

ISPO Beijing Final Report

Winter Olympics light the Asian sports industry

ISPO Beijing 2018 (January 24 to 27) was a huge success: 463 exhibitors, 745 brands and more than 30,000 visitors confirmed the positive trend being witnessed in the Asian sports market over the four days. ISPO Beijing will take place at a new venue with an even bigger exhibition space as from 2019 on account of the further growth expected.

“Over the last few days we have seen how major sports events, such as the Olympic Games, can have a real knock-on effect. Interest in new winter sports products and services was huge,” says Klaus Dittich, Chairman and CEO of Messe München. “In order to cope with growing demand over the next few years, ISPO Beijing will change the location and will be held at the China International Exhibition Center (CIEC) with an even larger exhibition space as from 2019.”

In 2018, 463 exhibitors and 745 brands were on-site, more than half of which were international. The companies and their innovative new products proved that there are continued impressive growth rates in the areas of functional clothing and wearables to be expected. The Start-up Village was a real attraction for lots of visitors. Here, young Chinese and international companies presented their innovative developments and provided the entire sports industry with fresh impetus.

On the first Day of ISPO Beijing, Alibaba’s Tmall and ISPO announced a planned cooperation. As part of the initiative, Alibaba intends to support the ISPO network by digitizing its services, particularly those aimed at the Chinese market. The contemplated cooperation will enable the over 4,000 international ISPO customers from all over the world who want to expand their e-commerce business into China to learn about the Chinese consumer market and how to work with Alibaba’s e-marketplace Tmall. More information you find in the latest press release.

- **Supporting program covered trends**

The extensive supporting program, which included a wide range of presentations, podium discussions and forums, also saw packed audiences in 2018. The Sports Industry Forum focused on the future of the Chinese sports market. Over 200 experts discussed areas for investment, sponsorship opportunities and future sports events. The Asia Pacific Snow Conference covered the types of innovations needed in order to effectively design ski resorts and thereby stimulate winter sports tourism.

The next ISPO Beijing will take place from January 16 to 19 at the new venue, the China International Exhibition Center (CIEC). For more information on ISPO Beijing 2018 and 2019, please visit www.beijing.ispo.com/en/

About ISPO

ISPO is the world’s leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide. This includes the world’s largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.