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**ISPO SHANGHAI 2017 Expands its Range of Products
and Services**

Kathrin Hagel
Tel. +49 89 949-21474
Fax +49 89 949-9721474
kathrin.hagel@
messe-muenchen.de

**Sports Tech Asia: Messe München and the
Organizer of ShanghaiTex Launch a New Trade Show**

After its successful debut in 2015 and impressive growth this year, ISPO SHANGHAI will complement its product offer by the new trade show "Sports Tech Asia" in 2017. As a joint venture of Messe München and Adsale Exhibition Services, the event will take place simultaneously with ISPO SHANGHAI at the Shanghai New International Expo Centre (SNIEC) for the first time from July 6 to 8, 2017. Within the scope of this cooperation, ISPO SHANGHAI not only presents the finished products but also highly innovative production technologies and the future of manufacturing.

Klaus Dittrich, Chairman and CEO of Messe München, expresses his contentment: "Innovative patterns, knitting techniques and fabrics are becoming increasingly important in sports fashion. By taking this step, ISPO SHANGHAI extends its future portfolio of products and services. The trade show underlines that it is not only textiles that are becoming increasingly smart and networked but also the production procedures with a view in adjusting themselves that fulfills the growing requirements. Therefore, "Sports Tech Asia" is a genuine enrichment for every trade visitor, and we expect that the new technologies will have exciting synergy effects for ISPO SHANGHAI."

The organizers of this event – Messe München and Adsale Exhibition Services – anticipate an exhibition space totaling 2,000 square meters in the first year. As a multi-segment trade show, ISPO SHANGHAI is primarily mapping the areas of

Speed & Strength, Urban & Lifestyle and Nature & Elements. The product offer of "Sports Tech Asia" comprises, in particular, highly innovative machines and technologies for the manufacture of sports products, and will be connected to the clothing and textile segment of ISPO SHANGHAI. As a result, all areas will be on display in Shanghai, ranging from production to the product.

Every two years, Adsale Exhibition Services organizes the "ShanghaiTex" (International Exhibition on Textile Industry) trade show in Shanghai. With more than 1,200 exhibitors, this is one of the most important trade shows for textile machinery in Asia. In addition, Adsale is the organizer of "Chinaplas" (International Exhibition on Plastics and Rubber Industries), the world's second largest trade show for plastics, which can pride itself on more than 3,000 exhibitors. Therefore, Adsale enjoys optimum access to the manufacturers of the latest manufacturing technologies for sports fabrics and products.

ISPO SHANGHAI is growing

The new multi-segment trade show, which presents more than 450 brands under one roof, opened its gates for the first time in 2015. In 2016, ISPO SHANGHAI continued on its successful course, recording 470 companies, who represented some 500 brands, and 14,593 visitors. "Thanks to the new exhibition segment, we enlarge our target group and create additional growth opportunities", states Klaus Dittrich.

Further information on ISPO SHANGHAI is available at shanghai.ispo.com. Get more information on Sports Tech Asia at www.SportsTechAsia.com

Messe München

Messe München is one of the world's leading trade-show companies. It organizes more than 40 own trade shows for capital and consumer goods and key high-tech industries at the Munich site and abroad. Each year, over 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 shows in Asia, India, Turkey, South Africa and Russia. Messe München has a global business presence with a network of affiliates in Europe, Asia and Africa as well as over 60 foreign representatives for more than 100 countries.

About ISPO

SPORTS. BUSINESS. CONNECTED. ISPO is the international sports business platform and sees itself as a partner of the sports industry. The ISPO family brand encompasses the biggest multi-segment trade shows for sports business professionals worldwide: ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI as well as the online news portal ISPO.COM with an editorial office of its own and the services ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO JOB MARKET and ISPO TEXTRENDS. With these integrated offers, ISPO is supporting

companies at every stage of development on the global sports market on 365 days a year. In the process, relevant market developments are being identified, innovations pushed forward and consumer experts involved in a well-targeted manner in order to be able to provide orientation about the international markets.