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**Press release**

From Outdoor to Action Sports

## **ISPO MUNICH 2017 shines with plenty of prominent athletes and trends**

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**Besides 16 halls full of new products in the sectors for Outdoor, Ski, Action, Performance Sports, Textrends, Health & Fitness, Sportstyle and Sourcing, visitors attending ISPO MUNICH can expect a full supporting program. More than 400 presentations, events and panel discussions are planned from February 5 to 8. In addition, sports greats such as windsurfer Robby Naish, ski legends Bode Miller and Maria Höfl-Riesch and ultra runner Florian Neuschwander will also be at the fair.**

ISPO MUNICH, the largest industry gathering for international sports business, starts is just a few weeks. Besides some 80,000 visitors and—for the first time ever—more than 2,700 exhibitors, a number of prominent guests are expected. Among others, they include the Bayern Munich Women's Soccer Team (Sunday, February 5), former ski racer and multiple Olympic Gold Medalist Maria Höfl-Riesch, (Monday, February 6, 12:30 to 13:30, Hall B4, Health & Fitness Stage), two-time Ironman Champion Nils Frommhold (Monday, February 6, 14:30 to 15:00, Hall B4, Health & Fitness Stage) and windsurfing legend Robby Naish (Tuesday, February 7 in Water Sports Village, Hall A6). In addition, ski racer Bode Miller (Sunday, February 5) and ultra runner Florian Neuschwander are also expected. A list of other sports greats and athletes at ISPO MUNICH is available [online](#).

### **Safely equipped for challenges in winter sports**

Whether ski touring or free riding, enjoying the snow off-piste is becoming increasingly popular. Still, it is important not to underestimate off-piste dangers. That is why the ISPO Snow & Safety Summit at ISPO MUNICH will have a special

area in Hall A3 with the best products dedicated to the topic of safety. In addition, brief presentations with valuable tips, among other things on safety for beginners and night tours, await visitors every day between 17:00 and 18:00. Next door, Hall A4, the traditional home of the Ski segment, will feature everything that is important for the ski slope and cross country skiing. New: For the first time ever, several helmet and goggle manufacturers will have a bundled exhibit of their products in Hall A4. Visitors who want to gather information about the challenges and potential associated with the winter sports market should attend the panel discussion of the "Your Winter, Your Sport" initiative on Monday, February 6 from 13:00 to 14:00, East Entrance.

### **On the boards of this world**

Halls A6, B5 and B6 are a meeting place for surfers, skaters, snowboarders and freeriders. Thanks to the new ISPO POLYGON hall concept, there will be a wide center aisle in Hall B6 where exhibitors can present their latest developments like on a runway. Manufacturers of snowboards, skateboards, urban- and street-sport products and sneakers will showcase themselves in this inviting and open atmosphere.

Watersports enthusiasts meet at Water Sports Village in Hall A6. There will be a 20 x 10-meter indoor pool where people can try out the latest kayaks and stand-up paddle boards (SUPs) directly at the fair—and learn a lot: Anyone who wants to take a crash course in "SUPing" from a pro can do so here several times a day. There will also be a daily demonstration of boxing on SUP boards. Isa Sebastião's presentation is a little less intense: She paddled 170 kilometers on the Sado River in Portugal alone—and it took 24 hours. She will talk about her experiences on Sunday, February 5 from 14:30 to 15:00. Freediving runner-up Robert Woltmann knows all about holding your breath. He will demonstrate his skills on Tuesday, February 7 from 16:00 to 16:30.

There will also be plenty to see on and above the water: For example, three of the best slackliners will compete against one another on Monday, February 6 from 17:00 to 18:00. On Sunday, February 5 there will be a panel discussion on surfboards and the challenges of sustainable production (13:00 to 14:00 in Hall A6). Other events and information about Action Sports is available [online](#).

### **Girl power**

These days, young women are often healthier and better trained than they were a generation ago. Why is that? Popular women trainers including Marleen Schumacher and Svenja Sörensen (**Greenbodycamp.de**) and Marie-Luise Klietz (**Fitmedmary.de**) will demonstrate how it works. Besides trends such as boutique fitness, it involves established sports disciplines such as running and yoga as well as the latest developments in wearables and mobile data devices that are now much more than "just" fitness bracelets. Additional information about the latest developments in Health & Fitness is available in a recent [press release](#) and other program highlights are available [here](#).

### **Continuing education for sports professionals**

The program of events at the ISPO ACADEMY and ISPO MUNICH allow you to take advantage of your visit to continue your professional development. All four days of the fair feature discussions and presentations on topics such as Brand Communication 2.0 (Sunday, February 5, 11:30), Innovation and Sustainability (12:30), Women in the Sports Business (Monday, February 6, 11:30) and Challenges and Trends in the Sporting Goods Industry (Wednesday, February 8, 12:00). The lecture program at the ISPO RETAIL LAB 4.0 specifically addresses dealers and features presentations of the latest technologies (Sunday, February 5, 10:30 and 11:00). All presentations take place at the Conference Arena in the East Entrance. An overview of all ISPO ACADEMY topics is available [here](#).

### **Networking at ISPO MUNICH**

Exchanging ideas and information and inspiring one another: ISPO MUNICH provides the perfect surroundings for doing so. Every day between 17:00 and 19:00, athletes, managers and newcomers stop by ISPO After Work in the Atrium West (between Halls A1 and A2) to network, relax and enjoy a drink and music from a DJ. A new meeting place for bloggers, the ISPO Bloggers Lounge, will be in the Action Sports Hall B6, and climbing fans can meet in the Vertical Fitness Bar in Hall A3. Visitors in Hall A2 can choose between the Outdoor & Travel Bar and the legendary SOG Bar in Scandinavian Village.

All ISPO MUNICH events will be presented in the [event overview](#).

An overview of all exhibitors is available [here](#).

**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 Veranstaltungscener 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.