

ISPO Munich. Home of sports.  
November 28–30, 2022, Messe München, Germany

OutDoor by ISPO  
June 12–14, 2022, Messe München, Germany

[www.ISPO.com](http://www.ISPO.com)



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## Press Release

### More relevance and inspiration

## Realignment: ISPO Munich and OutDoor by ISPO permanently shifted to new dates

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Together with leading sports and outdoor brands, retailers, and industry associations, Messe München has made two groundbreaking decisions: Effective immediately, ISPO Munich will be held permanently at the start of the winter season at the end of November, thus leaving the previous January date. OutDoor by ISPO is moving up permanently from the end of June to the end of May/beginning of June.

For 2022, this means that ISPO Munich 2022 will now take place from November 28 to 30, 2022 (Monday to Wednesday). The new date for OutDoor by ISPO 2022 is June 12 to 14, 2022 (Sunday to Tuesday).

The permanent shift in dates is a strategic decision due to the far-reaching market changes of recent years. Industry and retail are facing major shifts in the global supply chain, which also caused changes to order cycles. Scheduling ISPO Munich in January or February, as was previously the case, is therefore too late for many industry participants. The permanently brought-forward date for OutDoor by ISPO also works much better with the new order cycles.

"When the industry changes, we also have to find new ways," says Klaus Ditrach, CEO of Messe München. "The new dates are the ideal response to current and future challenges. Above all, they offer completely new opportunities for industry and trade."

### Inspiration and activation to kick off the season: A new ecosystem for industry, trade and consumers

The permanent move of the dates will give the leading international trade shows even more relevance and a completely new significance as an important source of inspiration for both the entire industry and the end consumer. "In the future, ISPO Munich will not only be the meeting place for the industry's top decision-makers and the ideal platform for brands to place the most important messages

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for the market, but also the worldwide kick-off event for the winter season," says Klaus Dittrich. "This is where retailers get an overview of the season's new products and can then start the ordering season, where decisions of industry-wide significance are made, and where consumers are excited, inspired and activated at the same time."

"We are creating a completely new business ecosystem here, where ISPO Munich and OutDoor by ISPO gain more relevance by adapting to the changing order cycles," says Tobias Gröber, head of the Consumer Goods Business Unit at Messe München.

### **New dates offer exhibitors and trade visitors concrete advantages**

The realignment of ISPO Munich and OutDoor by ISPO has numerous advantages for exhibitors and trade visitors:

- The dates are now at the beginning of the industry-specific order cycles in each case
- From now on, exhibitors and trade visitors will have an earlier overview of the market each year
- With the consumer festival at ISPO Munich, end consumers will be activated for the coming winter season through events and experiences

"We will take the concept of ISPO Munich and OutDoor by ISPO into a new dimension," promises Tobias Gröber.

For optimal impact, the duration of both events will be shortened to three days and a maximum size for booths will be introduced. Currently, a maximum of 150 square meters of booth size is planned for OutDoor by ISPO and a maximum of 200 square meters of booth size per exhibiting brand for ISPO Munich.

This decision was made after the positive experiences with IAA MOBILITY, for which Tobias Gröber was also responsible. The duration of this trade fair was also shortened with its move to Munich and the size of the booths was limited for the first time.

### **OutDoor by ISPO is strengthened as a leading trade show**

With the decision to move ISPO Munich, OutDoor by ISPO in June will be the first ISPO trade show in 2022. "We are thus strengthening the position of OutDoor by ISPO as the leading international trade show for the outdoor industry

and a source of inspiration for everyone interested in the outdoors," says Klaus Dittrich.

Next year, OutDoor by ISPO, from June 12 to 14, 2022, will be held once at the MOC Veranstaltungszentrum and the former railroad repair plant located in the immediate vicinity, thus offering new opportunities for brand staging and event formats.

The June date is an interim step to an even earlier date starting in 2023. For 2023, OutDoor by ISPO is again scheduled for May 22-24 at the trade fair center in Munich-Riem. It will then be held permanently at the end of May/beginning of June. "We have received broad approval for this decision not only from the advisory board of OutDoor by ISPO, but also from many other industry participants," says Tobias Gröber.

"As a result of the decision we have made together with the industry and retail, the industry will benefit long term from the new orientation of ISPO Munich and OutDoor by ISPO," says Klaus Dittrich. "We can already promise that both trade shows will be more innovative, pioneering, relevant and activating than ever from 2022 onwards."

### **What our partners say**

Mark Held, President European Outdoor Group

"The new timing better reflects the realities of the market now and in the future, and creates an international beacon event for all stakeholders at the right time – before the majority of the seasonal order business is conducted. For me, this is also a powerful representation of our ongoing positive, constructive, and successful partnership with Messe München and a great example of true pre-competitive collaboration at its finest.

As further evidence of this collaboration, Messe München is now also bringing forward its ISPO Munich dates, going out of the way to ensure that the event remains a relevant and successful gathering for both the outdoor and sporting goods sectors. I applaud the team at Messe München for their courage in implementing these major changes for such important events and I'm looking forward to seeing everyone in Munich at OutDoor by ISPO in June next year."

