

Beijing, December 14, 2015

Press Release Nr. 02

ISPO BEIJING 2016: Olympia 2022 in Beijing Results in Boom for Asia's Most Significant Sporting Goods Show

Corinna Feicht
Tel. +49 89 949-21477
Fax +49 89 949-21477
corinna.feicht@
messe-muenchen.de

ISPO BEIJING is the leading sports business event in Asia. It unites the world's most important sporting goods brands with local companies and the Asian market. The B2B multi-segment exhibition is held in cooperation with Alpitec China from February 24 to 27, 2016 at the China National Convention Center in Beijing. More than 40,000 square meters of exhibit space host all innovations from the Outdoor, Action Sports, Ski, Sportstyle and Fabrics & Fibers segments. The comprehensive side event program offers industry-specific solutions and strategies for all participants.

ISPO BEIJING celebrated its premiere in 2005. Since then it has become Asia's most significant B2B multi-segment platform and continues to grow consistently. The Olympic Winter Games 2022 to be held in Beijing are also having a positive impact on this ongoing success. 99 days prior to the start of the show 389 exhibitors have already registered, which is an increase of almost 30 percent compared to the same time last year. These exhibitors will present products by 540 brands, an increase of 12 percent compared to 2015.

The Chinese government's sports initiative will further contribute to growth in this area. The comprehensive campaign is slated to motivate the population to become more active and awaken a deeper awareness for health and sports within the society. At the same time the plan calls for an increase of the sports industry's share in the gross domestic product from the current 0.6 percent to 1.0 percent by 2025.

In cooperation with Alpitec China ISPO BEIJING offers 360-degree coverage of the sports market. The latest innovations in everything from apparel to gear, as well as current trends will be on display. ISPO BEIJING is the ideal platform for

Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de



Press Release | December 8, 2015 | 2/2

sporting goods manufacturers who are ready to invest profoundly in the Chinese market, to ensure that they remain on the list of global players even 20 years from now.

As in prior years, another important attraction is the multi-faceted side event program. One of the highlights is the **Asia Pacific Snow Conference 2016**, covering the Chinese ski industry and the Olympic Winter Games, as well as options and solutions for ski resorts. Also included are the **Running Village** with trends from the running sports segment, the **China Sports Fashion Trend Forum**, providing insight into design and production trends, and the **ISPO TEXTRENDS Forum**, with previews of the textile trends, innovations and color palettes for the fall/winter season 2017/18. The **ISPO AWARD Area** will host the best sports products for 2016, among them also the winners of the Asian Product Awards.

Increase Success in China: The Market Introduction Program 2016

The Market Introduction Program is the perfect event for companies wishing to expand their business horizons into the Chinese sporting goods market, or planning to increase their market share in the region. The two-day event offers a unique combination of seminars on market analysis and effective strategies, as well as guided excursions to local Chinese retailers. The Market Introduction Program provides each participant with all relevant information on the market and a potential market entry within a very short period of time. In addition, the Distributor Networking Dinner offers the ideal opportunity to come into contact with representatives of the Chinese sporting goods industry and potential partners.

For more information on ISPO BEIJING 2016 please refer to beijing.ispo.com/en/
Details on the highlights are available [here](#).

Press Release | December 8, 2015 | 3/3

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

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.