



CEMS  
Global  
presents

# THE Sports SOURCING SHOW 2026 BANGLADESH

23 24 25 APRIL 2026

ICCB  
International Convention City  
Bashundhara Dhaka, Bangladesh



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## The Sports Sourcing Show 2025 – Bangladesh Sourcing Expo for the Sports Industry

Set to be the Leading International Sourcing Show of Bangladesh and South Asia showcasing top Sports equipment and Sportswear manufacturers

### SCHEDULE:

Date	: 23 ~ 25 April 2026
Venue	: International Convention City Bashundhara (ICCB), Dhaka
Opening Hours	: 10:30 AM to 8:30 PM
Frequency	: Annual
Open for	: Business / Trade Visitors & General Public
Official Website	: <a href="http://cems-sportsshow.com">cems-sportsshow.com</a>

## 7 Reasons to Participate in the 2<sup>nd</sup> Sports Sourcing Show Bangladesh 2026

1. Bangladesh is a significant player in the global sports goods manufacturing industry, with the country's exports of sports equipment and accessories valued at over \$350 million in 2020. The Sports Sourcing Show Bangladesh provides access to this growing market, which is fueled by the country's skilled workforce, competitive production costs, and favorable trade agreements.
2. The event attracts participants from all over the world, including prominent industry players, buyers, and decision-makers, facilitating valuable connections and partnerships.
3. Exhibitors at 'The Sports Sourcing Show' can leverage the platform to showcase their products to a targeted audience. From sportswear and footwear to equipment and accessories, the event covers a wide range of categories. Exhibitors will display innovations in sustainable materials, performance-enhancing technologies, and customizable designs.
4. Bangladesh's sports goods industry is witnessing steady growth, driven by increasing demand for sporting goods both domestically and internationally. 'The Sports Sourcing Show' provides insights into market trends, such as the rising popularity of athleisure wear, the growing demand for eco-friendly products, and the impact of digitalization on consumer behavior.

5. Bangladesh is home to over 4,000 sports goods manufacturing units, offering a diverse range of sourcing options for businesses. 'The Sports Sourcing Show' serves as a platform for international buyers to connect with reliable suppliers and manufacturers. The event will facilitate B2B meetings, resulting in numerous sourcing agreements and partnerships.

6. The event features a comprehensive program of seminars, workshops, and panel discussions addressing various aspects of the sports industry. Topics range from supply chain management and product innovation to market entry strategies and regulatory compliance. In the previous edition, industry experts shared insights on topics such as sustainable manufacturing practices and digital marketing trends.

7. Participation in 'The Sports Sourcing Show 2026' enhances brand visibility and recognition within the sports industry. Exhibitors benefit from exposure to a global audience of industry professionals and media representatives. Moreover, the event offers sponsorship opportunities, branding options, and media coverage, further amplifying the visibility of participating brands.

## Event Profile:

CEMS-Global USA is pleased to launch yet another very important B2B Trade Show for the entire Sports Industry of Bangladesh and whole of South Asia – **'The Sports Sourcing Show 2026 - Bangladesh'** 'The Sports Sourcing Show 2025 – Bangladesh' will be the leading Sports Industry sourcing marketplace creating newer business opportunities in a colossal market of Bangladesh and also assist you to make in-roads into the potential South Asian region being held in a perfect B2B hub of Dhaka, bringing Manufacturers & Suppliers from all over the world. The event will showcase a wide range of **products and services related to Outdoor & Indoor Sports, Fitness and Health.**



Bangladesh has emerged as a **leading destination for sports goods manufacturing**, thanks to its skilled workforce, competitive production costs, and robust infrastructure. The country's sports goods industry benefits from a rich tradition of craftsmanship and a strong manufacturing ecosystem, encompassing **over 4,000 production units** specializing in sportswear, footwear, equipment, and accessories.

Bangladesh enjoys **preferential trade agreements with key markets** such as the European Union, the United States, and Canada, providing exporters with tariff concessions and facilitating market access. As a result, the country has become a **preferred sourcing destination for international brands** seeking high-quality products at competitive prices.