Arne Strate, General Secretary European Outdoor Group

"The European Outdoor Group has undertaken extensive research, with our members and with other individuals and organisations in the industry, and it's very clear that trade shows will remain an integral part of the business year for

the wider outdoor and sporting goods sectors. When held at the right time, there is simply nothing as effective and efficient for providing a full overview of the market, new products, and global trends, or for catching up with peers and colleagues in just a few short days.

For these reasons, we are extremely pleased that the team at Messe München have listened to the needs of our members and the wider outdoor industry. They have agreed to bring the date of our joint show, OutDoor by ISPO, forward to the first half of June in 2022 and even earlier in 2023 to the end of May."

David Ekelund, Chair of the board, Scandinavian Outdoor Group

"Yes! Though we were really excited to get together, have a boost of energy and get the chance to show case what has been cooking in the Scandinavian design teams – we do believe that the new dates are just right and will put Outdoor and ISPO in the right place in the calendar. We promise to be back with a bang! Everybody to Munich 2022!"

Andrew Denton, CEO of the UK's Outdoor Industries Association, member of the OutDoor by ISPO advisory board

"After much debate, survey work and reaching out to the industry we are pleased to support the new earlier dates of OutDoor by ISPO and the ISPO Munich (Originaltitel: Winter-sports ISPO) show. Supply chain issues, and delays are a global problem for the entire industry right now, it is essential we get ahead of them and as we return to a post-Covid world we have trade meeting points that are in the right place, with the right partners and at the right time. The OIA will do all it can to support ISPO and look forward to seeing our members in Munich in 2022."

Antje von Dewitz, CEO VAUDE Sport GmbH & co. KG

"I am very pleased that both ISPO Munich and OutDoor by ISPO (the latter especially from 2023) will be moved significantly forward in time and thus become real leading trade fairs. The long-forced break by Covid has shown us that the exchange between brands and retail about trends, highlights and innovations through these trade fairs is important for the emotional cohesion and professional interaction in our industry. The early timing clearly supports this meaningfulness. We at VAUDE will definitely be represented at both trade fairs."

Ronny Höhn, Managing Director Bergfreunde

"I consider the fact that the OutDoor by ISPO trade fair will take place earlier in the year in future to be an important and correct step, as it better reflects the order and season planning cycle and thus meets the needs of retailers."

Andy Schimeck, Managing Director Equip Deutschland GmbH

"In close coordination between the outdoor and sporting goods industry, the

important partners in the sports and outdoor trade and Messe München, we have succeeded in setting the leading global trade fairs, OutDoor by ISPO and ISPO Munich, on dates that suit all partners in the future. We are certain that the trade fair in June and in future in May will set the impulses for the industry worldwide. And together we, as the outdoor industry, will generate worldwide visibility for the cross-sector themes of the future. I am looking forward to strong trade fairs in June and November and appeal to all partners and colleagues to do the same. Only together are we strong."

Benjamin Thaller, Executive Director of Outdoor Sports Valley

"The trade show remains a key moment for the industry. It is a meeting place of the outdoor sector where we can not only exhibit but also, discover and share. After 2 years of "No show" we are excited to see OutDoor by ISPO coming back in 2022 with earlier dates. Beginning of June fits with the market expectations of suppliers in order to match the reality of supply chain. Outdoor Sports Valley will be present at the show with the "Camp de Base" booth gathering brands of the French outdoor industry in order to provide them with a key opportunity to enter and succeed on worldwide outdoor market. See you in Munich on June 12."

Michel Gogniat, Sales Director at Ternua Group

"In the last two years, we have all faced huge changes in our lives. Our industry was also severely impacted in many ways, one of them being the supply chain. This makes it crucial to be able to meet all our key partners much earlier than it used to be. Messe München's team has been, as usual, very attentive to our needs and proactive to find solutions. We really look forward to be back to Munich and experience again the vibrant atmosphere of ISPO Munich and OutDoor by ISPO."

Hans-Hermann Deters, CEO SPORT 2000 GmbH

"We're convinced the industry needs a strong leading trade fair. With the reorientation of the dates, Messe München is demonstrating proximity to both the market and customers. With the new dates, the course has now been set for ISPO Munich an OutDoor by ISPO to gain significant relevance again. The new dates are ideal for the respective saison kick-off and will certainly make the trade fairs the place-to-be. Together with the SPORT2000 management team I'm certain our retailers will use this platform. The decision made by the ISPO organisers has met both our expectations and the wishes of retailers. So we're definitely looking forward to events with all the important participants, at the ideal location and now also at the right time!"

Natascha el Mahmoud, General Manager Commercial Europe Jack Wolfskin  
"With ISPO being moved to November, the trade fair is gaining in importance for us. It marks the official start of our sell-in process and thus creates great added value for all our customers. They can get an overview of the upcoming trends and highlights of the season at exactly the right time at the fair."

Martin Riebel, CEO Schwan Stabilo Outdoor Gruppe  
"Finding the right dates for the major flagship trade shows ISPO and Outdoor by ISPO was a thorny issue long before Corona. As with so many things, Corona has now once again acted as an accelerator. The newly set dates make absolute sense because they now finally serve as a perfect pre-orientation for the trade before the first shopping appointments, and buyers can get a global overview of new trends, brands and innovations."

#### **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. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Collaborators Club, ISPO Award, ISPO Academy, ISPO Textrends and ISPO Job Market. 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.

#### **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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.