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**Press Release**

ISPO BRANDNEW

## **Newcomer Competition Receives Record Number of Entries**

- 431 entries for 2015
- Award Presentation on November 18

**431 young brands entered the ISPO BRANDNEW competition for 2015, representing an increase of close to 63 percent compared to the prior year. The 27<sup>th</sup> edition of the renowned start-up competition received the highest ever number of entries since its inception. These results once again prove the sports business' high degree of attraction as well as the innovation power of the industry. An independent jury will evaluate all entries on October 30, and the winners will be announced on November 18 during the ISPO BRANDNEW press conference in Munich.**

ISPO BRANDNEW, the world's largest newcomer competition in the sports business, will honor the top 50 newcomers from the international sports industry. Former winners test and evaluate the entries during the jury meeting at the end of October. The participants who impress the jury will receive use of an exhibit booth in the ISPO BRANDNEW Village at ISPO MUNICH 2015, and thus an opportunity to present themselves to international trade show visitors and the media. Roberto Guterrez, founder of Oru Kayak and last year's OVERALL WINNER, talks about his positive experience: "Winning ISPO BRANDNEW was a huge honor and gained us an enormous amount of international exposure. Thanks to the award retailers no longer have any doubts. We were able to gain many contacts and will have a strong representation in Europe in the future."

2015 once again promises to offer up exciting innovations, which will establish their place in the sports business within just a few years. Tobias Gröber, Head of the Business Unit Consumer Goods Exhibitions for Messe München GmbH, is

looking forward to the new crop of winners: “Since its inception ISPO BRANDNEW has featured more than 4,000 participants and 940 products, and has helped many young brands pave their way onto the sports market. Proof of the concept’s appeal and success is not limited to the long-time tradition of the competition and the high number of visitors to the ISPO BRANDNEW Village; the high-caliber list of former winners is the foremost evidence.” Renowned award-winning brands like Nixon, Maloja, GoPro, Naish Kites, POC, SKINS, WESC and On Running benefitted from the many communication and support services provided by ISPO.

ISPO will present the award winners for 2015 at the ISPO BRANDNEW press conference in Munich on November 18, 2014.

For more information on ISPO BRANDNEW please refer to <http://brandnew.ispo.com/en/> as well as <https://www.facebook.com/ispomunich>

#### **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, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 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, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.