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Press Release

ISPO AWARD ASIAN PRODUCTS

ISPO Searches For Best Asian Sports Products

- Application phase for 2015 started
- Quality seal simplifies entry onto European market

The best sports products from the Asia-Pacific regions have been honored with the ISPO AWARD ASIAN PRODUCTS since 2013. The winners benefit from comprehensive presentation at ISPO MUNICH and a variety of year-round communication activities throughout the international ISPO Sports Business Network. This award is an important seal of quality for the European market and helps retailers select products for their next business cycle. The deadline for entries for the 2015 award competition is January 9, 2015.

The ISPO AWARD is the seal of quality for extraordinary sports products. The ASIAN PRODUCTS segment expanded the concept in 2013. The focus is on entries from Asian companies, evaluated by a neutral, international jury in Munich. The selected products validate the high quality and innovation level of Asian suppliers. Kailas, the leading supplier of mountain sports products in China, is proof that the award simplifies access to western markets. Sam Zhong, Kailas' International Sales & Marketing Manager, comments on the award: "Kailas is proud and excited to have won the ISPO AWARD. As an outdoor brand with the goal to produce the most technical and high-quality products for climbers the ISPO AWARD is the highest award our motivated team has received to date. We will continue our commitment to produce the best climbing products and strengthen the global climbing scene. And we will definitely enter the ISPO AWARD 2015 again."

The winning products will also be presented at ISPO BEIJING from January 28 to 31, 2015, as well as at ISPO SHANGHAI from July 2 to 4, 2015.

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Tobias Gröber, Executive Director Business Unit Consumer Goods Exhibitions at Messe München GmbH, comments: “Kailas represents the high product quality offered by Asian companies. The ISPO AWARD is a global validation of the strong innovation power of Asian manufacturers. We are pleased that the winners of the ISPO AWARD of the last years were able to benefit from the effects of the award and gain access to the western markets. We are expecting a considerable increase in the number of entries for 2015.”

The application for the ISPO AWARD ASIAN PRODUCTS is available at <http://applicationaward.ispo.com/Authentication>. The deadline is January 9, 2015.

For more information please refer to <http://award.ispo.com> and www.facebook.com/ISPOAward.

Messe München International

Messe München International is one of the world’s leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

About ISPO

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.

