

Shanghai, May 8, 2017

ISPO SHANGHAI 2017 is in the starting blocks

When ISPO Shanghai opens its doors from July 6 to 8, it will feature three new theme worlds—i.e. Nature & Elements, Speed & Strength and Urban & Lifestyle. More than 300 exhibitors and brands will present their latest developments to an audience of Chinese trade visitors at the Shanghai New International Expo Centre (SNIEC). Interested market newcomers can look forward to the Market Introduction Program with valuable tips from experts and a Retail Tour.

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ISPO SHANGHAI's three [new theme worlds](#)—i.e. Nature & Elements, Speed & Strength and Urban & Lifestyle—bundle the latest products and innovations in the Outdoor, Water Sports, Textrends, Running, Fitness and Action Sports sectors. The show focuses on the summer and all-season collections. Visitors not only get a quick and comprehensive industry overview, they also receive insights into the Chinese market's trends and growth segments.

Successfully tapping potential

China is the market of the future for the global sports industry, and it has an enormous amount of growth potential. According to forecasts, the Chinese sports market will be the largest in the world by 2020. ISPO's [Market Introduction Program](#) was designed to support international brands that want to gain a foothold in China. Sports industry specialists and market experts will give valuable insights into the Chinese economy and provide know-how to support companies entering the market. The seminar program will cover basic legal principles, and networking events will give participants an opportunity to make contacts. There will also be a Retail Tour of select dealers and department stores. For those who are interested in the Market Introduction Program a preview with lectures awaits them in Munich on May 31, 2017.

Other highlights and events

ISPO Open Demo Day takes place the day before the show begins at the bottom of the river Yangtze. It will give visitors a chance to test the latest products for the summer outdoor and exchange ideas and information with dealers, distributors and representatives of several brands. One of the main events on the last day of the show is the ISPO Lightning Run in Shanghai's Century Park. The program of events also features a number of other [highlights](#) such as the presentation of ISPO AWARD Winner and for the first time the ISPO TEXTRENDS for spring/summer 2019.

Synergy for visitors

For the first time ever, Sport Tech Asia is being held at the same time as ISPO SHANGHAI. The joint venture with the platform for innovative technologies in the sports industry will create valuable synergy effects for visitors. Besides the latest product developments, you can also gather information about future-oriented trends and new developments in manufacturing. Among other things, the exhibits on display will include machines for outdoor products and the latest developments in the dyeing process.

Additional information about ISPO SHANGHAI: 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 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 International is one of the world's leading trade fair companies. It organizes some 40 exhibitions for capital and consumer goods and key high-tech industries in Munich alone. 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. Messe München International's leading international trade fairs are certified by the Association for the Voluntary Control of Trade Fair and Exhibition Statistics (FKM), meaning the exhibitor and visitor numbers, as well as area specifications, are determined according to uniform standards and reviewed by an independent auditor.

Messe München International also organizes trade fairs in China, India, Turkey and South Africa. Messe München International has a global presence with a network of affiliates in Europe, Asia, and Africa, and over 60 representative offices abroad serving more than 100 countries. The company also assumes a leading role as regards sustainability, and was the first trade fair organization to be certified as an "Energy-Efficient Company" by the Technical Standards Board South (TÜV SÜD).