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Press Release

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More Nature, More Technology – Health & Fitness at ISPO MUNICH 2016

More than 2,500 exhibitors are expected at ISPO MUNICH 2016, from January 24 to 27, 2016. One of the exhibition's highlights will once again be the "Health & Fitness" area. This year, close to 140 exhibitors from the fitness and health industry will present their innovations in the newly expanded hall B4.

"These days, when you play a sport, you are not only interested in your actual performance, but also in its overall impact on your health and personal fitness," says Markus Hefter, Exhibition Group Director for ISPO MUNICH. In order to acknowledge this growing health and fitness awareness among the population the "Health & Fitness" area at ISPO MUNICH was created in 2014. "A large part of today's population has a lifespan twice that of what the expectancy was 100 years ago. This means we are old for a longer period of time than we are young," Markus Hefter adds. "Therefore we are more aware of the condition of our bodies and try to maintain our youth and fitness as long as possible." In 2016, ISPO MUNICH will once again offer information on the most important trends in the "Health & Fitness" segment, among them:

Athleisure: Everyday Sports Outfits

Fitness is a lifestyle. Those who wear fitness apparel embody youth and athleticism. And not just while exercising, also in everyday life. This trend is called Athleisure, combining fitness with leisure. In the United States only about half of the sportswear sold is actually used for exercising. Labels like Bogner, Kjús, Peak Performance, New Balance and Sportalm are increasingly

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acknowledging this trend. They and other exhibitors present their new Athleisure products in a special exhibit at ISPO VISION in hall B1.

Outdoor Gym: Outdoor Training – Even in Rainy or Cold Weather

Even classic gym exercises have started moving outdoors. Sports researcher and personal trainer Felix Klemme is convinced that exercising outdoors is not just beneficial to the immune system but also has a positive emotional impact. In 2011 he founded “Outdoor Gym”, a company offering holistic whole body workouts in the great outdoors. He will share more details in his lecture at ISPO MUNICH on January 26, 2016 (hall B4, center aisle, Health & Fitness stage, 13 to 13.30 h).

Wearables: Feedback from Your Running Shoe’s Sole

Running shoe soles that analyze running style and provide feedback; kiteboarding sensors to record height, airtime and landing impact data; or bicycle systems that automatically adjust the brightness of lights – the finalists and winners of ISPO BRANDNEW show what is possible in the Wearables sector. Wearables are small devices that either evaluate data or transmit data to other devices, such as smartphones. This segment also includes fitness trackers and smartwatches. The [ISPO BRANDNEW winners](#) and their products are on display in hall B5 at the ISPO BRANDNEW Village. In addition, there is a large selection of manufacturers from the Wearables segment in hall B4 (Health & Fitness), among them EPSON, Garmin, TomTom, Polar, FITBIT, Samsung and others.

Running Footwear: Minimalist, Maximalist or Traditional

What are the new developments and trends in the running shoe sector? What is the current state of the running shoe market? These questions will be covered in the lectures and reports at the third edition of the RUNNER'S WORLD Running Shoe Symposium, held at ISPO MUNICH. Among the participants are running



pros like Currex, Salomon and Saucony. The all-day symposium is held on Monday, January 25, 2016, starting at 10.30 h. Location: ICM – Internationales Congress Center München, access via the West Entrance.

An overview of all ISPO events in the “Health & Fitness” segment can be found [here](#). The program includes presentations by experts such as former weightlifter and Olympic champion Matthias Steiner, by the German National Soccer Team’s yoga instructor Dr. Patrick Broome and by actor and yogi Ralf Bauer. In addition to fitness the focus is also on healthy nutrition and cooking. There will be live demonstrations and interview with Surdham Göb, Sybille Schönberger and Roland Trettl.

Furthermore, the winner of the Polar Top Model 2016 contest will be announced on Monday, January 25, 2016, who will present the company’s latest products. Barbara Meier, a past winner of “Germany’s Next Top Model” chairs the jury.

More details and news revolving around the Health & Fitness segment can be found at [ISPO Health & Fitness](#). For more information on ISPO, please refer to www.ispo.com and www.facebook.com/ispomunich.

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.

