

A Gathering of Global Sports Equipment, Goods, and Services to Enhance Performance

SPORTTEL[®] 2025

The Largest Sports Industry Exhibition in Japan

SHOW REPORT

Date July 30th (Wed) – August 1st (Fri), 2025

Venue TOKYO BIG SIGHT – East Hall 4-6

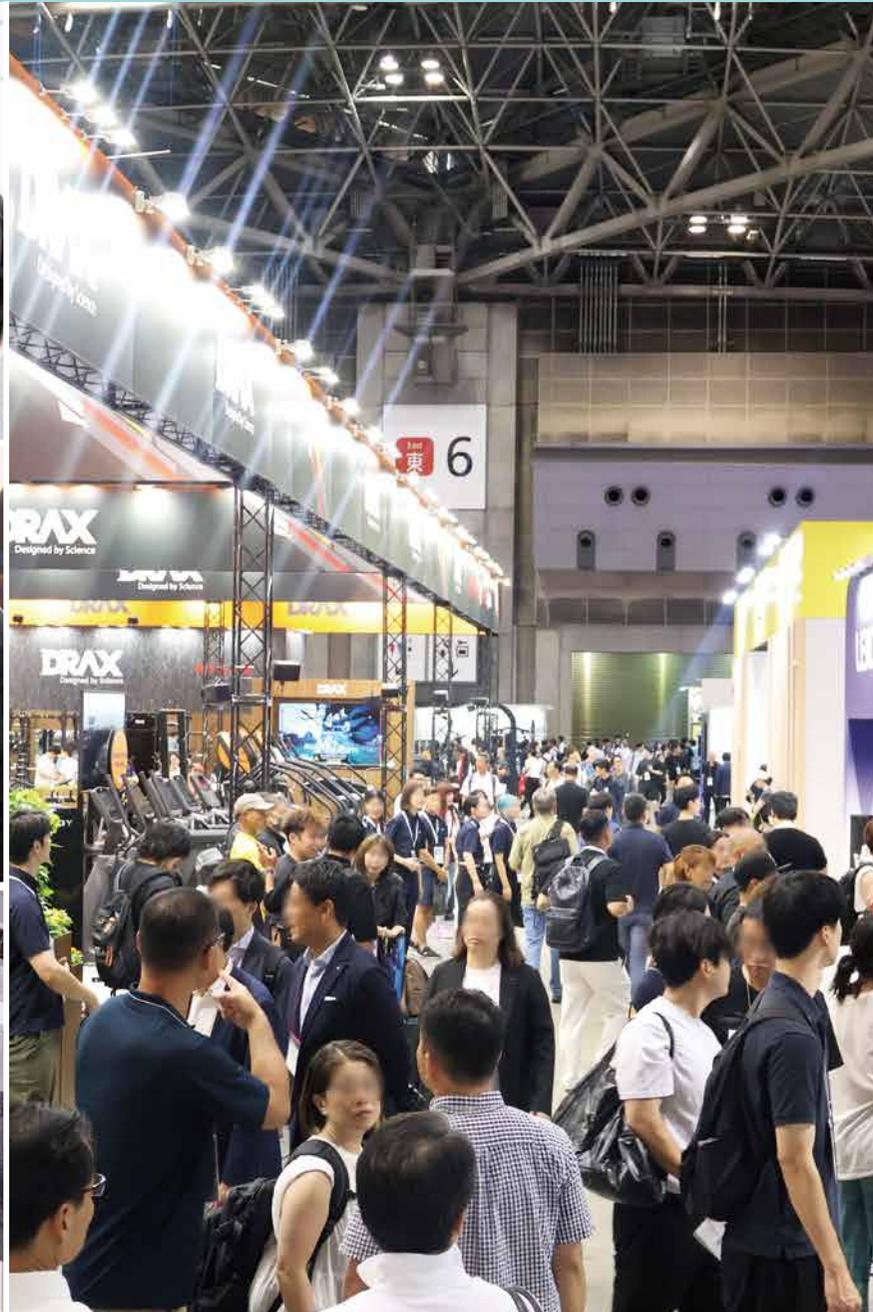


TSO International
Gate to Global Business

42,380 professionals from sports and health industries worldwide.



