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Final report ISPO BEIJING

Winter sports industry sees great growth potential on Chinese market

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From February 15 to 18, a total of 502 exhibitors presented their latest product developments at ISPO BEIJING 2017. More than 40,000 visitors (2016: 38,600) gathered information about the innovations and exhibits of 728 brands. The supporting program, which included highlights such as the Asia Pacific Snow Conference (APSC), helped to keep the aisles full.

Klaus Dittrich, Chairman & CEO of Messe München, is pleased about how ISPO BEIJING is developing: "The growing significance of sports in the Chinese population can be seen in the development of ISPO BEIJING. In addition, major sports events like the 2022 Olympic games are spurring on the industry. That was clearly noticeable during the four days of the exhibition."

Of the 728 brands, 357 were international brands. The international pavilions from Austria, Korea, Switzerland and the Czech Republic show how important the Chinese market is. All halls were booked to capacity in 2017, so even more exhibition space at the China National Convention Center (CNCC) will be made available for ISPO BEIJING 2018.

The exhibition's success is also the result of long-term partnerships including that with Alpitec China. Organized by Bolzano Trade Fairs, the International Trade Fair for Mountain and Winter Technologies allows it to present the entire value chain, from infrastructure to sporting goods—that is, from international mountain and winter technologies such as ski lifts and machines to products such as clothing and equipment.

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China a driving force behind innovation – Startup Village off to a successful start

The ISPO AWARD showed how much innovative strength the Asian sports industry has. More than 500 participants from around the world submitted applications. The applicants are a clear indication of the enormous potential that Asian sports brands have to offer. More than 100 brands from Asia submitted their product innovations, and 73 of those innovations were from China alone. To support the potential of young companies, for the first time ever the Startup Village took place. A total of seven newcomers presented their latest products there. As a result, ISPO BEIJING is one step closer to establishing ISPO BUSINESS SOLUTIONS—which are already well known in Europe—in Asia.

Strong supporting program

The extensive supporting program also helped to keep the aisles full. One of this year's highlights was the **Asia Pacific Snow Conference (APSC)**. For those who has missed the conference, the lectures are available online. The China Ski Resort White Book 2016, which examines the status quo of ski resorts in China, was presented there. A tour of ski resorts that took place after the exhibition and allowed participants to get an impression of Chinese ski resorts on location, also generated a great deal of interests.

Another event on the agenda was the **ISPO Sports Industry Forum**, which featured information on the latest trends and developments in the Chinese sports industry. Finally, the **Sports Fashion Trend Forum** gave designers and products managers an opportunity to gather information about current international trends in sports fashion for the 2018 Spring/Summer collection.

The next ISPO BEIJING takes place from January 24 to 27, 2018.

This summer, ISPO SHANGHAI takes place at the Shanghai New International Expo Center (SNIEC) for the third time from July 6 to 8.

Additional information about ISPO BEIJING 2017 is available at beijing.ispo.com/en/

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About ISPO

SPORTS. BUSINESS. CONNECTED. As a global sports business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the largest multi-segment trade fairs for sports business professionals in the world, encompassing ISPO MUNICH, ISPO BEIJING, and ISPO SHANGHAI, the ISPO.COM online news portal together with its own editorial team, and the ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO JOB MARKET, and ISPO TEXTRENDS services. By bringing together all of these strands, ISPO is able to offer companies support at every stage of development on the global sports markets all year round—identifying relevant market developments, driving forward innovation, and pooling specialized consumer experts so that guidance on the international markets can be provided.

Messe München

Messe München is one of the world's leading trade fair companies. It organizes over 40 trade fairs for capital and consumer goods and new technologies in Munich and overseas. 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 fairs in China, India, Turkey, South Africa, and Russia. Messe München has a global presence with a network of affiliates in Europe, Asia, and Africa, and over 60 representative offices abroad serving more than 100 countries.