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Exhibition Space Fully Booked ISPO BEIJING 2017 Set to Soar

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The rising popularity of winter sports in China is driving the industry forward. ISPO BEIJING 2017 is a clear manifestation of this trend, with the B2B multi-segment trade fair seeing the number of exhibitors increase by seven per cent compared to last year. Set to take place alongside Alpitec China at the China National Convention Center in Beijing between February 15 and 18, visitors to the event can expect innovations within the Outdoor, Action Sports, Ski, Sportstyle, and Textrends segments as well as an impressive events program packed full of solutions and strategies tailored specifically to the industry.

According to the Chinese government's five-year sport development plan, the market value of the sports industry will be in excess of CNY three trillion (the equivalent of EUR 405 billion) by the end of 2020. This figure equates to one per cent of the gross domestic product. The market is forecast to rise by CNY 2.6 trillion (EUR 268 billion) between 2016 and 2020, with an annual growth rate of around 50 percent. The industry is already booming and, with just a few months to go until ISPO BEIJING opens its doors, 439 exhibitors have already registered, equating to an increase of seven per cent compared to the same time last year. Between them, they will be showcasing products from 592 brands, as GoPro, Gore-Tex, Kailas, Oakley, Rossignol, and Thule. This, too, is a big increase from 2016, when the figure was 540. Along with Alpitec China, ISPO BEIJING will be offering 360-degree coverage of the sports market. Visitors can expect to find out everything they need to know about product innovations, from ski resort infrastructure to clothing and equipment, and all the latest trends—all under one roof.

Conference and Events Program

The building of infrastructure and the development of winter sports are hot topics

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in China. How are ski resorts designed? How can people get to ski resorts and what is the correct way to train ski instructors? These are the questions that the speakers at this year's Asia Pacific Snow Conference (APSC) will be addressing. Additionally, ISPO BEIJING is also putting on a ski resort tour following on from the trade fair, giving participants the chance to visit a number of different locations, including Huaibei and Nanshan.

Among the other highlights are the China Sports Fashion Trend Forum, which will be shedding some light on design and production trends, and the ISPO TEXTRENDS Forum, which will be putting the spotlight on textile trends, innovations, and colors for fall/winter 2018/19. Plus, the best products from within the sports industry in 2017/2018 will be on display in the ISPO AWARD area, while the Start-up Village—a new addition to the event this year—will be offering newcomers from China the chance to reveal their innovations.

Breaking into the Chinese Market with Success

There are huge opportunities for growth on the Chinese market right now and investors are more than welcome. But what can a company do to guarantee that they enter the market successfully? The answer to this question is all set to be revealed by the speakers at the Market Introduction Program, which is made up of a range of presentations, seminars, and guided excursions to Chinese retailers. The Networking Dinner will then provide the perfect opportunity to make new business contacts with representatives from the Chinese sporting goods industry and to connect with potential business partners.

To find out more about ISPO BEIJING 2017, read our interview with Exhibition Director Elena Jasper on ispo.com.

For more information about ISPO BEIJING 2016, go to beijing.ispo.com/en/

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

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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.