523 companies (including overseas companies) exhibited, and three days of active business negotiations.



Exhibition Overview

Exhibition

A Gathering of Global Sports Equipment, Goods, and Services to Enhance Performance



Organizer



TSO International
Gate to Global Business

International Partners



Date

July 30th (Wed) – August 1st (Fri), 2025

Venue

TOKYO BIG SIGHT – East Hall 4-6

Number of Exhibitors

523 Exhibitors

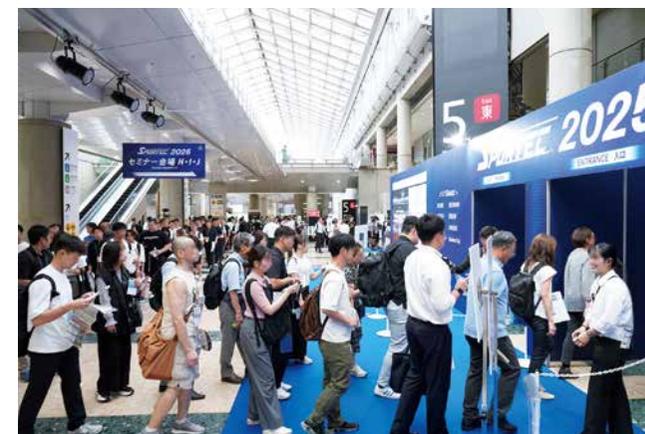
Post Show Overview

Exhibitor Review

• **523** Exhibitors

• **11** Countries & Regions

China, India, New Zealand, Pakistan, South Korea, Taiwan, Thailand, Turkey, United Arab Emirates, United States, Vietnam



Visitor Review

	July 30 (Wed) Sunny	July 31 (Thu) Sunny	August 1 (Fri) Cloudy, Later Rainy	Total
1.Visitors *1	13,954	14,438	13,911	42,303
2.Press *2	32	16	29	77
Total	13,986	14,454	13,940	42,380

● 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.

Opening Ceremony



Mr. Harada Munehiko

SPORTEC Executive Committee Chairman / Professor Emeritus of Waseda University / Academic Advisor of Osaka University of Health and Sport Sciences / Board Director of NOMISHO GAKUEN / President & CEO of Japan Sports Tourism Alliance

Mr. Tetsuo Fukunaga

SPORTEC Executive Committee Honorary Chairman / Professor Emeritus of National Institute of Fitness and Sports in KANOYA
Professor Emeritus of Tokyo University / Professor Emeritus of Waseda University

Mr. Hajime Sasaki

Member of the House of Representatives, Liberal Democratic Party / Secretary-General of the Sports Nation Promotion Research Association

Mr. Hidehiro Mitani

Member of the House of Representatives, Liberal Democratic Party / Deputy Director of the Sports Nation Promotion Research Association

Mr. Satoshi Ono

Planning Officer of Commerce and Service Industry Policy Group, Ministry of Economy, Trade and Industry

Ms. Keiko Momii

Councilor of Japan Sports Agency

Mr. Fumihiko Takeda

Director of Sports Division, Bureau of Sports and Culture, Tokyo Metropolitan Government

Mr. Kazutoshi Watanabe

Chairman of Sasakawa Sports Foundation

Ms. Toshiko Tsujimoto

Chairman of Japan Bodybuilding & Fitness Federation

Mr. Toshikazu Saito

Director, Honorary Chairman of RENAISSANCE INC.

