit
HOW TO TRAIN YOUR SENIOR CLIENTS

- ATIKARN GAINEY (KRU CECEY)
  Experienced Fitness Educator, Fitness Innovations Thailand

MR 215

12:00 - 13:00 | SAT | NIFS
THE SPORTS PERFORMANCE FORUM (SAT X NIFS)


- ASSOC. PROF. DR. CHATKAMON SINGNOY
  Sport and Exercise Psychology, Burapha University (Sports Authority of Thailand)
- HIROO TAKAHASHI
  Department Head, Sports Innovation Promotion Organization, Sports Performance Coaching Division

14:30 - 15:30 | ISSA
LONGEVITY AND FUNCTIONAL AGING THE FUTURE OF FITNESS BUSINESS


- ASST. PROF. DR. THANATPONG SUKWONG
  Physical Performance Expert, Sports Authority of Thailand (SAT)
- SURACHET WONGLOR
  CEO, Ascenda Global / Founder, GMT Group

15:45 - 16:45 | ACSM
NEXT ERA OF EXERCISE: THE EVOLUTION OF WELLNESS AND TRAINING FOR THE FUTURE

- SARUN LORHPIPAT
  Founder & Wellness Business Consultant, MLife Performance

17:00 - 18:00
TECHNOLOGY IN SPORTS NUTRITION

- SAOWARAT VOELKER
  Performance Nutrition Consultant, Exercise & Health Science Specialist

MR 216

13:00 - 15:00 | SEAPASO | SEAMEO
BUILDING PHYSICAL LITERACY FOR AN ACTIVE GENERATION

15:00 - 17:00
WORKSHOP "ได้เล่น เพื่อเล่นได้"

- SEKSAN NGAOSUWAN
  Assistant Permanent Secretary, Ministry of Tourism and Sports
- ASST. PROF. DR. THANOMSAK SENAKHAM
  President, Sports Science Association
- CHUSAK PHETMALAIKUL
  Strategic Consultant and International Sports Management Expert
- SATHIK THANATHAK
  Sports Scientist

MODERATOR:
ASSOC. PROF. DR. WANCHALEE NORIYA
Executive, Sports Management Association of Thailand (SMAT)

MR 220

14:00 - 17:00 | SAT | JSPIN
JSPIN THAILAND COLLABORATIVE PITCH PROGRAM
- YAMATSUNE CO., LTD.
- CLIMB FACTORY CO., LTD.
- CEREZO OSAKA SPORTS CLUB
- SPORTS SAFETY JAPAN
- SKYLIGHT CONSULTING VIETNAM CO., LTD.
- VITALIFY ASIA CO., LTD.
- NATIONAL INSTITUTE OF FITNESS AND SPORTS IN KANOYA

MR 222

11:00 - 12:00 | ONE | FAIRTEX | FITFAC
MUAY THAI: SPORT, FITNESS, AND GLOBAL OPPORTUNITY

- JITINAT ASDAMONGKOL
  Country President, ONE Championship Thailand
- PREM BUSARABAVONWONGS
  Managing Director, Fairtex Thailand
- AEKKASIT TACHASIRINUGUNE
  Founder & Managing Director, FITFAC Muaythai Academy

MR 222

13:00 - 14:00 | Jetts | HFA
IS THAILAND SOUTH-EAST ASIA'S DARK HORSE FOR FITNESS AND WELLNESS?

