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Press release

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ISPO SHANGHAI 2016 with attractive interactive events program

Test products, make contacts and experience new things in a relaxed atmosphere—all this and more is on offer as part of the ISPO SHANGHAI 2016 events program. It all starts on Monday, July 4, two days before the start of the trade fair itself, with the ISPO ACADEMY seminars and workshops. There is also a group run through Shanghai's Century Park, a social event including "business speed dating", a skateboarding competition and a demo day, where visitors can test the latest products for themselves.

Running takes center stage

Running will play a pivotal role at this year's ISPO SHANGHAI. In the **RUNNING VILLAGE**, there will be training courses for experienced runners on offer, with half-hour presentations being held in the open seminar area. Those interested can also find out how to set up a successful commercial running group at the **ISPO RUNNING FORUM**. At the evening social event, "business speed dating" offers investors and experts as well as representatives from brands and various media the opportunity to network. More information here:

<http://shanghai.ispo.com/en/Trade-show-Visitors/Highlights-Events/Running-village/>

Group run through Shanghai's Century Park

Century Park is one of Shanghai's most beautiful locations for running. The **ISPO Lightning Run**, to be held on day two, Thursday, July 7, will cover a five-kilometer route through the park. More information here:

<http://shanghai.ispo.com/en/Trade-show-Visitors/Highlights-Events/Running-village/>

Fashion meets sport

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Sports fashion and street style will be under the spotlight at the **ACTION & SPORTSTYLE VILLAGE**. In the "Sneaker Show", manufacturers will be exhibiting special sneaker designs, including limited editions, while the "Sportstyle Workshop" provides a sneak preview of the latest fashion trends. There will also be skateboarding courses for children, competitions and longboard demonstrations.

More information here: <http://shanghai.ispo.com/en/Trade-show-Visitors/Highlights-Events/Action-Sportstyle-village/>

Let's hit the water!

Sure, these kayaks, canoes and SUP (stand-up paddle) boards look great, but how do they perform on the water? Why not find out at the 200 square meters indoor pool in the **PADDLING & WATERSPORTS VILLAGE**? Here, you can see the pros showcase their skills in kayaking, slacklining and SUP yoga demonstrations. Experts will also be on hand to share their insights into the water sports industry. More information here:

<http://shanghai.ispo.com/en/Trade-show-Visitors/Highlights-Events/Paddling-Watersports-village/>

Kayaks away!

Whether beginner or pro, kayaking fan or skateboarder, at the **ISPO Open Demo Day** media representatives, retailers and visitors are invited to test the latest sports products before the trade fair even opens its doors. At Dianshan Lake to the west of Shanghai, on Tuesday, July 5 from 10:00 to 17:00, the latest water sports, running, skating and outdoor products will be available to try out.

More information and registration here: <http://shanghai.ispo.com/en/Trade-show-Visitors/Highlights-Events/ISPO-Open-Demo-Day/>

Action Sport: China's skateboarding and BMX elite

The **Game of Skate** final sees the best skateboarders go head to head at ISPO for the first time. Alongside renowned pro skaters like Li Zhixing, Johnny Tang



and Jeremy Hu, there will also be eight amateur skaters fighting it out. Preliminary competitions held in various towns in conjunction with China's largest skateboard community KickerClub determine the amateurs taking part. The best performers from these will then be in attendance at the final during ISPO SHANGHAI.

For the BMX riders, it's more a case of cutting loose and enjoying themselves than serious competition: As part of the French "Festival International des Sports Extrêmes" (FISE), the BMX riders will show their skills on two wheels in the "flatland" discipline. Both events will take place in hall N1, at stand 1.122.

Useful knowledge and practical tips

Information about the latest developments in the sports industry is available from the **ISPO ACADEMY**. Podium discussions, seminars and workshops provide new inspiration and new points of reference. The "Stock and Order Management" conference on July 4 and 5 is aimed at Chinese retailers. Participants will find out how good stock management can contribute to their success from 13:00 in the Rainbow Hotel, Shanghai. From 18:00 attendees will then have the opportunity to network at the ISPO ACADEMY Dinner.

More information and registration here: <http://shanghai.ispo.com/en/Trade-show-Visitors/Highlights-Events/ISPO-ACADEMY-Tour/>

Find trade fair highlights more quickly

It's not always easy to track down the best products at a trade fair. Professionals from the sports industry sort through hundreds of new items—even those of the kind not on display at the trade fair—and select the best of these according to clearly defined criteria. These are given the **ISPO AWARD** and then also have the chance to be exhibited in China at ISPO SHANGHAI. The Product of the Year and the Gold Winners will be exhibited here. More information here:

<http://award.ispo.com/en/>



ISPO BRANDNEW finalists get going in China

For previous **ISPO BRANDNEW** winners and finalists, there is a special offer at ISPO SHANGHAI: A business package has been put together for them to make their start in China a little bit easier. As well as a stand at the trade fair, the package also includes participation in the **Market Introduction Program**. All participants will benefit from information on market analyses and strategies, as well as visits to Chinese retailers, spread across two seminar days from Monday, July 4 to Wednesday, July 6, 2016. At the Distributor Networking Dinner in the evening, there will be the chance to establish new or strengthen existing business contacts. More information here:

<http://shanghai.ispo.com/en/Trade-show-Visitors/Accompanying-program/Market-introduction-program/>

Color and material trends

Which materials will be in demand in spring and summer 2018? Which colors and materials are becoming popular? To find out, experts have considered influences from film, music, (social) media, art and many other fields. The results can be seen at **ISPO TEXTRENDS**, a platform for fresh and exciting innovations. Here, ISPO SHANGHAI will introduce the forthcoming spring and summer trends for the first time, to complement the autumn and winter trends on show at ISPO MUNICH. More information here:

<http://textrends.ispo.com/en/Trends/Trends-Spring-Summer-2018/>

For more information about ISPO SHANGHAI 2016, go to shanghai.ispo.com.

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 TEXTRENDS, and ISPO JOB MARKET 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-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 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.