Mr. Christopher Priddy

Commercial Officer of U.S. Embassy Tokyo

Mr. Abdul Hameed

Embassy of Pakistan, Tokyo Ambassador Designate

Mr. Surasak Kerdjuntuk

Deputy Governor for Sports Promotion, Sports Authority of Thailand

Mr. Sean Tan

Director APAC of Health & Fitness Association

Mr. Hyoungzoo Ha

Chairman of Korea Sports Promotion Foundation

Dr. Hank Huang

Vice President of Office of Industry Academia Co-Creation, National Yang Ming Chiao Tung University / Director of APEC Sports Policy

(Ching-Yao Huang)

Network Secretariat

Ms. Jessica Chang

Director of Taiwan Sporting Goods Manufacturers Association (TSMA)

Mr. Eiji Tezuka

SPORTEC Executive Committee Vice-Chairman / CEO of Think Fitness Co., Ltd.

Mr. Akira Maeda

SPORTEC Executive Committee Vice-Chairman / Chairman of Japan Society of Sports Performance Research

Mr. Masaki Sakaida

Vice-President of National Institute of Fitness and Sports in KANOYA
SPORTEC Executive Committee Advisor / Partner Lawyer, TMI Associates

Deputy Chairperson of Basic Sports Plan Committee of Japan, Sports Agency

Mr. Hideyuki Saito

SPORTEC Executive Committee Member / Chairman of Japan Physical Therapy Association

Mr. Shuji Hanafusa

SPORTEC Executive Committee Member / Chairman of Fitness Industry Association of Japan

Mr. Masashi Shibata

SPORTEC Executive Committee Member / Chairman of National Strength and Conditioning Association

Mr. Masaaki Kanno

SPORTEC Executive Committee Member / President of Japan Training Instructors Association

Mr. Takenori Furuya

SPORTEC Executive Committee Member / CEO of Club Business Japan Co., Ltd.

Mr. Otake Hirokazu

SPORTEC Executive Committee Member / Professor of Faculty of Human Sciences, Kanagawa University

Mr. Tsuyoshi Higuchi

SPORTEC Executive Committee Member / Board Director of Japan Health Promotion & Fitness Foundation

Ms. Akane Tsuji

SPORTEC Executive Committee Member / Organizer of Pilates Festa / CEO of Aulii Corporation

Mr. Tsuyoshi Sasaki

SPORTEC Show Manager / CEO of TSO International Inc.

The opening ceremony was grandly held with 29 representatives' industry associations, organizations, and local governments that supported and endorsed SPORTEC



SPORTEC[®] 2025 Exhibitor List

abekamabokoten

AEC

Ajinomoto Frozen Foods

AjinomotoAGF

ALEN

ALIGHT

ALINCO

Alliance

ALPINA,D.O.O.

Alpron

ALPS

Amazon Japan

American Express International

ANHUI XINDA FITNESS

arist

ArmorFit

Artme

ASIA BUSSAN

ASP Sports Tech Pavilion/All-wings/Healthy Plate/Fortune AI/
Rebas Sports/MeetAgile/IMOTEK/Spot/BiiB/AQUIVIO /FastPong

ASSIST

ATEC

ATHLETIC 0 (ZERO)

