

# GRANDEX Launches Sports Asia Expo 2016 Serving the Growing Sports Industry in Thailand and ASEAN



Grand Exhibition Management Co., Ltd. launches 'Sports Asia Expo 2016'—Thailand International Sports Business Trade Show on 3-6 November 2016 at BITEC, Bangkok, Thailand in response to strong demand of sporting goods in Thailand's and ASEAN's sports industry.

Mr. Sirapat Kettarn, Managing Director, Grand Exhibition Management (GRANDEX) said that "Sports Asia Expo 2016 will be the all-in-one marketplace for sports fashion, sports equipment and accessories, sports medical, sports services as well as solutions for sports management and sports facility construction. It will be the forum for international sellers to meet with buyers from Thailand and Southeast Asia of which sports business have grown continuously over the past years."

"The outlook for ASEAN's sports industry is bright," Mr. Kettarn said and continue, "Thailand's sport industry continues to record a positive momentum due to the ongoing trend of sport fever and growing awareness for health and wellness. Sportswear in Thailand is predicted to record a healthy performance to reach more than Bt50 billion due to the ongoing health and wellness in Thailand aside from the fever in sports teams."

The trends of health and wellness and sport fever continues throughout Southeast Asia mainly driven by the increasing number of people taking part in sports activities, wearing trendy athletics-inspired fashions and the shift in consumption towards more-premium products.

"Sports Asia Expo 2016 will offer excellent business opportunity for everyone in the sports industry to expand business in the growing market of Thailand and Southeast Asia. In addition of showcasing latest trends and innovation in sports, Sports Asia Expo 2016 also can be the platform to demonstrate sports activities and equipment as well as market research to key buyers," said Mr. Kettarn.

The show is expected to attract 300 exhibiting companies and brands and more that 15,000 trade visitors, key buyers, sports professional and sports enthusiasts. For more information about Sports Asia Expo 2016, please contact Grand Exhibition Management Co., Ltd. or GRANDEX call +66 (0) 2703 1991 fax +66 (0) 2703 1992 or email [info@grandex.co.th](mailto:info@grandex.co.th) and visit our official website [www.sportsasiaexpo.com](http://www.sportsasiaexpo.com) and get in touch with us via facebook [www.facebook.com/sportsasiaexpo](http://www.facebook.com/sportsasiaexpo) and instagram [www.instagram.com/sportsasiaexpo](http://www.instagram.com/sportsasiaexpo)

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## About Sports Asia Expo 2016

SPORT Expo Asia 2016, which will take place on 3-6 November 2016 at BITEC, Bangkok, Thailand, will be the all-in-one marketplace for key buyers from Thailand and Southeast Asia to source for ranges of sporting goods, athletic footwear and fashion.

SPORT Expo Asia 2016 will offer unique opportunity to present latest products and trend of outdoor, action, performance and health & fitness to and connect with key buyers from Thailand and

Southeast Asia.

About Grand Exhibitions Management

Grand Exhibition Management Co., Ltd., or GRANDEx is an experienced and professional exhibitions and business events organizer with past portfolio ranging from international trade shows to lifestyle events.

We connect people for face-to-face engagement to create business inspiration and transaction under preferable business environment platform.

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