

Weltweit führende Sport-Business-Plattform
26.- 29. Januar 2014, Messe München

The world's leading sports business platform
January, 26-29 2014, Messe München, Germany
www.ispo.com



Nr. 20
Munich, January 29, 2014
Press Release

Final Report

ISPO MUNICH 2014: Successful Sprint Across The Finish

- Repeat Performance: More than 80,000 visitors from 110 countries
- Record Participation: 2,565 exhibitors
- Positive Feedback: Health & Fitness Hall

More than 80,000 visitors from 110 countries came to ISPO MUNICH from January 26 to 29. The statistics continue where the records set in 2013 left off. 66 percent of the visitors hailed from abroad, most of them from Italy, Austria, Switzerland, France and Great Britain. This year, the trade show also experienced a strong increase of visitors from other nations, such as the USA and Russia. Klaus Dittrich, Chairman of the Management of Messe München, is pleased: "The atmosphere at ISPO MUNICH 2014 was very good. All relevant statistics are extremely positive, and once again confirm our role as the international leading platform for the entire sports business."

With 2,565 exhibitors from 51 countries ISPO MUNICH celebrated a new exhibitor record (prior year: 2,481/ 52). The net exhibit space was increased by yet another 1,500 square meters to 104,720 square meters in total. In addition to a number of new special exhibit areas, such as for Padel Tennis, the new Health & Fitness Hall received very positive feedback. Klaus Dittrich comments: "The desire for fitness, balance, vitality and youth offers new revenue potential for the sports retail business. It was an important step to present the Health & Fitness trend in a designated exhibit hall at ISPO MUNICH, and thus create a new target group. We opened the doors for a new health movement. Our customers' feedback was extremely positive."

Sylvia Schalli
Projekt-PR Referentin
Tel. +49 89 949-21473
sylvia.schalli@messe-muenchen.de

Visitors also had a positive opinion about the trade show overall: close to 75 percent rated ISPO MUNICH 2014 excellent to very good, an additional 24 percent gave the event a rating of good.

Asked about their outlook for the coming twelve months, 48 percent of the polled visitors stated their belief that ISPO MUNICH will continue to gain importance, 49 percent remarked that the event's significance would remain the same.

The world's largest start-up competition also received positive feedback: asked to rate ISPO BRANDNEW, 83.9 percent rated the competition very good to good.

The sports industry's seal of quality, the ISPO AWARDS, generated a high level of media exposure and a lot of attention from trade show visitors and the international press.

Statements:

Stefan Wahlén, Managing Director, Patagonia Europe

Foremost of all I would like to heap some praise on ISPO MUNICH. The support we at Patagonia received was exceptional. Our move from hall B5 to A3 and the new booth set-up was the correct choice. We are now in a place where we see ourselves as a brand. The hall concepts at ISPO MUNICH are clearly structured and the exhibition center in Munich is outstanding. The trade show went more than well for us. What we noticed is that ISPO MUNICH is increasingly turning into a multi-segment exhibition. Every brand is there, resembling a multi-brand store.

Rolf Schmid, CEO, Mammut / President EOG

As always, the trade show in Munich went very well for us. The frequency of visitors was very high and our discussions very positive. The focus on the outdoor segment is increasing. We are returning home with a very good feeling.

Didi Serena, CEO, Kjus

We are very pleased with the frequency of visitors to our booth. Thanks to a very selective access to our booth we were able to have very positive and constructive meetings with our most important customers. Another highlight of the event is certainly our ISPO Gold Award.

Armin Fuchs, General Manager, Amer Sports Central Zone

Our exhibit booths were very busy and the atmosphere was better than expected. ISPO MUNICH continues to be an important platform on an international level.

Martin Riebel, CEO, Deuter

ISPO MUNICH is particularly important for us as a platform to present our winter sports segment to German retail. Though we came with our entire sales team to also service the international market. Many Koreans and other Asians visited our booth. We have had a long-time cooperative relationship with ISPO. We feel very good here, the team has a proactive approach towards us, and we are very well taken care of.

Klaus Hotter, Executive Vice President / Division Manager Wintersports, Head

ISPO MUNICH worked out exactly the way we expected it to. The atmosphere is positive, visitors expressed a lot of interest, the frequency of visitors to our booth was also very good, and the audience was very international.

**Olaf Jäger, Key Account Manager, rfe europa
(adidas training hardware, reebok fitness equipment)**

The redesign of hall C1 was successful. The frequency of visitors was also very positive. Compared to last year the selection in this exhibit hall has become a lot more interactive. We also took advantage of our booth for product presentations. We use ISPO MUNICH as a platform to introduce retail concepts and to network.

Marcel John, CEO, Transatlantic Fitness GmbH (TRX)

This is the second time we are at ISPO MUNICH as an exhibitor as the exclusive general importer of TRX, Trigger Point and Dynamax for Germany, Austria, the Netherlands and Italy. We are very happy that the creation of the new Fitness & Health Area made it possible to show the potential growth of the fitness industry and to integrate retail. The trade show makes direct communication to relevant decision makers among the retail sector possible. In addition, the organizers of ISPO MUNICH impressed us with hassle-free and uncomplicated communication.

Alex Pardo, Director Filial, Babolat

Babolat was present at ISPO MUNICH to support the Spanish Sporting Goods Association (AFYDA) and to further the internationalization of Padel Tennis. We were pleased that the visitors exhibited such a high level of interest in our sport. We also want to thank ISPO MUNICH for such a well-organized trade show, which allowed us to gain valuable contacts. In short: Munich was a wonderful and attentive host for the introduction of Padel Tennis to the public.

**Axel Reintges, Country Manager DACH & BeNeLux, Bullitt Group
(Caterpillar Phone)**

Bullitt Group was able to impress sports retail with its new outdoor phones Cat B100 ad B15 during our first appearance at ISPO MUNICH. We welcomed many visitors and had in-depth discussions with retailers at our exhibit booth. The additional contacts from regions like Asia, France, Italy and England made it clear to us that we can be successful on a global level. Our participation in ISPO MUNICH was a great success.

For more information on ISPO please refer to www.ispo.com and facebook: <http://www.facebook.com/ispomunich>

The latest voting results from the ISPO Network are available at: www.ispo.com/community

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, the Middle East and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 90 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 BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH and ISPO BEIJING offer a comprehensive overview of their respective markets.