AtoJ

AVGAR

axiscore

B.Green Technology

BASE SPORTS PERFORMANCE

BeeQuick

Birstonas Mineral Water Japan

Black Card 1

Bodynox International

Bookhouse HD

Boonyan Communication

BROJ

CADDY PLUS JAPAN

CALICO SPORTS

Caliph Impex

Campnet

Cangzhou Wings Of Liberty Sport Products

CANLIFE

C'BON

Changshu Jielaimei Textile

Changzhou Hanhong Sports Product

CHARION

CheerinTech-Japan

Chemical Industries

CHIBA KYODO PRINTING

CHUKYO UNIVERSITY

Club Business Japan

Club Create

COLARO SPORTS

College of Sport and Wellness, Rikkyo University

Concept and Design

Conditioning Science Laboratory, International Budo University

Cosmo Life

Creo

CRYO TOKYO[®]/Japan Cryotherapy Promotion/CBN

CSE

CSIESCORE

Culture Experience

CYBERDYNE

CYBERDYNE/University of Tsukuba

DAEGUN C&L/Kangnam Chemical

DAEYANG

Daftcraft

DAIICHISANKYO HEARTHCARE

DAIKIN INDUSTRIES

Danken Enterprise

Decentralized Biotechnology Intelligence

DENBA JAPAN

DEZHOU AOC PILATES TECHNOLOGY

Dezhou Aoshengjia Fitness Equipment

DIATECHNICA

DIGISUPPORT

dinx

Doctors Man

DoKDoK

DOMO Corporation

Dongguan Xiqin Electrical Appliances

Dr.training

DRAX JAPAN/FITNESS APOLLO

DREAM BEER

Dream/ReSTReTCH

dricos

DW.LeaDream

EIGER

Eight Will

ELEIKO JAPAN

Embassy of Pakistan

érugam

Esprit Japan

EUPHORIA/ONE TAP SPORTS

EVERNURSE

EXOSYSTEMS

EZAKI GLICO

SPORTEC 2025 Exhibitor List

F45 Training
FB Triangle (Sunbears)
FINE JAPAN
FINE TUNING
FIT PLACE
fit.com
Fitness Industry Association of Japan
Fitness Shop
Fitness Sports
FitSchool
FITSOLUTION/ATHLETE NET SHONAN/EAGLE O/
SYUTOKEN KENKO HUKUSHI KOUSYA
fittrix
FIVICS
Floriss & ReBody
FOOTLAND
Foterra (Japan)/RICOH BlackRams Tokyo
Foundation for Japanese Advanced Medical/
Japan Cooperative Purchasing Organization
FROM NOW INTERNATIONAL
FRUTA FRUTA
FUJI MEDICAL INSTRUMENTS MFG
FUJIMORI
Fukui Prefecture
Fusion
GAURA
Gee Hoo Industrial
Genesis Healthcare
GentlemanFitnessClub
GHiWell
GIGMOLTEC
Glanbia Japan

Glico Nutrition
GOLFNAVI
GOSHIN
GRIPIT
G-Search
Guangdong Hongyuan Home Furnishing
Guangzhou Yuepai Sportswear
GUTEN JAPAN
GYM80
hacomono
HALEO BODYPLUS INTERNATIONAL/EVERLIFT
Hamanetsu
HANDSHANDS
HANGZHOU ENJOY INDUSTRIAL
HANGZHOU ZHONGZHI INDUSTRY
happou-shoukai
HARADA CORPORATION
Harmony
Hayabusa Giken
Healthy Style
Himeji City
Hirotec
Hisign
Hivecreation
Hongo
HuNan Mystyle Sport
HUNET
IBKSPORTS
ICHIYUU
IHM SMILE
IIDA HOSIERY
IM

InBody Japan
INFINITY ENTERPRISES
INFOTRADE MEDIA
INIFIA
ISHIKAWA DISTILLERY
ISI Software
i-site
IWAKI
IWF
IXPASS
Japan 3D Consulting Group/MedVigilance
Japan Association of Training Instructors
Japan Bodybuilding & Fitness Federation
Japan Dance Authorize Council
JAPAN FEDERATION OF HEALTH & SPORTS
JAPAN HIGH PERFORMANCE SPORT CENTER
JAPAN MATERNITY FITNESS ASSOCIATION
JAPAN RS9
JAPAN SPORTS AGENCY
Japan Sports Vision/Advance Vision Partners
Japanese Association of University Physical Education
and Sports
Japanese Physical Therapy/Japanese Society of Sports
Physical Therapy
Jiangsu Maiha New Materials
JIANGSU VIVATURF ARTIFICIAL GRASS
JIASHIN INTERNATIONAL
Jibun de JAPAN
Jinhua Original Power Sports
Johnson Health Tech Japan
Joyful Japan
JSTA PAVILION

