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Press Release

Current Facts and Statistics

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ISPO BEIJING 2015: Top Brands And Plenty Of Highlights At Asia's Strongest Sporting Goods Exhibition

ISPO BEIJING 2015 and Alpitec China is held from January 28 to 31 at the China National Convention Center (CNCC). This year more than 430 exhibitors with over 600 brands will be represented at the show. Asia's only B2B multi-segment platform presents the latest innovations from the Outdoor, Action Sports, Ski, Sportstyle as well as Fabrics & Fibers segments on more than 40,000 square meters of exhibit space. Many highlights, including the Asia Pacific Snow Conference (APSC), the China Sports Fashion Trend Forum, the Industry Forum or the ISPO TEXTRENDS Forum complement the event.

The exhibition has been consistently expanding its role as the only B2B multi-segment platform in the Asia-Pacific region since 2005. At its tenth anniversary the event celebrated a new visitor record with 30,000 visiting business professionals. This year more than 430 exhibitors with over 600 brands from the Outdoor, Action Sports, Ski, Sportstyle, Fabrics & Fibers segments are expected at the show. In addition to a number of Asian exhibitors such as Kailas, Mobi Garden and Tread, the exhibition will once again draw many international companies, among them Garmont, LOWA, Mammut and TECNICA. There are a large number of newcomers and repeat exhibitors: Craft, Dynastar, Gore, La Sportiva, Point65, Swix and Thule are among this year's exhibitors, ready to present their products to the Chinese market. Community exhibits, among them

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those of Austria, Korea, the Czech Republic and Taiwan further emphasize the international representation at ISPO BEIJING.

Together with long-time partners Fiera Bolzano and Alpitec China, ISPO BEIJING offers 360° coverage of the sports market, and thus is the ideal platform to find out comprehensive details on the latest product innovations from sportswear and gear to infrastructure all bundled in one convenient location.

The show not only presents the latest products but also provides up-to-date information on the industry and current trends with its side event and conference program. The Industry Forum delves deeper into all angles of the Chinese sporting goods industry, for example, with the help of the latest market research on the Chinese sporting goods market by SGI Europe in cooperation with ISPO. The ISPO TEXTRENDS Forum presents the textile trends, innovations and colors for the fall/winter season 2016/2017. Furthermore, the China Sports Fashion Trend Forum, on Thursday, January 29 reveals additional insights into design and production trends. The ISPO AWARD Area will once again host the best sports products for 2015, among them also the Asian Product Award winners. Finally, the program culminates in the renowned Asia Pacific Snow Conference, held on Thursday, January 29. This year's focus will be on the 2022 Olympic Winter Games and the planning of ski resorts.

This summer will bring the first ISPO SHANGHAI, held from July 2 to 4 at the Shanghai New International Expo Center (SNIEC). As a multi-segment exhibition ISPO SHANGHAI will place an even stronger focus on Fitness, Water Sports and Sportstyle, in addition to Outdoor and Action.

More information on ISPO BEIJING is available at <http://beijing.ispo.com/en/>.

Details on the highlights can be found at: <http://beijing.ispo.com/en/Trade-Show-Visitors/Highlights/>

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.