- MARK BUCHANAN
  CEO, Evolution Wellness
- MIKE LAMB
  CEO Thailand, Fitness & Lifestyle Group (Jetts 24 Hour Fitness)
- JACK THOMAS
  Founder & CEO, BASE

MODERATOR:
SEAN TAN
APAC Director, HFA I Founder & CEO, RX Health

14:15 - 15:15 | MOVE
BUILDING HIGH-PERFORMANCE TEAMS: TALENT, CULTURE, AND WHAT MAKES OR BREAKS THEM


- HOW TO ATTRACT AND RETAIN TALENTS THAT THINK LIKE OWNERS
  CJ LEE — *Co-Founder, MOVE Private Fitness*
- FROM TOXIC TALENT TO TEAM COLLAPSE: LESSONS, MISTAKES, AND FIXES
  DENNIS PANG — *Co-Founder & Program Director, Good Juju Barbell Club*

15:45 - 16:45 | ONTRACK | iwelty
FROM COMMUNITY TO CULTURE: WHERE FITNESS & WELLNESS BECOME A WAY OF LIFE


- SIRAWIT YUMUANG
  Founder & CEO, ONTRACK
- PARAMA INTASORN
  Co-Founder and Managing Director, iwelly

MR 222

17:00 - 18:00 | METI | AIST
INTRODUCING JAPAN'S KENKO INVESTMENT FOR HEALTH COMMENDATION SYSTEM TO THAILAND

- TOMOYA MORITA
  Ministry of Economy, Trade and Industry (METI), Japan
- HIROYUKI INABA
  Lion Corporation I Global Oral Healthcare Business Development Center
- TAKASHI SATAKE
  Senior Manager, Service Division, Wellmira Inc.

MODERATOR:
DR. TOMOMI TAKENAKA
Visiting Researcher, AIST Japan

Over 1,000 Industry Professionals Participated in 26 Seminar and Workshop Sessions

SPORTEC Thailand 2026

DAY 2 — 26 JUNE 2026 — BITEC (HALL 102), BANGKOK

MR 217

10:00 - 11:00
HOW MUCH EXERCISE IS TOO MUCH?
LONGEVITY, PERFORMANCE & THE EXERCISE PARADOX



- **DR. AKANIS SRISUKWATTANA**
  - *Cardiologist, Samitivej Srinakarin Hospital & Yanhee Hospital*
  - *Founder, Health Performance Team & Avrin Running*

11:30 - 12:30
"WHEN SPORT BECOMES A BATTLEFIELD"
CARDIAC ARREST & HEAT STROKE
IN SPORTING EVENTS
— THE EMERGENCY PLAYBOOK EVERY ATHLETE, COACH, AND ORGANIZER NEEDS



- **DR. KOTCHAKORN JUMROENKETPRATHEEP**
  Founder, Doctor On Track

13:00 - 14:00
FROM INJURY TO RECOVERY
HOW TO HEAL AND COME BACK STRONGER



- **DR. SAMITADA SUNGKAPO**
  - *Rehabilitation & Anti-Aging Medicine Specialist, MAY Clinic & Praram 9 Hospital*
  - *Founder, MAY Clinic & MAY Protein*

MR 217

14:30 - 18:00 | ACPR
BEYOND MOVEMENT
REDEFINING THE FUTURE OF MOVEMENT
THROUGH DATA AND SCIENCE



- **FASCIA MOVEMENT: RHYTHM, TEMPO & FLOW**
  JEE HYUN JIN — *CEO, Jin Pilates / Professor, Hanyang Women's University*
- **NEURO-REHAB FOR RETURN TO SPORTS (RTS) FOLLOWING ACL RECONSTRUCTION**
  KIM HYEONG UK, P.T. — *Physical & Manual Therapist, TEAM DOCTOR Orthopedics Clinic*
- **NEXT STEP SENIOR CARE: A "MEASURABLE" LIFE IN OLD AGE CREATED BY SMART SYSTEMS**
  JINYONG KIM — *CEO, Abridge (ACPR)*

MR 214-215

10:00 - 12:30 | fitr
HOW TO SIMPLY STAY STRONG



- **DURONGKORN THUWAPHIRUN**
  Experienced Fitness Educator, Fitness Innovations Thailand

14:00 - 16:30 | fitr
WORKOUT TRENDS 2026



- **PANUWAT RONGBANDIT**
  Experienced Fitness Educator, Fitness Innovations Thailand