SPORTEC 2025 Exhibitor List

JUNO PILATES	Maeda Kōsen	NatureLab
JUNTENDO UNIVERSITY	MARUZEN	NBC International Japan
kaloko/Fitness Karte Cloud kaloko	MASHITAKI	Nemours
KASUMORI DENKI	MASUDA VINYL	NESTA
Katsushika monodukuri innovation forum	Matsuyoshi	NESTY
KeePer Technical Laboratory	Medical Technology Alliance	NEW LONG CHING INDUSTRIAL
KENKOSYA	mediVR	NEXT NEW WORLD
Kintorememo	Merci	NIFTY INTERNATIONAL
KIRARA TRADING COMPANY	MERRY SPORTS FLOORING SYSTEMS	Nihon Matai
KLASS	MIcreations	NIHON TRIM
KMK FIT	milKissimo japan	NIHON UNIV. BUSINESS RESEARCH & INTELLECTUAL PROPERTY CENTER.
koho	Mirai Coodinate	NIHONKIATHUBARUKU
KOREA BODY INFORMATION	Mirart	NIHTEK
Korea Sports Promotion/COMMARS COMPANY/ WE FOOT TECHNOLOGY/MO Sports/SPINE DOCTOR/Nanosoft/ Snowline/xVic/Xnells Korea/BODYNOX/TenCL	Mirror Fit	Niida Bussan
KOYO	Miyabireform	NINGBO CHENDONG SPORTS & SANITARIAN
KULBAY	MK GLOBALTD	NINGBO HAISHU ADVANCING & RISING TRADING
kusakura	MO Sports	NingBo JiaHong Electronics
Lab Selection/PRE FIT	Morinaga/OHTORI/ASSIST	Ningbo Powerful Electrical Appliance
LANGFANG ANGTIAN SPORTS GOODS	Motion Base(Hogrel)	Nippon Sport Science University, Sugita Lab.
Leep	Mybenefit	NIPPON TELEVISION HOLDINGS
LEGACY PILATES APPARATUS	MYLAPS Sports Technology	Nissho Engineerring
LEXCO JAPAN	NABOSO	Nitto Denko
LGC Japan	nac Image Technology	NJS
LIEN TRADING JAPAN	NANOSOFT	Nomura Real Estate Life & Sport
LIENNE FOAMS INDUSTRIAL	NANTONG RISING SPORTING GOODS	NORITZ
Life Fitness Japan	NANTONG RUILIN INTERNATIONAL	novantanove(YOSHIEI KOSAN)
Likumo	National Center for Geriatrics and Gerontology	O2Capsule,O2Box
Lime	National Institute of Advanced Industrial Science and Technology (AIST)	Ogura Sundine
LINYI JIECHUANG INTERNATIONAL TRADE	National Institute of Fitness and Sports in KANOYA	OHTORI
LONDON PILATES ACADEMY	National Strength and Conditioning Association Japan	ONI
M3	Naturea Coar/KOWA	ontheway

SPORTEC[®] 2025 Exhibitor List

OP(Obey&Praise)
Opt Fit
OSAKA SEALING PRINTING
Osaka University of Health and Sport Sciences
P2M Group/Calibrate Sports Japan
PAK BHAROKA SPORTS
Panasonic Entertainment & Communication
PARUKA
PCP
PE.Pilates
Peace of Mind
Peak Pilates
PEOPLE HORIZON
Phiten
Pieras
Playbox
POLYMER HOLDINGS
Precor Japan
PREMIUM WATER
Prime Education
Pro Labo Holdings
PROAVANCE
Project Mars
Promo
PROTEIN DISPENSER/PROTEIN NATION
PSU
Purpose Brands (Anytime Fitness, Orangetheory, The Bar Method)
QINGDAO GREAT SPORT GOODS
QOL Laboratories
Qolo
Radix
Rakuten Symphony

