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Press Release

Strong brand support for the new multisports show ISPO SHANGHAI

Paul März
Exhibition Director
Tel. +49 89 949-20165
Paul.maerz@messe-muenchen.de

From July 2nd to 4th 2015, close to 400 brands from more than 20 countries present their products on the ISPO SHANGHAI 2015. ISPO's summer show in China shows on over 30.000 sqm gross space new products from Outdoor, Health & Fitness, Running, Action, Sportstyle, Water Sports and Functional Textiles. Themed villages will provide exciting content and action in the Running Village, the Paddling & Watersports Village and the Action & Sportstyle Village.

As of the beginning of May close to 400 brands have applied. The reserved space outstrips ISPO's initial plan by 17%, thus satisfies all expectations so far and the demand for more is still up. "The interest in ISPO SHANGHAI is a proof to both the growing popularity of sports across Asia and the sports industries' acknowledgement of the importance of this expanding market," says Klaus Dittrich, Chief Executive Officer of Messe München.

Key brands that have already confirmed participation in ISPO SHANGHAI span the world of sports. They range from outdoor brands such as Mammut, Fjällräven, Black Diamond, Outdoor Research, Osprey and Camelbak and Point65, Feathercraft, Clipper, Epic, Bateau, and Adidas Swimwear, all from water sports, to LifeFitness, 2XU, CEP, Skins, and Power Balance from fitness.

A number of Chinese market leaders signed up, too, including Titalon, Highland Camper, BlackDeer and Fire-Maple.

The EOG (European Outdoor Group) exclusively supports the outdoor segment of ISPO BEIJING and now also this new summer exhibition and multi-sport platform: "ISPO has always been the place where the sports & outdoor communities get together", explains Rolf Schmid, CEO of Mammut Sports and President of EOG,

“and China is the market with the largest potential in this industry.” Other partners include the World Federation of the Sporting Goods Industry (WFSGI), the SOG (Scandinavian Outdoor Group), Assosport, CCAGM (the Chinese association for department store managers), and Fitness China.

After the success of ISPO’s Village concepts at ISPO BEIJING and ISPO MUNICH, ISPO SHANGHAI will also feature this innovative model and its focus on maximum brand visibility. The Running Village, which was particularly popular in Beijing because of the co-operation with local clubs, media, and events and a growing runners community will include a multi-brands running concept store with integrated workshops, training and forums.

At the Paddling & Watersports Village, which will also include forums and speeches by renowned personalities such as Nigel Foster and Darren Bush, the area will feature an indoor water pool for demos and product testing. An immersive experience will greatly enhance the show for both visitors and exhibitors.

ISPO SHANGHAI also recognizes the link between action sports and street fashion and the importance the latter has to diversifying retailers. For this reason, they have integrated Action & Sportstyle into a single Village, designed with a 200sqm showroom featuring all the hottest products and artwork from this highly creative field of sports.

ISPO is currently holding the ISPO ACADEMY CHINA TOUR from May 11 to 22. This two-week tour visits four key cities across China and underlines ISPO’s intention of supporting and educating local sports and outdoor retailers. Subjects covered by the seminars include “Knowhow transfer for sports and outdoor retail in China– the development of the European retail market”; “China outdoor market analysis”; “Branding and pricing” and “How to use new media to boost sales”. For more information: www.academy.ispo.com

To check out the best from sports fashion and functional hard and soft goods visit ISPO SHANGHAI, taking place from July 2 to 4, 2015 in the Shanghai New International Expo Center (SNIEC) that is partially owned by Messe München International. For more information visit www.shanghai.ispo.com.

More information about ISPO can be found on www.ispo.com and on facebook: www.facebook.com/ispomunich.

Messe München International

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

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 international competition. 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.