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Press Release

Expanded Partnership and Positive Feedback

EOG Exclusive Partner of ISPO SHANGHAI

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The European Outdoor Group (EOG) and ISPO further expand their partnership. EOG will exclusively support the new summer exhibition and multi-sport platform ISPO SHANGHAI. Renowned exhibitors have already confirmed their participation.

ISPO SHANGHAI is the segment-overlapping sports business platform for the primary growth market China. It is held from July 2 to July 4, 2015 at the Shanghai New International Expo Center (SNIEC). The forecast for the new exhibition for year-round sports is very positive. With a focus on Outdoor, Action Sports, Water Sports, Performance and Fitness ISPO SHANGHAI is receiving plenty of attention from international partners as well as the industry.

Rolf Schmid, CEO Mammut Sports and President of EOG explains his decision to participate in ISPO SHANGHAI as follows: "ISPO has always been the place where the sports & outdoor communities get together, and China is the market with the largest potential in this industry. Messe München International organizing ISPO SHANGHAI as a summer event and ISPO BEIJING as a winter event in China simplifies our structure and organization. We speak to the same contacts and can be sure that they will duly fulfill our requirements."

The exclusive partnership with the European Outdoor Group (EOG) is yet another guarantee for the success of the premiere of ISPO SHANGHAI. "ISPO SHANGHAI is not just an isolated event for us but a component of our year-round partnership. This provides EOG and all our members with a number of new opportunities and openings. We are very confident that ISPO SHANGHAI will be a complete success," comments Mark Held, Secretary General of EOG.

In addition to Mammut, manufacturers like Black Diamond, Fjällräven, Deuter, Dolomite, Primus, Osprey, Julbo, Vasque, Smartwool, Sympatex, Camelbak, Point 65 Sweden and Regatta have already confirmed their participation in ISPO SHANGHAI.

Mr. Dittrich, CEO Messe München, emphasizes: “The excellent feedback of our customers and the exclusive partnership with EOG in Asia confirms the legitimacy of the ISPO SHANGHAI concept as a multi-segment sports platform for the summer cycle. The key to success is being multi-segmented as in the future new potential emerges – as confirmed by ISPO MUNICH – from the overlap of different segments.”

Have a look on what Rolf Schmid and Mark Held say on the partnership between EOG and ISPO SHANGHAI [here](#).

Detailed information on ISPO is also available at www.ispo.com and on all relevant social media.

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 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.