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Final Report

ISPO SHANGHAI 2017—Dynamic Growth in the Sports Market of the Future

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- **High interest in trailrunning and new fitness trends**
- **Great satisfaction at exhibitors and visitors**
- **Strong online reach with Tmall collaboration**

From the latest fitness and outdoor trends to innovative technologies for textiles through to new equipment: ISPO SHANGHAI, held on July 6–8, gave around 14,000 trade visitors a glimpse into the latest trends and innovations. The number of exhibitors in the halls of the Shanghai New International Exhibition Center (SNIEC) has grown to 572 this year. The collaboration with Tmall, China’s largest B2C online retailer, ensured an even higher reach also with end consumers, generating over two million likes and 40,000 comments.

Klaus Dittrich, Chairman and CEO of Messe München, said: “At ISPO SHANGHAI, it was clearly visible how much enthusiasm there is for new sports products and trends in China. The market is enjoying continual growth and there is a real thirst for knowledge.” What technologies will be put in sports shoes in future? Which fabrics and colours are going to be on trend in the new season? And where do experts see the biggest potential for the Chinese market? At the ISPO ACADEMY, representatives from the sports industry provided the audience with valuable insights. The “Football Talk” discussion, with former professional soccer player and FIFA member Wynton Rufer and Emerson Shiromaru from Brazilian sports equipment supplier Penalty, showed that China is well on its way to the top of international soccer. Youth development, building infrastructure and new sales markets formed the focus of the discussion.

Running is one of the most popular sports in China, so there was barely a spare seat to be found at the Asia Pacific Trail Running Summit. This popularity was

also demonstrated at the ISPO SHANGHAI Morning Run, with around 400 runners taking part. The [ISPO Rock Climbing Show](#) demonstrated, among other things, how Augmented Reality can be used in climbing to help get children interested in sports. This is also a top priority for the Chinese government. Together with the Shanghai Administration of Sport, ISPO SHANGHAI organized the China Kids Sport Industry Development Forum. Here, government representatives and sports experts discussed possible methods and solutions for motivating the next generation to get involved with sports.

There was also a great deal of interest in the subject of sustainability, which was given its own forum with the initiative “Brands for Good” at the trade fair for the first time. As well as showcasing sustainable products and sharing background information, tips on production processes were also provided.

Successful Partnerships

Thanks to the collaboration with Tmall, one of China’s largest online B2C retailers, ISPO SHANGHAI gave its exhibitors direct access to Chinese consumers during the trade fair and thereby online reach beyond the halls. Users were able to purchase exhibitors’ products from the current collection directly online and inform themselves about the latest trends. A total of over two million likes and 40,000 comments were generated, ensuring good interaction between the industry and the consumer.

Sports Tech Asia was held in conjunction with ISPO SHANGHAI for the first time. Under the slogan “Outdoor Technology. Smart Sports. Future Fashion.” visitors were given the opportunity to make contacts from other industries and to learn more about technological innovations in the sports sector such as using 3D printing in the production of sport shoes.

ISPO SHANGHAI in figures

One day before the trade fair itself opened its doors, the ISPO Open Demo Day kicked off proceedings. More than 270 retailers, distributors, media representatives and sports enthusiasts took advantage of this opportunity to test the latest products on site and to make some initial new contacts. The lively atmosphere continued in full force over the days that followed. Around 14,000 trade visitors filled the corridors and halls of the Shanghai New International Exhibition Center (SNIEC). A total of 572 exhibitors, an increase of 22 percent from the previous event, and 668 brands were in attendance to showcase their

product innovations across three halls and were more than satisfied with how the trade fair went.

The next ISPO SHANGHAI will be taking place from July 5 to 7, 2018. In the meantime, ISPO BEIJING is set to be held at the China National Convention Center in Beijing from January 24 to 27, 2018.

For more information about ISPO SHANGHAI, go to visit 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 JOB MARKET, and ISPO TEXTRENDS BUSINESS SOLUTIONS. 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 fair companies. It organizes over 50 exhibitions for capital and consumer goods and new technologies. Each year, more than 50,000 exhibitors and some three million visitors take part in over 200 events held at the trade fair center in Munich, the ICM—Internationales Congress Center München, the MOC Veranstaltungszentrum München, and abroad. Together with its subsidiaries, Messe München organizes exhibitions in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam, and Iran. Messe München has a global presence with a network of affiliates in Europe, Asia, Africa, and South America and around 70 representative offices abroad serving more than 100 countries.