



INVITATION TO JOIN THE FINLAND PAVILLION AT THE BEIJING 2022 OFFICIAL EXPO 2017

Event: World Winter Sports (Beijing) Expo, Sept 7-10. 2017

Schedule: Meet the organizers for more information on 11, May, 2017.

Chinese winter sports market is the fastest growing in the world with predicted volume being €5 billion by 2022.

This is an invitation to exhibit your offering at this main Expo. WSIF is coordinating the Finland Pavillion.

WWSE2022 Expo is the official winter sports expo and conference of the Beijing 2022 Olympic preparations program. It is organized by the Beijing Olympic City Development Center, BODA and the International Data Group (IDG).

WWSE2022 (www.wwse2022)

- 22,000 square meters of exhibition space
- 20,000 sports industry professionals
- 100 new product introductions
- 100 guest speakers
- RNB 500 million purchased or under contract



POSITION YOUR BRAND AND DO BUSINESS WITH

- Distributors and important retailers
- Influencers in all fields of winter sports
- Sports authorities and builders of sports facilities
- Snow & Ice related education institutions nationwide
- Local governments aiming to advance the winters sports culture and infrastructure in their provinces
- Outbound tourism agencies with Go Snow departments
- Sports Clubs
- Trade media
- Consumers

The exhibitor meeting will take place on 11th May, 2017 from 13-18, in Helsinki.

We will be in touch in a couple of days for more information and your possible participation.

Best wishes,

Annamari Lammassaari

Secretary General

annamari.lammassaari@wsif.fi

+358 45 891 8586, www.wsif.fi LinkedIn: World Snow & Ice Forum

World Snow & Ice Forum (WSIF) is a non-profit organization accelerating the growth of winter sports culture and related industries in China. It is a result driven business network initiated by the business community in both countries and has offices in Helsinki and Beijing.