

Shanghai, July 5, 2017

## Strong Growth at ISPO SHANGHAI 2017

**ISPO SHANGHAI is going to start tomorrow with 572 exhibitors—an increase of 22 percent compared to last year’s event. Visitors can inform themselves about the latest products and innovations being offered by 668 brands (compared to 500 in 2016) in the three new topic areas—Nature and Elements, Speed and Strength, and Urban and Lifestyle. A collaboration with Tmall, China’s largest B2C online retailer, will extend exhibitors’ reach even further during their three days at the trade fair. Visitors will also be treated to an extensive program with numerous events and presentations.**

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The growing size of the sports market in China is reflected in the exhibitor numbers for this year’s ISPO SHANGHAI. Exhibitors are making their way from Europe, the USA, and the Asia-Pacific region, with industry giants such as Fjällräven, Gola, LP Support, Mac in a sac, Marmot, On, Pacsafe, Sea to Summit, and Skins among them. Joint exhibition stands from Korea, Pakistan, Switzerland, Taiwan, and the Czech Republic add an international flair. Numerous new exhibitors contribute to the increased size of the trade fair, among them the Australian label Lorna Jane, Trespass from the United Kingdom, and Shuhua, one of China’s leading fitness equipment suppliers.

### Digital Technology on the Rise

900 million customers in China will be shopping online from their home or on the move by 2020. The country already has more online shoppers than Canada and Europe combined. The People’s Republic is the second largest e-commerce market for sports and outdoor products. ISPO SHANGHAI gives its exhibitors access to this market, and in turn even greater reach during the event, through its collaboration with Tmall, one of China’s largest B2C online retailers. The trade fair provides exhibitors with a platform to present their collections for the coming season to the trade audience and, thanks to Tmall, end consumers online. Online users will even be able to buy the latest products during a live streaming session.

## **Knowledge transfer for the Chinese market**

The Chinese government has set itself the target of getting 500 million Chinese people physically active by 2025 and its citizens are on board with this. Fitness and running activities are extremely popular and this trend is reflected at ISPO SHANGHAI. For example, there will be a “Fitness Studio Business Investment & China Fitness Industry Forum,” where studio owners can find out about business models and innovations at the trade fair. There are also many other events and talks planned as part of the ISPO ACADEMY, such as the Water Sports Forum and the China Kids Sport Industry Forum. The ISPO Rock Climbing Show will demonstrate how augmented reality technology can be used in climbing gyms and the program also includes a CrossFit competition and a Longboard Test Event. On the final morning of the trade fair, it will be time to head to the starting line for the ISPO SHANGHAI Morning Run in partnership with Sanfo, one of China’s largest outdoor sports retailers.

For more information about ISPO SHANGHAI, go to [shanghai.ispo.com](http://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 BUSINESS SOLUTIONS. 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 is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.