- **TAWEECHAI CHURAT**
  Brand Specialist & Trainer, Technogym Thailand

DAY 3 — 27 JUNE 2026 — BITEC (HALL 102), BANGKOK

MR 214 - 215

08:00 - 09:30 WORKSHOP | barre tone
BARRETON® Special MasterClass
Part 1: BARRETON® Align
Part 2: BARRETON® Cardio



- **BO KYUNG KIM**
  Master Instructor, Barre Tone®



- **SEUL GI KIM**
  Master Instructor, Barre Tone®

10:00 - 12:30 WORKSHOP | fitr
The Power of Yoga in Fitness Business



- **YUTTANA PONCHAROEN (KRU JIMMY)**
  Experienced Fitness Educator, Fitness Innovations Thailand

14:00 - 16:30 WORKSHOP | fitr
Basic Tai Chi for Wellness Practitioners



- **THANA JINDASHOTINUN (KRU PANG)**
  Experienced Fitness Educator, Fitness Innovations Thailand

MR 216 - 217

09:00 - 10:30 WORKSHOP
Pre-Pilates



- **APITTIYA SOMA (KRU BOM)**
  Balanced Body® Pilates Educator & Master Instructor, Pilates Thailand

11:00 - 12:30 WORKSHOP
Pilates for Overall Strength



- **SUGULAYA KETPLANG (KRU TUANG)**
  Balanced Body® Pilates Educator, Pilates Thailand

13:00 - 14:30 WORKSHOP
Pilates for Runners



- **PUNJAMAPORN RUANGSUWAN (KRU PUNPUN)**
  Pilates and Gyrotonic® Instructor, Pilates Thailand



- **CHARAN CHANTINMATORN (KRU MAI)**
  Running Coach and Personal Trainer

15:00 - 16:30 WORKSHOP
Pilates for Back Pain



- **APITTIYA SOMA (KRU BOM)**
  Balanced Body® Pilates Educator & Master Instructor, Pilates Thailand

Extensive lineup of workshops and special events by leading global and local fitness partners

SPORTEC Thailand 2026

ROOKIECONTEST THAILAND

Celebrating the next generation of Group Exercise talent, with the winner taking the stage at ***SPORTEC Tokyo*** — *a step toward an international career.*













Extensive lineup of workshops and special events by leading global and local fitness partners

ZUMBA fitness · merrithew · barre tone



A dynamic lineup of internationally recognized fitness programs, workshops, and masterclasses.





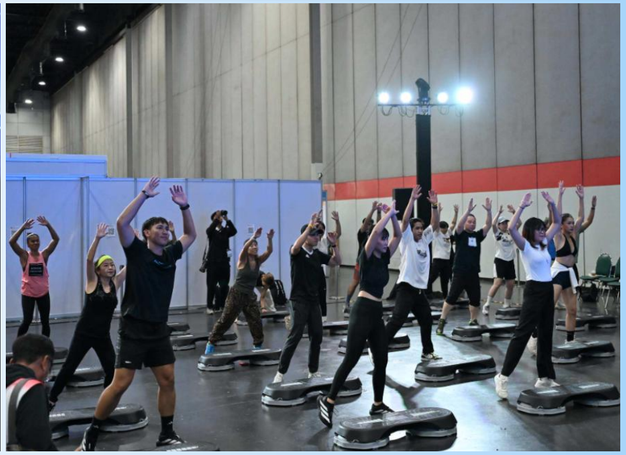












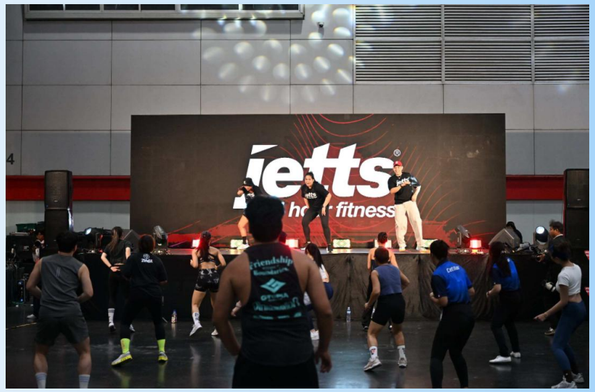
Extensive lineup of workshops and special events by leading global and local fitness partners

