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Press Release

## **Schedule Change for Asia's Most Powerful Sports Business Platform**

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### **One-Time Date Change for ISPO BEIJING 2015 to January**

**Messe München International is moving ISPO BEIJING to a time slot one month earlier than usual in 2015. This one-time change was necessitated by the Chinese New Year, which is celebrated during the usual date range for ISPO BEIJING. Asia's most powerful sports business platform will be held from Wednesday, January 28<sup>th</sup> to Saturday, January 31<sup>st</sup>, 2015 at the China National Convention Center (CNCC) in Beijing.**

In 2015 the Chinese New Year celebrations start on February 19<sup>th</sup>, and traditionally last for fifteen days, thus overlapping the usual February date for ISPO BEIJING. Moving the trade show forward was essential. Postponing the event after the Chinese New Year to mid-March was not an option due to the order cycles in the sports business. Klaus Dittrich, Chairman of the Management of Messe München International explains: "Changing the date for a trade show presents the organizers with the challenge of finding a compromise within the international (trade show) calendar taking into account the wishes of our industry partners. Therefore we contacted our customers early on to jointly discuss and find the best possible date under consideration of all aspects." This means that in 2015 ISPO BEIJING will be held just a short time after the US-based Outdoor Retailer, and for once before ISPO MUNICH, held from February 5<sup>th</sup> to 8<sup>th</sup>, 2015 at Messe München.



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### **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, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 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 and ISPO BEIJING offer a comprehensive overview of their respective markets.

