

Nr. 16  
Munich, January 21, 2016  
**Press Release**

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## **The Latest Trends and Developments in Sports – The Side Event Program at ISPO MUNICH 2016**

**ISPO MUNICH, held from January 24 to 27, 2016, offers a program with a variety of events and presentations revolving around sports. Visitors can select from more than 150 events, such as demonstrations of the latest snowboard tricks or yoga on the water, and more. There are also lectures on current trends such as outdoor exercise, Piloxing or vegan nutrition.**

The **ISPO ACADEMY** will be held for the fourth time in the East Entrance EO.04 area at ISPO MUNICH. The ISPO ACADEMY offers seminars, workshops and panel discussions on the latest trends and developments in the sporting goods industry. This year, the focus is on “**Digitalization in Sports Retail**”. Bernd Mayer of Serviceplan Consulting, for example, will discuss **Sports Retail 4.0** on Sunday, January 24 at noon, and will share tips on how to add value to the retail supply chain.

If you are interested in software solutions and brand-new technologies for point of sale don't forget to visit the interactive **Retail Labs 4.0**.

The **ISPO Sports Communication Day** on Tuesday, January 26, beginning at 11:00 h, revolves around successful planning and implementation of communication. An entire series of lectures focuses on the technique called “**Storytelling**”: Experts demonstrate what successful marketing with the help of telling authentic stories looks like. The **Trainee Project** on Wednesday, January 27, puts the spotlight on the new generation of sport industry participants. The four-day **Retail Tour** throughout Munich introduces a variety of shop concepts. Among the visits are the new flagship store by Sportscheck and the weShop, a

small store occupying only 50 square meters, cleverly combining on- and offline elements.

More details on ISPO ACADEMY events are available [here](#).

### **ISPO Health & Fitness: Piloxing, Yoga, Outdoor Exercise – and Healthy Nutrition**

The “Health & Fitness” hall B4 is one of the highlights of this year’s exhibition, and hosts a variety of events. This year the focus is on mobile technologies such as activity trackers and smart watches. Samsung once again acts as the sponsor of ISPO Health & Fitness.

Master trainer Bettina Ausweger presents **Piloxing**, a cardio training combining Pilates, boxing and dance (Monday, January 25, 14:30 to 15:00 h).

Sports researcher and personal trainer Felix Klemme introduces a **functional total body workout** held outdoors on Tuesday, January 26 from 13:00 to 13:30 h. Also on Tuesday, **Matthias Steiner**, former weightlifter and Olympic champion will be at the Health & Fitness stage. As a consultant for a sensible lifestyle he will present the “Steiner Principle” from noon to 13:00 h.

If you start thinking of food after so much fitness, head over to the cooking demonstrations. There will be presentations by the master of vegan cuisine, **Surdham Göb** (Monday, January 25, 14:00 to 14:30 h), starred chef **Sybille Schönberger** (Tuesday, January 26, 16:00 to 16:30 h) or top chef **Roland Trettl** (Sunday, January 24, noon to 12:30 h).

More [Health & Fitness](#) events

### **ISPO OPEN INNOVATION: Collaboration with Consumers**

What do consumers expect from new products? How do products perform when undergoing initial testing? The online platform ISPO OPEN INNOVATION allows companies to get in direct contact with consumers. Daily live demonstrations in the aisle between halls A3 and A4 show how this works, and how manufacturers and consumers actually collaborate. More information at:

<https://innovation.ispo.com/>

### **European Outdoor Group (EOG)**

The European Outdoor Group’s (EOG) press conference on January 24 from 13:00 to 14:00 h (Press Center West) provides a status update on the performance of the Outdoor market with the latest results. In a subsequent panel discussion experts including John Jansen, EOG President and Klaus Dittrich,

Chairman and CEO of Messe München, will discuss the challenges currently facing the Outdoor industry.

A new highlight in the Action Sports area is the **Watersports Village** in hall A6 featuring sports like kayaking, stand up paddling and kiting. A 240-square-meter pool invites participants to preview or test watersports products. And there is a yoga session on the water for relaxation. Instead of using a yoga mat, the poses are done in the pool on an inflatable stand up paddling board (iSUP). If you want to find out how to exercise on the floating surface you can try it with the help of snowboard freerider and yoga instructor Nici Scheichl, every day from 13:30 to 14:00 h.

### **Cable Session: Snowboard and Freeski Live**

Freestyle also works indoors: During the [“DJI Cable Session”](#), held for the first time at ISPO MUNICH, snowboarders and freeskiers will show off their most spectacular tricks. Selected riders will compete against each other for two days. Then the snow arena in the atrium between halls A6 and B 6 will be opened to the new generation. The kids can look forward to coaching, fun contests and a meet and greet with the pro riders. Among the celebrities is former German pro snowboarder and Olympic champion Nicola Thost.

### **Symposium: Winter and Schools**

Why are winter sports having such a hard time getting established at schools these days, and how can this be changed? High-caliber association and industry representatives, active and former top athletes and other experts will discuss this question as part of the initiative “Your Winter. Your Sport” on Monday, January 25, from 11:30 to 13:00 h at the ISPO Alm (between halls A1 and B1).

For a listing of the entire side event program at ISPO MUNICH 2016 please click [here](#).

### **About ISPO**

Under its ISPO brand Messe München 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.

**About Messe München**

Messe München is one of the world's leading trade-show companies. It organizes about 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 about 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 International 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.