

Munich/Beijing, January 23, 2018

Press release

ISPO Beijing to start with fully booked halls

ISPO Beijing will open tomorrow in the sold-out China National Convention Center (CNCC). A total of 463 exhibitors and 745 brands, more than half of which are international, will be on hand. The winter sports euphoria sweeping over China is fueling the country's entire sports market: Thanks to the public's growing enthusiasm for sports and the increasing relevance of the sports industry itself, more and more new companies are springing up. They will present their products in the start-up village. An extensive supporting program will complement the trade fair.

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In 2018, the entire site is fully booked – the exhibition space has been expanded and a third floor added. ISPO Beijing has reacted to growing demand. With an increased amount of space, it will be held in 2019 in the New China International Exhibition Center (NCIEC).

This year, companies from France, Austria, Switzerland and Czech Republic will present their innovations under the umbrella of joint international booths. Start-ups will also join such market leaders as Fjällräven, Garmin, Head, Kailas, Marmot, Nordica and Rossignol. The many Chinese brands represented will include Active Intelligence, BodyPlus, goTele, Letsgo and Rico Lee China. In addition, past and present ISPO Brandnew winners like PYUA and Microsfere will be taking part in the trade fair.

ISPO and Tmall launch partnership

With Tmall, the ISPO Group has gained a new, powerful and forward-looking partner for its activities in China. The online platform enables companies to gain special access to end consumers in China and brings flagship stores online. Brands have a decisive advantage on the Chinese market – particularly if they do not have a physical presence in China. The platform also creates an opportunity for companies to join in the growth being produced by one of the most important

future markets of the sports industry. Thanks to the partnership, ISPO clients gain an edge in the registration process for a Tmall shop.

One other benefit of the partnership is live broadcasting during the ISPO trade fairs in Munich, Beijing and Shanghai. The format was successfully used in 2017 with more than 8.5 million likes and 119,000 comments. It will be continued this year. Exhibitors will also have an opportunity to showcase their product lines to consumers during live sessions.

Comprehensive conference program

In addition to the many innovations at the trade fair, visitors to ISPO Beijing can expect a comprehensive supporting program with presentations, podium discussions and panels. The focus of this year's Industry Forum will be "sports towns" - newly built sports venues and resorts financed by the Chinese government that are located outside of major cities. The sites are part of the government's five-year plan for the development of sports in China. The internationally recognized trend experts Louisa Smith and Emily Qu of the China Textile Information Center will participate in the Sport Fashion Trend Forum. They will provide designers and product managers with a preview of future colors, forms, materials and innovations for the 2019/2020 Autumn/Winter collection.

You will find more information on ISPO BEIJING 2018 at 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.