Rapsodo Japan
REDAS
REHMAN TEXTILE INDUSTRIES
Research Coordinate
REVOLUONE/XMASTER FITNESS JAPAN
RITSUMEIKAN UNIVERSITY
Ritto/IRON FLOW
ROBERTET JAPON
rogica
ROOKIE ROOKIE
RUQI SPORTS
Ryobi Systems
Ryonetsu-SwitchBot
S.I.C. SPORT
SA VISION
SALA INTERIOR SYSTEM
salteight/Motioncare Pilates
SALUS
SAMURAI CHARGE~Otoneduke~
Sanctband/Power Plate
Sandensha
SANJYUSAN
SANKO
SANKOSEIKA
Sapeet
SAPTI
SASAGAWA
SASAKI FOODS
saucer
SaunaHax Life
SBI ALA promo
SHANDONG AOCHUANG FITNESS EQUIPMENT

Shandong coolbuild fitness equipment
Shandong Shuyou Te Fitness Technology
Shanghai BriSafe Technology
Shanghai Dblue Sportswear
Shanghai Huai Fan Trading
SHANGHAI JELLY INTIMATES
SHANGHAI SENSOL INTERACTIVE
SHANGHAI SHENZE INTERNATIONAL
Shanghai YOUJOY Health technology
SheepMedical
深圳樂易商務科技有限公司
SHieNA
Shiga university of medical science
Shigakkan University/Onkyo HealthCare Corporation
SHIJIAZHANG AOFEITE IMP. & EXP
Shishi City Yaotian Sports Goods
Shizuoka Prefecture
Silica Style
SINTOKOGIO
SLDS
slepton
Smile LOCot•Juntendo University/Requa
SNOWLINE
SOLID FOCUS INDUSTRIAL
Solve
SPIC
SPINE.DR
splant
Spochec
sport motivation
Sportip
SPORTS COMMISSION ODATE

SPORTEC 2025 Exhibitor List

SPORTS COMMISSION OKINAWA	THEON TOKYO	WaveWear
SPORTS DOCK	THINK FITNESS	WE FOOT TECHNOLOGY/KSPO
Sports Link TOYAMA	THREE R SOLUTION	WeBridge
Star'Q	three-peace	WECAN
STEADY JAPAN	TIPNESS	WeckMethod/BOSU Eitness
STORES	TK create	Wellkom
SUMISHIN COMPANY	TM STARTECH	World Net International
SUPREMA JAPAN	TOHOKU INOAC	World Wellness Weekend
SUW/HCP	Tokai University	Wuhan Zhaike Network Technology
Suzhou Hred Mat	TOKY JAPAN	Xiamen Enson Outdoor Products
Synapse therapy seminar	Tokyo Metropolitan Institute for Geriatrics and Gerontology	Xiamen Jinshuangsheng(JSS)Health&Fitness
SYSPORTS	tomo international/G-HELPER	XIAMEN ZAIFENG SPORTING EQUIPMENT
Taiiku&Sports Publ	Tomocorporation	XNELLS KOREA
Taispo2026	TONIKER SPORT	xteamwear
Taiwan Hosiery Manufactures	Toyama	xVic/Lynx
TaiZhou Yuelai International Trade	TOYO University	YAK-OH
TAKIGAWA CORPORATION JAPAN	TTK/Rakuretech	YAMAMOTO
TAMedical	TWINS	Yamato Scale
TANISHI-SpoLove Division	Twohands Meta	Yangzhou Aoliao Sporting Goods
TANITA	Uchida Training	Yatsushiro City Sports Commission
TEAM BEYOND	uFit	Yichun Jolio Protector technology goods
TECHNOGYM JAPAN	ULTiMABODY	Yiwu Feide Sports Goods
Teikyo University	UNION LOOPER	YKC
TenCL	Universal Calcium Food	Yoshinaga-katsuobushi storexCARB UP!MONAKA
tetsujin japan	VBED®	YSTAR WEAR (QUANZHOU)
Thailand Pavilion	VICELLA LABORATORY	Zaoba
The Aichi-Nagoya Asian Games and Asian Para Games Organizing Committee	VIP GLOBAL	ZERO Initialize
The Euro Sports	WAKAMOTO PHARMACEUTICAL	Zhejiang QiLi Healthtech
The Organizing Committee of the World Masters Games KANSAI	Wakayama Medical University	Zhejiang Taizhou Snapfinger Biotechnology
The Sports Connection/Hydrohex	wao	
The University of Tokyo Sports Science Initiative	Waseda University	
	Watty	

