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Press Release

New Sports Business Platform in China

2015: Launch of ISPO SHANGHAI

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The venue and date for the new ISPO exhibition in summer in China have been set: the first ISPO SHANGHAI will run from Thursday, July 2nd to Saturday, July 4th, 2015 at the Shanghai New International Expo Center (SNIEC). This is Messe München International's response to mounting demands by industry and retail for a trade show for seasonal sports in the Asia-Pacific region.

Messe München International adds the ISPO SHANGHAI to its exhibition portfolio which already includes ISPO BEIJING; the new event is yet another strong, segment-overlapping sports business platform in the key growth market of China. The event's venue and date – as well as the exhibition itself – were determined in in-depth discussions with industry participants. "The needs and demands of our customers were a top priority for us," explains Klaus Dittrich, Chairman of the Management of Messe München GmbH. A widely publicized poll early on established a dialogue and in-depth meetings with exhibitors and visitors yielded useful information. Questions included the preferred venue and date, but also which (new) segments should be included in the new show. More than 70 exhibitors and 1,000 visitors favored Shanghai as the venue. The clear favorites among the segments were Outdoor, Action, Water Sports as well as Performance and Fitness, which will be presented at the new trade show in 2015.

Roger Ren, General Manager of Wild Rampage (Osprey and Oboz brands) expressed his excitement: "We are really pleased that ISPO will launch a summer exhibition in Shanghai, because we will be able to gain access to wider



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variety of customers there. We need this platform, and will not just continue our existing relationship with ISPO BEIJING, but also expand it to the new exhibition in Shanghai". The new event also received positive feedback from national and international partners and industry associations. Fan Jun, Secretary General of the China Commerce Association for General Merchandise (CCAGM) emphasized the importance of ISPO SHANGHAI: "Due to the changing consumer behavior in China many of our members have begun to pay more attention to summer sports. The new event definitely fulfills the requirements of the industry."

The European Outdoor Group (EOG) and the World Federation of the Sporting Goods Industry (WFSGI) also confirmed their support.

Download the registration form [ispo_shanghai_2015_exhibitor_application.pdf](#) to benefit from attractive early bird rates.

More information on ISPO is available at www.ispo.com and on Facebook at <http://www.facebook.com/ispo>.

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, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 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.