Hands-on workshops in Muay Thai, BODYCOMBAT™, Pilates, and Yoga, delivered by leading Thai fitness brands and organizations.

















Extensive lineup of workshops and special events by leading global and local fitness partners

SPORTEC Thailand 2026

ONTRACK

Showcasing the growth of Thailand's functional fitness community through the RACEON League and community activities.









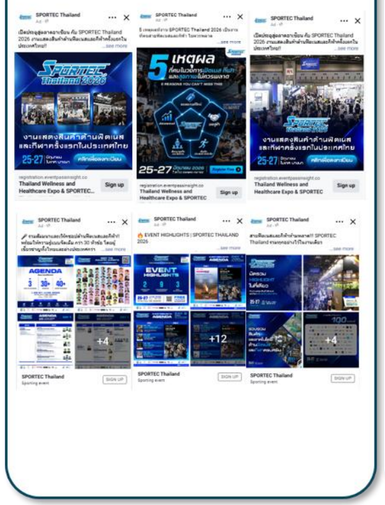


Integrated media promotion across digital platforms, TV channels, influencers, and industry publications

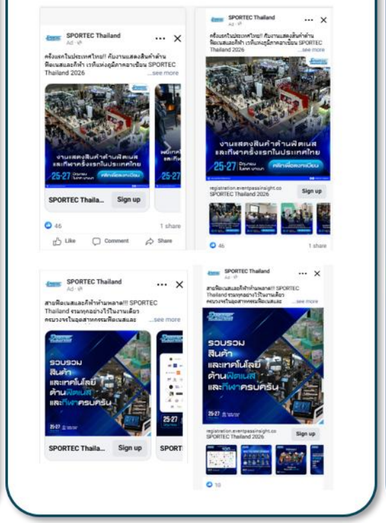
SPORTEC Thailand 2026

Online Media and Advertising

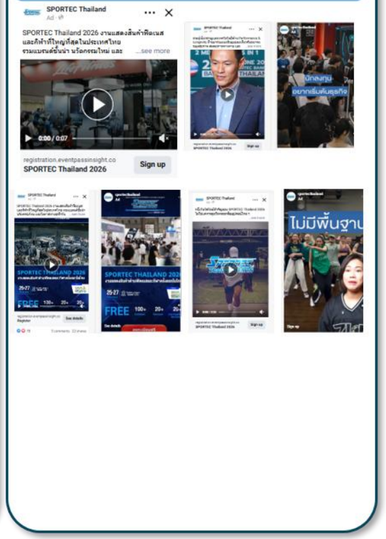
Image & Album



Carousel & Collection



VDO



Influencer on TikTok



ForceJun
220.3KFollowers



Kiekiekieee
366.2KFollowers



BeastMaker
167.2KFollowers



Kanisond
153.2KFollowers



Iceyoleela
115.4KFollowers



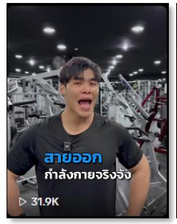
Monicaaa
17.3KFollowers



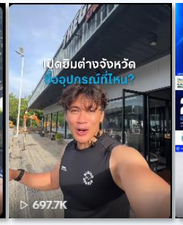
Suttipongss
55.7KFollowers



Juu.Physio
21.6KFollowers



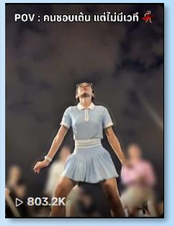














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