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Press Release

Final Report

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ISPO BEIJING 2015: Asia's Strongest Sporting Goods Exhibition Posts New Record Numbers

ISPO BEIJING 2015 continues its success story. 29.948 participants came to Beijing from January 28 to 31, 2015. This year the show hosted over 430 exhibitors with more than 600 brands. Exhibitors praised the high quality of the visitors and the first-class side event program – in particular the Trend Forum, the Asia Pacific Snow Conference (APSC) and the ISPO TEXTRENDS Forum.

A total of 434 exhibitors (2014: 431) with 656 brands presented their products from the Outdoor, Action Sports, Ski, Sportstyle and Fabrics & Fibres segments on about 40,000 square meters of exhibit space. Nearly 30,000 visitors attended the fully booked exhibition center, which means another slight increase in the number of visitors. Klaus Dittrich, Chairman of the Management of Messe München GmbH shares a positive review: "The four trade show days once again showed that the sporting goods industry continues to grow in China. This is also evident in the increasing number and quality of the exhibitors. In addition to numerous great Asian brands like Kailas, Mobi Garden and Toread, the list of exhibitors also included many international companies, such as Garmont, LOWA, Mammut and TECNICA. Craft, Dynastar, Gore, La Sportiva, Point65, Swix and Thule participated for the first to introduce their products on the Chinese market."

The community exhibits by countries including Austria, Korea, Czech Republic and Taiwan further reflected the international character of ISPO BEIJING.

The Asia Pacific Snow Conference (APSC) also experienced an increase in number of participants. The focus topics "Olympic Games 2022" and "Ski Resort

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Planning” were very well received. Also very successful was the ISPO TEXTRENDS Forum with textile trends, innovations and colors for the fall/winter season 2016/2017. The Industry Forum, which features the latest facts and figures that pertain to the sporting goods market in China, was also very successful.

In cooperation with Alpitec China, ISPO BEIJING offers 360° coverage of the sports market. It is the ideal platform to gain comprehensive information on new products from sportswear to equipment and the latest trends under one roof.

“In terms of future development of the exhibition we very much welcome the Chinese industry’s initiative to instill a stronger awareness for health and sports in society”, said chairman Klaus Dittrich. “We are positive that thanks to this endorsement we can expect a healthy continuing growth in the sports sector in China.”

This summer’s ISPO SHANGHAI is yet another attractive event by Messe München International for the growing Chinese market. The exhibition will be held from July 2 to 4, 2015 at the Shanghai New International Expo Center (SNIEC). As a multi-segment exhibition ISPO SHANGHAI focuses even more closely on Fitness, Water Sports and Sportstyle in addition to Outdoor and Action. So far, more than 300 brands have confirmed their participation. They include major manufacturers such as Camelbak, Fjäll Råven, Mammut and Tread.

Statements ISPO BEIJING 2015:

Ms. Fan Jun, China Commerce Association for General Merchandise, Standing Vice President:

I have virtually witnessed every step ISPO BEIJING made. Through the development in these years, ISPO BEIJING has become more mature, professional and is deeply rooted in the sports industry in China. I believe the new ISPO SHANGHAI in summer will also be very successful.



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Mr. Rolf Schmid, Mammut Sports Group, CEO:

I remember when I was first time in ISPO BEIJING; it was more than 10 years ago. After 10 years, now I look around, today it is definitely different. If I look at booth, they are of high level and really nice. People come over to the show are full of energy. As for us, ISPO BEIJING is the beginning to promote our new products and it is a perfect location to meet our customers and cooperate with new customers.

Mr. William Li, Zhonglan Sports Goods Co., Ltd (One Way), General Manager:

Every year, ONE WAY Europe will use ISPO MUNICH as a very important platform for product exhibition and marketing. As a spin-off of ISPO, ISPO BEIJING also features the same authoritativeness and professionalism. At the trade show, all the exhibitors and material suppliers may represent the future trends and potential of the sports goods industry. Moreover, the high quality and structure of the visitors meet the exhibitors' needs nicely.

Mr. Steve Huang, Nanjing B.C. Sports Products Co., Ltd (LOWA,LEKI &NORTHLAND), President/General Manager:

The connection between B.C. and ISPO BEIJING started since its first opening. We took part in ISPO BEIJING for 5 consecutive years, which then was held in Shanghai. After ISPO BEIJING moved to Beijing, we maintained our close relationship with the trade show. For the sports industry in Asia, ISPO is an indispensable drive; for the people working in the industry, it is more like a big get-together, a platform for business expansion. The longer we stay together, the deeper our feelings grow and the more cooperation we have.

Mr. Baggio Zhong, Kailas -Zhanjiang Maya Travel Gear Co., Ltd, CEO:

Kailas has been working with ISPO BEIJING for many years. We will continue to promote the sports goods industry in China in collaboration with ISPO BEIJING. At the same time, I am very happy to see so many old friends and make new ones here. It is more like a big party to me.



