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Press Release

Final Report

ISPO SHANGHAI 2015: ISPO's new summer show in China celebrates successful premiere

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The first ISPO SHANGHAI has closed doors following a successful premiere. 18,957 visitors attended the three-day event in Shanghai from July 2–4, 2015. A total of 354 exhibitors showcased the latest innovations of 473 brands. Participants praised the high quality of the visitors as well as the extensive supporting program.

The overwhelming success of ISPO SHANGHAI owes a great deal to its multi-sector concept including established and emerging communities for the running, outdoor, fitness, watersports, action sports, sports style, fashion and fabrics segments. Klaus Dittrich, Chairman and CEO of Messe München GmbH, also had positive feedback: "The sporting goods industry in China needed a new summer trade show for emerging segments such as running, fitness and watersports, so combining them with our established outdoor segment was the foundation for the success of ISPO SHANGHAI. Our customers support this multi-segment concept because it allows them to meet new groups of buyers. The show's successful premiere confirms the fact that the Chinese sports sector has a great deal of potential to offer, and we will continue to support this trend in 2016." International brands exhibiting in their respective communities included global players such as LP Support, Mammut, Fjällräven, Black Diamond, Camelbak and VOLCOM as well as Chinese brands such as Titalon, BlackDeer and AceCamp.

The brands and exhibitors at ISPO SHANGHAI were rounded out by a program of product tests and demonstrations, creating an interactive experience for

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visitors and a hands-on stage for products. Attractions included a multi-brand running concept store with integrated workshops, training and fitness sessions, forums where high-level speakers including Nigel Foster and Darren Bush spoke, and a 200-m² showroom featuring all the latest products and artwork from the highly creative sports, fitness and outdoor sectors.

All areas were well attended throughout the show, but the water tank was especially popular. That is where paddling demos, SUP Yoga, slacklining, the Longboard Embassy and fitness programs were held, including several sessions by internationally renowned fitness coaches. "The watersports sector was a highlight of ISPO SHANGHAI," said Diwen Shi, the General Manager of CHUMS. "We were able to meet with buyers and fashion shop owners the entire time, and there were so many programs going on that we wished we had more time there. We will definitely be back again next year."

ISPO SHANGHAI also marked the premiere of ISPO BRANDNEW in China, which showcases the products of new companies on a truly global stage. Celebrating its 15th anniversary, ISPO BRANDNEW is an absolute favorite among industry representatives and visitors alike and is proof of ISPO's commitment to the growth and longevity of the sports market. Headis, one of this year's winners, was on-site and received a great deal of feedback through all social media channels.

The show's popularity and the large number of visitors from throughout China as well as other Asian countries is a clear indication of the growing popularity of sports in China and Asia. Improving incomes, more leisure time and the link between fashion and sports have all contributed to this growth. At the same time, the Chinese government is promoting a program intended to motivate an additional 500 million people to start exercising. It is also expected to foster the growth of the sports and outdoor industries, the objective being to increase their share of the gross national product from currently 0.6 percent to 1.0 percent by 2025.



ISPO SHANGHAI also owes its success to the strong partners that support the show such as the European Outdoor Group (EOG), Fitness China, China Sports Industry (CSI), the Scandinavian Outdoor Group, the China Commerce Association for General Merchandise (CCAGM) and the World Federation of the Sporting Goods Industry (WFSGI).

One day before the show started, ISPO held its unique Market Introduction Program for international brands that are planning to enter the Chinese market. This time, seven brands and associations from the United States, Sweden, the United Kingdom, Japan and Australia participated and received detailed information in seminars, networking events, a guided tour of the trade show and a retail tour to Shanghai's leading sports and outdoor stores.

“ISPO SHANGHAI is yet another success story in the ISPO portfolio of events, and we can build on this success as the Chinese sports and outdoor market grows” emphasizes Paul März, Exhibition Director of ISPO SHANGHAI and ISPO BEIJING. “It has proven itself as the go-to platform for the latest trends in apparel and equipment in the region's sports and outdoor sectors and is a great platform where international sports brands can launch and showcase their products.”

After such a success, it is clear that ISPO SHANGHAI meets the need for a new trade show with a multi-segment concept. The 2016 edition will take place at the Shanghai New International Expo Centre (SNIEC) from July 7–9.

Additional information about ISPO is available at www.ispo.com and on facebook: www.facebook.com/ispomunich.



Statements ISPO SHANGHAI 2015:

Mr. Frank Zhao, Tittallon Outdoor Gear Co.,Ltd:

Tittallon has always considered ISPO a winter sports platform, which is understandable as China is bidding for the winter Olympics. Although ISPO SHANGHAI takes place in the summer, we still brought our skiing products that can bring a sense of coolness. As usual, our skiing products are widely accepted by consumers and distributors. Considering that this is its premiere, I am very surprised by the number and quality of visitors at ISPO SHANGHAI.

Mr. Joseph C. Wong, Mammut Outdoor Equipment (Beijing) Co., Ltd.

General Manager:

It's a good start for ISPO's arrival in Shanghai and of course important to us. ISPO SHANGHAI gives us a great opportunity to present different aspects of the MAMMUT brand. A lot of people who are interested in outdoor sports have come here, and ISPO makes us so excited by creating a lot of activities. Coming to ISPO lets you see what's happening in the industry.

Mr. Moses Zheng, Topsun Outdoor, General Manager:

As a loyal exhibitor of ISPO BEIJING, we are very happy to be at ISPO SHANGHAI, a chance to tell everyone that ULVANG is not only good at winter sports. Another highlight of ISPO SHANGHAI is that it boasts even more categories and content, so we are able to get in touch with visitors from broader backgrounds. We are very happy about that! The first ISPO SHANGHAI is really wonderful. We hope it will become even better in the future!

Mr. Tao Pang, Wild Rampage | Sports in China, Sales & Marketing Director:

We have exhibited at ISPO BEIJING since it first opened. Of course we wouldn't miss the first ISPO SHANGHAI. For the sports industry, ISPO is always the most professional, popular and trend-setting platform that combines all sorts of programs. ISPO SHANGHAI has brought a new concept to the market:



"Outdoor" means more than "skiing or waterproof jackets". More outdoor sports, water sports, roller skating and other activities are on exhibit here and offer the industry new life and opportunities. We have had many visitors during the last three days and are totally satisfied. I believe we will meet again at ISPO SHANGHAI every year from now on.

Mr. Peter Hsue, Paddle Canada China Office, Representative:

We are exhibiting at ISPO for the first time and mostly for B2B purposes. Thanks to the support from ISPO, many visitors are lining up at 8:30 in the morning. This is the first time that water sports are getting so much attention. That's pretty cool.

Additional statements and information about ISPO SHANGHAI are available at shanghai.ispo.com/en/. Detailed information about the show's highlights is available at: shanghai.ispo.com/en/Trade-Show-Visitors/Highlights/

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 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.

