

China's multi-segment sport trade fair this summer

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Press release

ISPO SHANGHAI 2016—even more exhibitors, a focus on running, and sport tourism

ISPO SHANGHAI, China's multi-segment sport trade fair, will take place this summer in the Shanghai New International Expo Center (SNIEC) for the second time. ISPO SHANGHAI 2016 is set to build on the success it enjoyed in 2015: From Wednesday, July 6 to Friday, July 8, 2016 some 400 exhibitors from over 20 countries will present the latest products from the sports industry. This equates to an increase of 11 percent compared to last year. Across an area of 33,000 square meters, trade fair visitors will find products and services from the areas of Action Sports, Sportstyle, Fitness, Running, Functional Textiles, Outdoor, Paddling & Watersports, and—new this year—Adventure Travel.

A total of 393 exhibitors representing 470 brands have registered for ISPO SHANGHAI, already exceeding last year's numbers (2015: 354 exhibitors) weeks before the start of the trade fair. Joining the event for the first time are exhibitors from Gola, Gronell, LifeStraw, Millet, Prosperous, Rehband, Swarovski, Tecnica, Yuneec, and Zeiss, among others, while international brands such as 2XU, Camelbak, Fjällräven, LP Support, Point 65, Sea to Summit, Skins, and Ulvang will return again this year.

The global interest in the ISPO SHANGHAI event is also evidenced by the new Czech Republic pavilion, as well as by the higher number of participants from Korea and Taiwan.

The key focal points of this year's ISPO SHANGHAI include Running and Adventure Travel. Sports Business Professionals do not only reach their customers through their products, but increasingly by appealing to their emotions and through events. For this reason, the Chinese sporting goods market is more and more frequently using outdoor activities and sporting events to connect with customers—and with great success. ISPO SHANGHAI will

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investigate this new trend with its Adventure Travel Segment, providing trade visitors with extensive information about sport tourism, and with representatives from event companies, vacation areas, travel agencies, and sports clubs among the exhibitors. Read more at <http://shanghai.ispo.com/Project-specific/Content/Highlights-Events/ispo-shanghai-adventure-travel-village.pdf>

What sportswear colors and fabrics are in demand? What new materials are out there? The **ISPO TEXTRENDS** platform offers answers to these questions. For the first time, ISPO SHANGHAI will also present the upcoming spring and summer trends as a compliment to the fall and winter trends showcased at ISPO MUNICH. Read more at <http://shanghai.ispo.com//en/Trade-show-Visitors/Highlights-Events/ISPO-TEXTRENDS/>

Running is one of the fastest growing sport segments in China. This is why there is such a large focus on **Running** at the trade fair. There will be a separate "Running Village", complete with training courses and conferences. The exhibitors in this area will include manufacturers of running clothes and shoes, as well as fitness equipment. Wearables, or small devices with sensors, like activity tracker wristbands, which either process data themselves or transmit it to other devices such as smartphones, will also be exhibited. Read more at <http://shanghai.ispo.com/Project-specific/Content/Highlights-Events/running-village-concept.pdf>

A comprehensive **events program**, bursting with ideas and opportunities to establish new contacts, awaits ISPO SHANGHAI exhibitors and visitors:

The **Night Run** will provide a chance to network in a relaxed atmosphere, with some 500 participants running together along a seven kilometer route through the Shanghai Century Park on the evening of Thursday, July 7. Don't forget your running shoes!

Participants will also have the chance to be active on Tuesday, July 5 during the **ISPO Open Demo Day**. From 10:00 to 17:00, before the doors of ISPO even officially open, media representatives, retailers, and sport enthusiasts can take a look at and test out the latest sports products from the following areas: Water



sports (SUP, kayak, canoe), Health & Fitness (running, fitness classes, wearables), and Fun & Outdoor (slacklining, skateboarding, climbing, camping).

The **ISPO ACADEMY** gives visitors the latest information: The “**ISPO Sports Industry Innovation SUMMIT**” will inform visitors about the current trends and investment opportunities in the global sports business on Wednesday, July 6 on the stage in hall N1. Read more at <http://shanghai.ispo.com/en/Trade-show-Visitors/Accompanying-program/Sports-industry-forum/>

The “**Market Introduction Program**” from Monday, July 4 to Wednesday, July 6 will demonstrate how companies can successfully break into the Chinese market. The two-day event offers a unique combination of seminars on market analysis and effective strategies, as well as guided excursions to local Chinese retailers. Furthermore, the Distributor Networking Dinner is the perfect opportunity to make new business contacts with representatives from the Chinese sporting goods industry and to connect with potential business partners. Read more at <http://shanghai.ispo.com/Project-specific/Content/General/Market-Introduction-Program/market-introduction-program.pdf>.

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 JOBS services.By bringing together all of these strands, ISPO is able to offer support to companies at all development stages on the global sports markets all year round—identifying relevant market developments, driving forward innovation, and pooling specific 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.