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Ms. Celery Shi, Beijing Snowfavor Trading Co., Ltd (ROSSIGNOL), Vice GM:

We have attended nearly every ISPO BEIJING. This year the trade show is even more efficient on the whole procedure and the layout is more concentrated. There are many people here and from a diversified background. There are not only our existing or potential customers, but also many consumers. We have entered talks with many potential customers. All the developments ISPO BEIJING has made are offering us more conveniences. We are definitely going to support ISPO BEIJING next year.

Mr. Cliff Ma, Blue Ice Adventure Equipment (AKU, CRISPI, FIVE TEN & PETZL), General Manager:

It's my third year at ISPO BEIJING. It has made great progress in the number of visitors and order inside the halls. It is especially good that a separate exhibitor entrance is set up this year and they can enter the halls quite easily. Moreover, the food is much better this year and the catering area is quite convenient. I have seen new things at ISPO BEIJING every year. For us exhibitors, we want to see actual customers and potential buyers. We will come again next year.

Mr. Samuel Chong, W.L.Gore & Associates, Inc. (Hong Kong), Asia Pacific Strategic Marketing Director:

I think ISPO BEIJING is a good trade show that you can see lots of people to come over here. We have new products and we announced to publish them in China. ISPO BEIJING is the most important trade show for sports and fashion industry, and we have been working with ISPO for many years year as well. We have met lots of old friends and partners here, and I believe they bring lots of new products as well; ISPO BEIJING is a really good platform. We will come back next year.

Mr. Gavin Li, Guangdong Beyond The Clouds Outdoor Product Co.,Ltd (Jeep), CEO:

The organization and visitor flow of ISPO BEIJING 2015 is definitely better than previously, desirable for us exhibitors. Jeep Outdoor has entered the Chinese



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market for over 2 years. We want to promote our brand to more people through ISPO BEIJING. At present, outdoor simply means to be in the open space for many people. We want to clarify to people what outdoor sports really is through these high-tech products.

Ms. Isabel Fu, Guangzhou Jarden Technical Center (Coleman), General Manager-Sales & Marketing:

Reporters and customers gathered together and saw many of our new, high-tech products. In regard to ISPO BEIJING, it has grown a lot. There are many new brands. We would like to have further cooperation if possible.

Mr. Tor Petersen, GoPro, APAD Sales and Marketing:

The show is upgraded, and this is very important opportunity to connect our important market-China. People have passion for getting out and exploring the things they love the life. And GoPro is the good way to capture their life and share with the world runners. We are very proud that we can be a part of ISPO BEIJING. The reason we chose ISPO BEIJING is because of the good timing, it is the perfect time to show our latest products. We get more customers this year, more dealers, retailers, media, and potential customers of GoPro. We love to come back again!

Mr. Claes Broqvist, ODLO International AG, Director Sales International:

This is a good time for us to attend ISPO BEIJING; it is a very important platform to promote our brand in the Chinese market. A lot of non-asian professionals do come over to attend the show. So in my opinion, ISPO not only faces towards Asia, but also towards many other countries, like Europe. And it is a very good chance to meet media, retailers and potential customers. There are lots of international brands in ISPO BEIJING which attract lots of retailers.



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Mr. Brian Liu, Thule (Shanghai) Co.,Ltd.,Beijing Office, Area Sales

Manager:

Through ISPO BEIJING 2015, we learn that the outdoor industry has maintained steady growth in the past few years. In comparison to the past years, ISPO BEIJING is different this year. The layout and environment remains the same, but in many other ways better. There are more buyers this year. ISPO BEIJING has been in the Chinese market for a long time and takes a leading position in both size and results. It is very influential and great for brand promotion. ISPO BEIJING is an important way to keep in touch with the industry. We will certainly come again next year!

Mr. Qinming Hong, Camkids Group plc, Executive Director:

We intended to promote Camkids, our outdoor brand for young people, through ISPO BEIJING. We met a lot of old and new friends here which helps to exchange our resources more efficiently. There are two main purposes for us to come over, one is to promote our brands, the other is to develop business. This platform definitely gives us so many opportunities to talk to potential partners.

Ms. Hua Zeng, SCALER, Managing Director:

As an outdoor brand, we are grateful to join ISPO BEIJING which is a party for outdoor professionals, including retails, dealers, and amateurs. We consider ISPO BEIJING as a comprehensive platform, where not only to canvass business orders but also to showcase new products, branding and corporate culture as well as to communicate with other brands.

**Mr. Jianfeng Xu, Torey Sakai Weaving & Dyeing(Nantong) Co.,Ltd.(TSD),
Manager of Marketing & Strategic Planning Dept.:**

It's the seventh time for Torey to join ISPO BEIJING, and the fifth edition to be as an exhibitor. We are here with great hope and back with huge satisfaction. This year, the quality of visitors is obviously enhanced. The brand awareness from our targeted clients, such as athletes and professionals are increasingly improved, as well as the specialty of the questions.



More information on ISPO BEIJING is available at beijing.ispo.com/en/. Detailed information on the highlights is available at: 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 Veranstaltungscener 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.

