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## **ISPO BEIJING 2016: high levels of participation internationally, new exhibitors, and boom in winter sports ahead of 2022 Olympics**

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**ISPO BEIJING, Asia's leading multi-segment sport trade fair, will open its doors between February 24 and 27, 2016, at the China National Convention Center. The event will be running concurrently with Alpitex China. A total of 490 exhibitors have registered, who together represent around 700 different brands. The event will showcase the latest innovations from the fields of outdoor, action sports, skiing, sports fashion, and fabrics and fibers across an exhibition space of more than 40,000 square meters. Complementing these new products and features will be an events program, selected highlights of which include the ISPO AWARD, ISPO TEXTRENDS, and the Asia Pacific Snow Conference.**

Beijing's successful bid for the 2022 Winter Olympics has given the sports industry a boost, which in turn has also boosted ISPO BEIJING, Asia's leading trade fair for sport and outdoor pursuits. A large number of major exhibitors are set to make their debut at the event in 2016, including Dynafit, Ice Peak, Kneissl, KOVEA, Mueller Sports, 2XU, Ride, and 361 Degrees.

It is also encouraging to see such high levels of international participation at ISPO BEIJING: 50% of the brands at the event will be either European, American, or from the Asia-Pacific region. Major brands AlpinePro, Fjällräven, Odlo, VAUDE, Pacsafe, LOWA, THULE, Black Diamond, and KOLPING will all be represented.

China will account for the other 50% of the brands, among which are sports goods brands Kailas, TOREAD, TITALLON, Mobi Garden, Scaler, Fire-Maple, and KINGCAMP.

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Press release | February 18, 2016 | 2/2

As proof of the global interest in ISPO BEIJING, this year will see even bigger international pavilions at the event, showcasing Austria, the Czech Republic, Korea, and Taiwan.

Furthermore, there will be twice as much space dedicated to skiing this year, with exhibitors such as HALTI, Nordica, NORTHLAND, Rossignol and Völkl representing this area of sport. This is reflective of the growing interest of the Chinese population in winter sports. At present, seven million Chinese people ski or snowboard, with the number of ski tourists increasing each year.

Given this growing interest, ski resort infrastructure and machinery for piste maintenance are increasingly on the agenda for the up-and-coming Chinese winter sports market. In this spirit, cooperation between ISPO and Alpitec China is more valuable than ever. Thanks to its collaboration with the Alpitec China international trade fair for mountaineering and winter technologies organized by Messe Bozen, ISPO BEIJING is able to present an entire value added chain under one roof, from infrastructure to product. Other winter sports such as ice hockey and ice skating are also developing rapidly.

In addition to new products from the exhibitors, visitors to the trade fair can look forward to an extensive events and conference program, bringing them up-to-date with the latest information and trends from the sports goods industry. Below are some of the highlights:

#### **ASIA PACIFIC SNOW CONFERENCE 2016**

This year's ASIA PACIFIC SNOW CONFERENCE, taking place on February 25, 2016, will discuss two central themes, with the morning session looking at the Chinese ski industry and opportunities offered by the 2022 Winter Olympics, and the afternoon session tackling problems and prospects for ski resorts.

Click [here](#) to view the full program.

Press release | February 18, 2016 | 3/3

### **RUNNING VILLAGE 2016**

Running is one of the fastest growing sports in China, and will have a dedicated exhibition area, complete with a comprehensive supporting program, at ISPO BEIJING this year. This space, the "RUNNING VILLAGE," will have a training area and give retailers, for example, new ideas for shop furnishings and further food for thought at marketing and digital sports equipment workshops.

**For more information, click [here](#).**

### **ISPO SPORTS INDUSTRY FORUM 2016**

The new investment opportunities provided by Chinese winter sport will be addressed at this year's ISPO SPORTS INDUSTRY FORUM, where participants will get the chance to learn more about this most interesting and promising of sports industry sectors. The forum takes place on Friday, February 26, 2016.

**Click [here](#) to view the full program.**

### **ISPO TEXTRENDS 2016**

At this year's ISPO TEXTRENDS platform, designers and product managers will get an insight into the latest textile trends and colors for fall/winter 2017/18. The "China Sports Trend Forum," meanwhile, will report news from the world of textile design and manufacturing.

### **ISPO AWARD 2016/2017**

The ISPO AWARD is aimed at recognizing the most creative and promising of sports industry products around the world. The awards are presented during the trade fair. The "ISPO AWARD ASIAN PRODUCTS," meanwhile, was introduced three years ago to recognize Asian companies with a good deal of potential. To demonstrate just how enormous the potential of Asian sports brands is, look no further than the success stories of Black Yak, Toread, and Kailas. The high level of innovation achieved by all three of these brands was what impressed the panel of judges this year, and they can now put the ISPO AWARD seal of quality to good effect in their national and international marketing efforts. ISPO is, after all, a springboard for Asian brands looking to break into the international market.

**ISPO AWARD winners 2016:** Stand 0.201

Press release | February 18, 2016 | 4/4

### **CHINA ROCK CLIMBING SUMMIT 2016**

The CHINA ROCK CLIMBING SUMMIT, taking place on Wednesday, February 24, is focused firmly on the sport of climbing and relevant topics in this area. Speakers include Jean-Franck Charlet from the UIAA, the International Climbing and Mountaineering Federation, who will be talking about risk management in climbing, as well as presenting the new safety label for alpine sports equipment. There will also be talks on the future of climbing as a sport and on climbing for young people, among others.

**Venue:** Conference Room 307A (Conference Area)

This summer will see the 2nd **ISPO SHANGHAI** taking place from July 6–8 at the Shanghai New International Expo Center (SNIEC). As a multi-segment trade fair, ISPO SHANGHAI focuses not only on the outdoor and action, but also on the fitness, water sports, performance and sports fashion segments of the market.

For more information about ISPO BEIJING 2016, go to [www.beijing.ispo.com](http://www.beijing.ispo.com)

More details about the highlights of the event can be found [here](#).

Press release | February 18, 2016 | 5/5

### **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.

### **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.