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Press Release

ISPO BRANDNEW

Newcomer Platform Celebrates its 15th Anniversary

- Application phase for 2016 is starting
- Additional benefit for award winners: gateway to the Asian market

ISPO BRANDNEW, the biggest platform for sporty startups worldwide, celebrates its 15th anniversary this year. Since the year 2000, ISPO has searched and designated the most promising newcomers of the sports industry. Former award winners – among them GoPro, Naish Kites, Maloja, Nixon or On – are shaping the market today. The application phase for 2016 starts now and creates an opportunity for young enterprises to successfully launch themselves into the market. Besides numerous benefits for the award winners, ISPO BRANDNEW will open up the gates of ISPO Shanghai as of 2016.

The ISPO BRANDNEW AWARD is meanwhile the largest competition among young entrepreneurs in the sports industry worldwide. The number of applications has steadily increased over the past fifteen years. Approximately 5,000 submissions could be recorded so far, which shows that the industry is evolving and that there is always a demand for genuine innovations. However, a brilliant idea alone is not sufficient for a successful market entry. Expertise, industry knowledge and, of course, contacts are also essential ingredients. As the most extensive network of the sports industry worldwide, ISPO offers all of this to the ISPO BRANDNEW award winners.

David Allemann, co-founder of On, the Swiss running shoe brand, confirms how much young enterprises benefit from this platform: "The ISPO BRANDNEW award we won in 2010 was a strong catalyst. We received innumerable calls from interested dealers who wanted to include the On shoes in their product ranges, and the media coverage was enormous as well. The award was the best possible startup companion."

Presently, the application phase is starting. Brands younger than four years can take part under [ISPO BRANDNEW](#) as of now.

Companies that succeed in convincing the ISPO BRANDNEW jury can introduce themselves to the entire sports business in the ISPO BRANDNEW Village at ISPO MUNICH 2016. As of 2016, also ISPO SHANGHAI will be open to the award winners, and thus another target market characterized by high-volume sales in the Asian region. This new ISPO trade show in Shanghai celebrated its premiere at the end of July, enthusing 18,957 visitors. A total of 354 exhibitors presented their latest innovations from 473 brands.

For more information on ISPO BRANDNEW please go to www.brandnew.ispo.com or to Facebook: facebook.com/ispomunich

Messe München International

Messe München International 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 International 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 is to offer its customers added value for successful market positioning.

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 BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING offer a comprehensive overview of their respective markets.