Visitor List

Executives from key companies visited in large numbers to discuss future investments, development, and procurement. (Japanese companies that visited in 2025, some experts)

Comprehensive Fitness Club



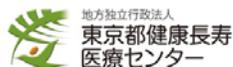
Sport Retail Store



Personal Gym, 24h Gym



Hospital, Medical Institution



北里大学北里研究所病院
Kitasato University Kitasato Institute Hospital

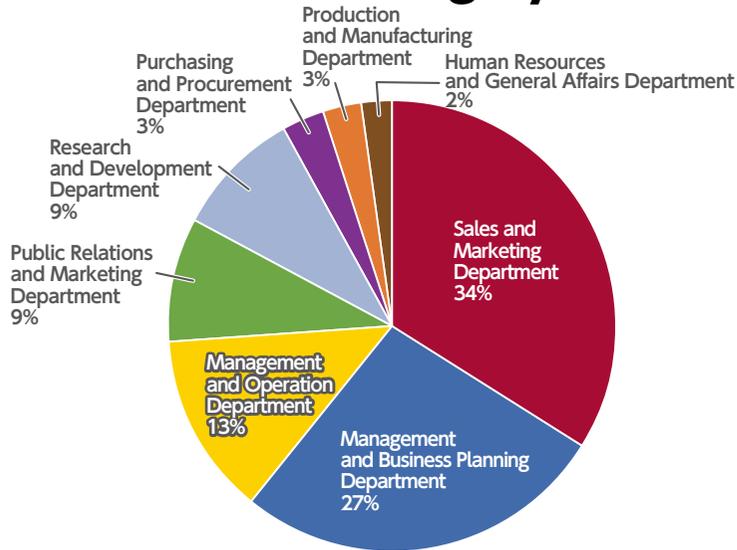


社会福祉法人 Saiseikai Higashikanagawa Rehabilitation Hospital
恩賜財団 済生会東神奈川リハビリテーション病院

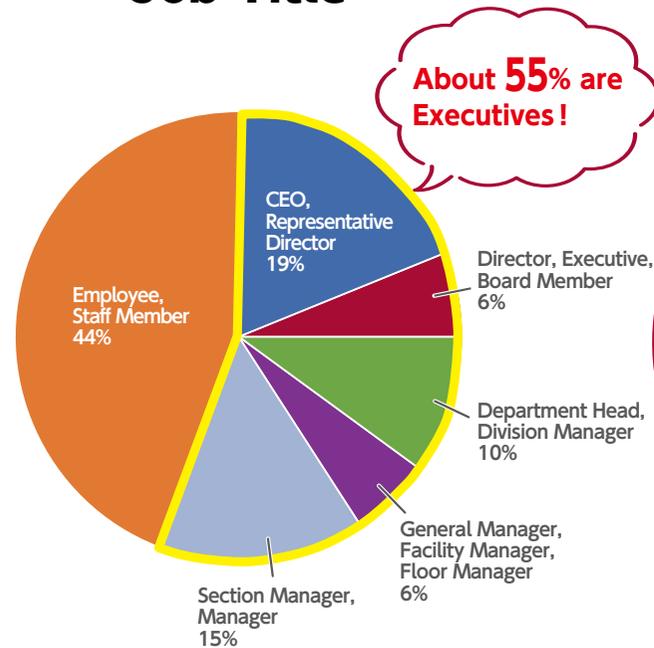


Visitors Overview & Survey Results

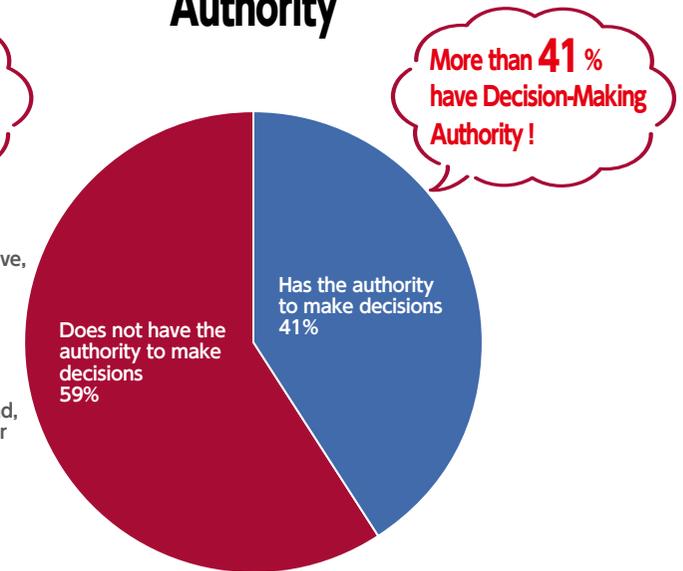
Job Category



Job Title



Decision-Making Authority



