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Press release

## **Staff changes ahead of ISPOs in China**

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## **Elena Jasper takes over project management for ISPO BEIJING and ISPO SHANGHAI**

**From April 2016, 33-year-old Elena Jasper will take over the Munich-based exhibition director role for ISPO BEIJING and ISPO SHANGHAI from Paul März, who managed both trade fairs until the end of December 2015. Paul März is now pursuing other avenues in his career.**

Elena Jasper brings to her role experience of working as a Senior Manager at Siemens AG in Munich, where she was responsible for Communication Projects and Corporate Events. Prior to this, she had worked as Manager of Social Engagement at the Deutscher Sparkassen- und Giroverband Berlin (German Savings Banks Association, DSGV), where she gained experience in sport sponsoring, organizing events for both top-level sport and mass participation sport, as well as for junior sportspeople. While working at "Olympia Bewerbungsgesellschaft München 2018" (Munich 2018's Olympic Bid Committee limited company) prior to that, she was entrusted with the task of liaising with national sponsors and outfitters. She can also bring her Master's degree in "International Business," Chinese language skills, and time spent living in Hong Kong to her new role working with the Chinese market. Sport is a major part of Elena's life both professionally and personally—she is qualified to teach snowboarding and lists keeping fit, sailing, and golf among her hobbies. Tobias Gröber, Executive Director Business Unit Consumer Goods at Messe München GmbH, on the new Exhibition Director: "In Elena Jasper, we have found an internationally experienced successor for this position of responsibility. She will bring organizational skills and events management expertise, an affinity with China and enthusiasm for sport to the role in the future and further consolidate and also strengthen the ISPO brand in China."

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Against the background of a sports market that is growing ever bigger in China, we are also restructuring the ISPO team in China:

**Project Group Director Oliver Wang**, who was previously responsible for ISPO BEIJING and ISPO SHANGHAI in Shanghai, will shift his focus to launching and growing year-round services tailored to the Asian market. In the future, he will be concentrating on ISPO OPEN INNOVATION, organization and set-up of ISPO AWARD, ISPO BRANDNEW and ISPO ACADEMY, and development of the ISPO TEXTREND AWARD.

**Project Manager Kevin Yang**, who joined ISPO in 2007, will go back to working for the ISPO BEIJING and ISPO SHANGHAI trade fairs, having organized the participation of Chinese companies at ISPO MUNICH this year. In the future, he will work in Sales and Key Account Management on the strategic further development of both trade fairs in China, supporting Thomas Löffler, who, in his role as Deputy Managing Director of MMI SHANGHAI, looks after ISPO at the senior management level in China.

"Sport in China remains an area with very high potential for growth. With the 2022 Winter Olympics being held in Beijing, the winter sports boom is set to continue in China. Restructuring ISPO will enable us to become a year-round partner for this industry in Asia. In addition to the trade fairs, we will be able to offer our customers products online and offline over the course of the year and support them in their further development and growth," said Thomas Löffler on the restructuring of the team.

For more information about ISPO SHANGHAI 2016, go to [shanghai.ispo.com](http://shanghai.ispo.com).



### **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.

### **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