The Sports Sourcing Show Bangladesh is a must-attend event for businesses looking to capitalize on the opportunities offered by Bangladesh's booming sports goods industry. With its dynamic marketplace, strategic location, and comprehensive program of activities, the event provides a **platform for stakeholders to connect, collaborate, and thrive in the competitive global sports market.**

## Why Bangladesh?

Approximately **50,000 people are directly employed in the sports goods industry**, which is estimated to be worth BDT 1,500–2,000 crore by the Bangladesh Sports Accessories Merchant Manufacturers and Importers Association (BSGMMIA). The growing popularity of sports and fitness activities is a major growth driver for the sports equipment and apparel market. The rising health consciousness among people, especially in the urban areas, is another key factor driving the growth of the market. Moreover, the changing lifestyles of people in developing countries are also fueling the growth of the Bangladesh Sports Equipment and Apparel Industry. According to a research, Bangladesh Sports Equipment and Apparel Market is **expected to grow during 2022~2028**.

The market for sports equipment grew significantly between 2021 and 2022, driven by rising interest in different sports and outdoor activities as well as increased awareness of health and fitness. The

Sports Equipment industry saw a notable **9.5% increase in revenue** from the previous year's US\$137.20 billion to an astounding **US\$149.50 billion** in 2022.

The sports equipment industry is home to a **wide range of producers and suppliers**, from well-known names like Wilson, Rawlings, Easton, and Spalding to niche businesses that address particular sports and athletic requirements. Every industry category caters to a different clientele, ranging from fitness enthusiasts and recreational sports players to professional sportsmen.

## Profile of Exhibits:

### SPORTS ZONE (Outdoor, Adventure & Indoor Sports)

Sports equipment, Sports Facility Equipment, Sporting Events, Sports Management, Sports Brands, Sports safety equipment

Sports Wear, Sports Footwear & Accessories

Sporting Goods, Sports Consulting & Marketing, Furniture, Flooring, Sounds & Lights, E-Sports

Sports Tourism, Books & Publications, Support Services & Web portals



### FITNESS ZONE

Fitness & Gym Equipment, Fitness Technology, Gadgets and Mobile Applications

Fitness Centers, Fitness Facility Management,

Fitness Concepts

Fitness Products

Healthy Food and Beverage, Energy Drinks

### HEALTH & NUTRITION ZONE

Health Products, EMS, Rehabilitation

Protein & Supplements

Physiotherapy, Injury & Pain Management, Sports Medicine, Surgery

Pharmaceuticals,

Nutrition & Diet, Hospitals & Health Services, Professional Services



## Profile of Visitors:

'The Sports Sourcing Show 2025 - Bangladesh' will enable the buyers and the entire South Asian Region to network and interact with National & International manufacturers & suppliers from all over the world, face to face, in a perfect B2B hub of Dhaka.

Visitors will consist of Retailers, Importers, Product Distributors, Traders, Wholesalers, Agents, Buying Offices, Sports Federations, Academies, Clubs & Associations, Sports Authorities, Fitness and Sports facilities and General Public. The finest products will be brought to the Show from top Asian manufacturers for exports worldwide. Latest innovations in Equipment, Sportswear and Health combined with quality and style will be the key to the exhibition's success.

## About Cems-Global (Organizer)

CEMS-Global USA is committed to organizing Professional B2B Trade Shows for important Business sectors of the trade and economy. CEMS-Global also assists Trade Associations, Governments, and businesses as an International Trade & Export Development Agency in international markets, including market research, export strategy development, partner identification, and trade promotion.

CEMS-Global has over three decades of experience in producing trade shows and conferences across multiple industries. Based in the United States, CEMS-Global operates worldwide, with a strong presence in North America, Asia, Africa, and Latin America. CEMS-Global also provides Strategic Consultancy that specializes in Business & Export expansion, Branding, Fostering industry collaboration, and creating opportunities to reach and expand business or exports in both established and emerging markets. With a reputation for professionalism and Global reach, CEMS-Global delivers high-quality, impactful events and Consultancy results that drive business growth and industry innovation.

Through its B2B exhibitions, CEMS Global creates opportunities for businesses to explore new markets, forge partnerships, and stay updated on industry trends and innovations. With its extensive experience and network, CEMS Global plays a vital role in driving economic growth and development in the regions where it operates.

In this span of over 3 decades, CEMS-Global has partnered with several Business Associations, Chamber of Commerce, Export Promotion Councils, International Trade Promotion organizations, and Governments. Our successful 40 Trade shows per annum in highly potential and developing countries of the world across four continents have benefited hundreds of thousands of Manufacturers, several Industry sectors and boosted International Trade & Development in many countries.

## Organizer



in Association with



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