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Press release

Record number of exhibitors Strong international presence at ISPO MUNICH 2017

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When ISPO MUNICH starts on February 5, it will have 2,732 exhibitors. For four days, Munich will be a gathering of the international sports business. There has been a significant increase in the number of countries from abroad, making the fair more international than ever. From the latest winter sports trends and suitable outdoor equipment to the latest fitness and sports fashion trends and technical textiles: The industry will showcase everything that will be in the stores in the upcoming season at ISPO MUNICH from February 5 to 8.

Given these developments, Klaus Dittrich, Chairman/CEO of Messe München, appeared very pleased at today's ISPO MUNICH press conference: "The 16 halls at the Messe München trade-fair center are booked to capacity. 89 percent of exhibitors are from abroad." Besides Germany, the countries with the largest numbers of exhibitors are China, Italy, Taiwan, Great Britain and the United States. This year's new exhibitors include Samsung, Casio and Triumph. The Outdoor sector has seen strong growth with 40 new exhibitors. Among other things, they include international brands such as Scrubba, a former BRANDNEW finalist (2015) from Australia, and Sealand Gear from South Africa.

A list of all exhibitors is available in the [exhibitor directory](#) and in the [ISPO MUNICH App](#).

As an industry and communication platform, ISPO has enormous range 365 days a year. For the first time after 16 years, adidas will be part of this network again. Together with adidas, ISPO is organizing a symposium on "Digitalization as a growth impetus in industry and commerce" on Monday. The symposium will then be followed by a product event.

Growth potential for the industry

To be successful on the market in the long term, it is important for companies to tap new growth potential. The ISPO consumer report, a survey of 3,500 consumers in the D/A/CH region, shows where that potential can be found. ISPO compiled the report in conjunction with the Konzept & Markt market research institute. Health and fitness sports disciplines such as yoga and pilates are more popular than ever, making them a huge future market. In addition, sports have a growing influence on fashion, so it also has a great deal of potential. The market for wearable electronics also continues to be very promising. ISPO MUNICH will give exhibitors such as Samsung, Casio, Garmin and Polar a chance to present their latest developments in a special "Mobile Health & Fitness" area in Hall B5.

ISPO MUNICH is partnering with Bogner and the Fraunhofer Institute for Integrated Circuits to examine the topic of virtual reality in the retail trade. Thanks to a virtual reality headset, visitors can stand on a 500-meter-high tower of ice in the middle of a winter wonderland with an eagle circling above them in the middle of a snowstorm. A small bridge guides the guest through a portal and a journey through time through the world of Bogner begins. Then the traveller makes a short ski run in the latest Bogner outfits.

The results of the ISPO consumer report and the ISPO SPORTS EVOLUTION REPORT will be presented at the ISPO ACADEMY on Sunday, February 5 from 14:00–15:30 and on Wednesday, February 8 from 11:15–11:45.

Herrmann Maier being honored with the ISPO Cup

Ski legend Hermann Maier will be honored as the "Sports Personality of the Year" at the ISPO VIP Dinner on Tuesday. Maier is an exceptional athlete and the second most successful ski racer in World Cup history. Messe München CEO Klaus Dittrich about this year's winner: "Hermann Maier is an exceptional athlete who has had had some outstanding achievements in his career. Thanks to his fighting spirit and his determination, he has left his mark on the sport of skiing like very few athletes before him."

Other guests from the world of sports and politics are also expected. Among other things, windsurfer and kite surfer Robby Naish, ski legends Bode Miller and Maria Höfl-Riesch and ultra-runner Florian Neuschwander will be at the fair. Thanks to the Federation of the European Sporting Goods Industry (FESI), Elżbieta Bieńkowska, the EU Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, will be at ISPO MUNICH on Tuesday. As a result,

the relationship between European institutions and the sporting-goods industry will be strengthened even further.

All [events](#) and a [list of prominent guests](#) are available at the ISPO MUNICH website.

Focus: Women in sports

Targeting women and addressing them specifically makes it possible to tap new sales potential in the sports industry. For the first time ever, ISPO will be a stronger platform for the topic of women in sports. Whether as managers, influencers or as a target group for the sports industry, the status quo shows that there is a need for action. As part of the ISPO ACADEMY, panel discussions about women as a target group in the sports industry are planned. Women visitors can take advantage of the Women's Business Lounge in Hall B1. On Sunday through Tuesday at 11:00 and 15:30, it will also be the starting point of the ISPO Experts4Women Tour of select brands. A guided tour of the fair for women, which is being organized in conjunction with Messe München's "Women Connect" initiative, is also planned. Another highlight in the program of events is a visit by five Olympic gold medalists from the **FC Bayern Munich Women's Football Team** on Monday, February 6.

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 services. 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 world's leading trade fair companies. It organizes over 40 trade fairs for capital and consumer goods and new technologies in Munich and overseas. 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 fairs in China, India, Turkey, South Africa, and Russia. Messe München has a global presence with a network of affiliates in Europe, Asia, and Africa, and over 60 representative offices abroad serving more than 100 countries.