

Asia Swim Expo 2026 to Launch as Asia's Premier B2B Hub for Swimming Industry in Guangzhou



Guangzhou, Guangdong Jan 19, 2026 ([IssueWire.com](https://www.issuewire.com)) - The global swimming and aquatic industry is set to converge at the **Asia Swim Expo (ASE) 2026**, scheduled for **May 15-17, 2026**, at the China Import and Export Fair Complex in Guangzhou. Positioned as a strategic B2B platform, the expo aims to catalyze the upgrade of the industry's value chain through cutting-edge technology and cross-border collaboration.

With an exhibition area spanning 50,000 square meters, ASE 2026 is projected to host **over 700 leading brands and innovative companies**, showcasing more than 10,000 technological advancements. The event expects to attract **50,000+ professional visitors**, including procurement heads, distributors, facility operators, and top coaches from around the world.

Core Focus: From Personal Gear to Smart Ecosystems

Moving beyond traditional equipment, ASE 2026 will highlight the integration of intelligence across the sector. Key exhibition zones will feature:

- **Smart Performance:** AI-driven training analysis platforms, biometric monitoring wearables (e.g., smart goggles), and advanced competition systems.
- **Digital Health & Recreation:** VR/AR for immersive training and rehabilitation, alongside next-generation water leisure technology.
- **Sustainable & Professional Solutions:** High-performance swimwear, facility management

tech, and the full spectrum of personal aquatic equipment.

A Confluence of Industry Forces

The expo is endorsed by international bodies such as **The Pool Water Treatment Advisory Group (PWTAG)** and the **Russian Pool Congress**. It will run concurrently with other major water-themed exhibitions — including the Asia Pool & Spa Expo and the Asia Diving Exhibition — creating unparalleled synergy for the entire “blue economy.”

“ASE 2026 is more than a trade show; it’s a **global innovation community**,” stated a spokesperson for the organizer, Guangdong Grandeur International Exhibition Group. “We are building a vital hub where industry leaders from Asia and beyond can share insights, forge partnerships, and define the future of swimming technology, health, and leisure.”

For Exhibitor and Visitor Registration:

Media and industry professionals interested in attending or learning more can visit the official website at <http://www.asiaswimexpo.com/> or contact the organizing committee.

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About Asia Swim Expo (ASE):

Asia Swimming Expo is the premier B2B trade exhibition dedicated to fostering innovation and business across the global swimming and aquatic lifestyle industry. By connecting manufacturers, brands, and service providers with key decision-makers, it drives the industry’s technological advancement and commercial growth.



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Source : Guangdong Grandeur International Exhibition Group Co., Ltd.

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