

GOSD CHINA WORKSHOP

2026.04.19 – 04.27

BEIJING/SHANGHAI/CHENGDU/GUANGZHOU



What you will have

01 Targeted Matchmaking for Effective Collaboration

Combining one-on-one private meetings with open networking sessions to ensure sellers connect directly with the most relevant Chinese buyers, fostering meaningful and long-term partnerships.

02 Immersive Tours for In-Depth Market Insights

Each stop of the workshop includes site visits and themed outdoor activity experiences, allowing sellers to personally experience local outdoor sports settings and consumer atmospheres, and gain a deeper understanding of China's outdoor market development.



03 Multi-City, Multi-Stop Itinerary

Covering multiple representative cities across China, the workshop enables sellers to gather broad geographical perspectives and market intelligence in a short period of time—supporting strategic business planning.

04 High Exposure and Continuous Follow-Up

Through a combination of media coverage, social media promotion, and post-event follow-up, sellers gain sustained visibility and long-term cooperation opportunities in the Chinese market. With over 200 mainstream media and social channels involved, brands will enjoy amplified exposure before, during, and after the workshop.



Agenda

DAY 1

4.19 Sunday

- Arrival **Beijing**



DAY 2

4.20 Monday

- Beijing Full day workshop and exhibition



DAY 3

4.22 Wednesday

- **Shanghai** Full day workshop and exhibition



DAY 4

4.23 Thursday

- Cycling at the bund
- **Shanghai** to **Chengdu** (Flight)



DAY 5

● **4.24 Friday**

- **Chengdu Full day workshop and exhibition**



DAY 6

● **4.25 Saturday**

- **Sunac snow center inspection**
- **Chengdu to Guangzhou (Flight)**



DAY 7

● **4.26 Sunday**

- **Hiking at baiyunshan/kayaking**



DAY 8

● **4.27 Monday**

- **Guangzhou Full day workshop and exhibition**



Event Format

MORNING

1-on-1 Business Matchmaking with Core Buyers

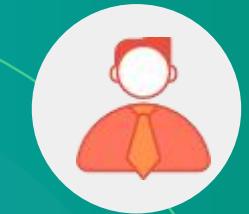


AFTERNOON

Open Networking with Enthusiasts and Potential Buyers



9:00
Registration



09:30–12:30
1-on-1 Matchmaking
(15 minutes per meeting, 10 buyers)



13:30
Afternoon Session Sign in



14:00–18:00
Open Networking & Engagement Session



Fee

1

Registration Fee

120 €/Person
(1003 ¥/140\$)

Early Bird Discount

Register before DEC 30, 2025

10% discount

2

Workshop service Fee:

Excluding meals, accommodation,
transportation and Tours to various places

Four cities
(Beijing,Shanghai,Chengdu,Guangzhou)

€4000 /person (33438 ¥/4672\$)

Including lunch and tea break during the workshop

Three cities
(Beijing,Shanghai,Chengdu)

€3000 /person (25078 ¥/3504\$)

Including lunch and tea break during the workshop

3

Fee (optional)

**Full package of transportation,
post tour & accommodation:**

Three stations:

Beijing, Shanghai, Chengdu

490 €

(4096 ¥/572\$)

Four stations:

Beijing, Shanghai, Chengdu, Guangzhou

750 €

(6270 ¥/876\$)

- High speed train 2nd class
- Flight: Shanghai-Chengdu
- 4 nights 4-5 star hotel single room

- High speed train 2nd class
- Flight: Shanghai-Chengdu
Chengdu-Guangzhou
- 4 nights 4-5 star hotel single room

4

Fee (optional)

Interpretation fee:

English-Chinese interpreting

(130-195 €/1000-1500 ¥/140-210\$ per day)

3 days:

390-585€ / 3000-4500¥ / 420-630\$

4 days:

520-780€ / 4000-6000¥ / 560-840\$

Other language-Chinese interpreting

234-260 €/1800-2000 ¥/252-280\$ per day)

3 days:

702-780€ / 5400-6000¥ / 756-840\$

4 days:

936-1040€ / 7200-8000¥ / 1008-1120\$

- Full-day (8 hours) on-site interpretation during the workshop.

Benefit

① Early Bird Seller and Sponsor Benefits:

A 30-second to 1-minute **presentation slot** will be arranged prior to the workshop commencement, with commentary provided by the organizer.

② All sellers who have successfully registered and participated in the workshop event will automatically become members of the **GOSD International Alliance** and **receive promotion** on the GSOD alliance platform (official platforms and social media official accounts will release business introductions and requirements of buyers, 1-3 articles).

Registration

With limited capacity for this first edition, registration will close as soon as all spots are taken.



Registration Link:

<https://www.surveymonkey.com/r/PK7CHPH>



Registration Deadline:

February 28, 2026



Important Notes:

- Please fill out the registration form and indicate which parts of the event you wish to participate in (Workshop/Alliance), and be sure to include your core business interests and partnership needs.
- Please proceed with the payment after the form has been reviewed and the contract has been signed by both parties.

workshop-RELATED SERVICES

PRE-EVENT:

01

Online Training: All successfully registered destination partners will receive exclusive “China Buyer Insights” training and a supporting toolkit. This will help you gain a deep understanding of Chinese buyer preferences and prepare market-matched information and service offerings tailored for Chinese partners.

Precise Matchmaking: Based on your submitted business needs, GOSD will carry out precise, targeted invitations and matching with Chinese buyers.



DURING THE EVENT:

02

On-Site Reception and Logistics: GOSD will provide full support for your on-site participation, including reception, logistics, and coordination throughout the workshop.



POST-EVENT FOLLOW-UP:

03

Follow-up and Feedback: After the event, GOSD will support follow-up communication and gather feedback to help evaluate engagement outcomes



Contact us

GOSD Official Email: gosd@showtrue.cn

Contact person:Crystal

Email: fang@showtrue.cn

Tel: +86 13910094588