Industry*

* Multiple answers possible



Purpose of Visit*

* Multiple answers possible

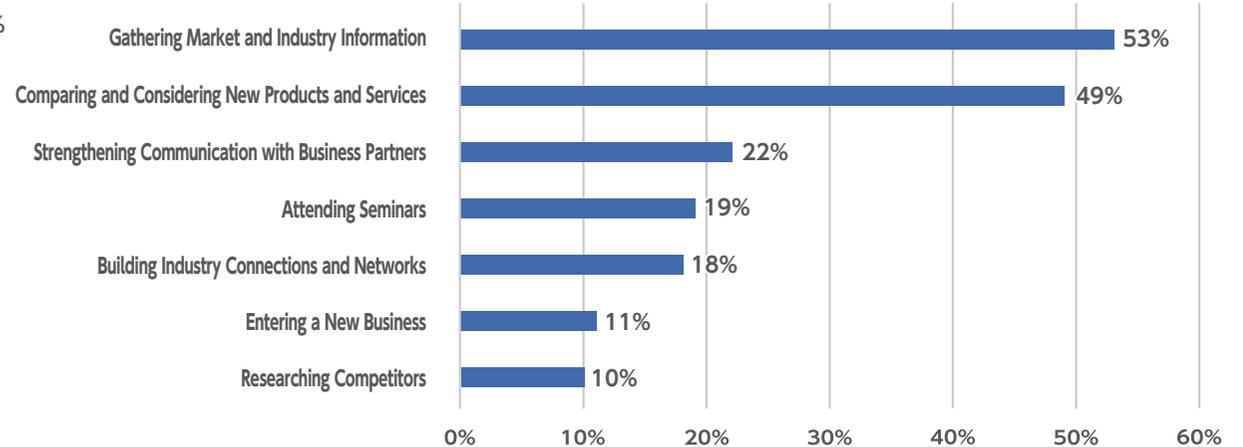


Photo Gallery ①

Daily opportunities to try, compare, and consult



Photo Gallery ②

A reception party was held at the venue, where networking took place with approximately 300 participants, including key representatives of the industry



Photo Gallery ③

Unique to SPORTEC, energetic in-person events were held every day



Join Us Again at Tokyo Big Sight!

Next Edition Schedule

Exhibitor Applications for 2026 Now Open!

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For the latest information
and next exhibitor opportunities,
please contact us here.

