

## **Final Report**

### **ISPO Shanghai 2023**

#### **Trends, Solutions, and Prospects: Our new future starts here**

From June 30 to July 2, 2023, ISPO Shanghai 2023 made a victorious return to Shanghai New International Expo Center with **511 Chinese and international brands (50% over the previous years), represented by 395 exhibitors and 40,174 industry visitors and sports fans, reach an increase of 100% over the previous year.**

The trade show, covering outdoor sports, camping lifestyle, water sports, urban sports, cycling, rock climbing, RV touring and other sports lifestyles, exhibited cutting-edge trends, new brands, new products and new technologies. It also held forums and lectures on hot topics such as sports & tourism, sports fashion trends, international exchanges between industries, and international marketing. The newly-open "ISPO Sports Park" ignited the sports enthusiasm of the participants through its festival concept, and injected vitality into the industry.

Looking back, Ms. Xu Jia, General Manager of Messe Muenchen Shanghai Co., Ltd. and CEO of Messe Muenchen (Greater China), was very emotional: "The sports lifestyle industry is now riding on the fast lane. As an important business platform, ISPO will take on a more difficult mission than ever. Through the exhibition and interaction in the past three days, we are so happy and proud to see that everyone have gained something in ISPO Shanghai. We are also aware of the increased pressure and responsibility we are going to shoulder. ISPO has always tried to provide accurate market information to the industry communities and sports brands, and to exhibit new sports lifestyle to the industry practitioners, sports enthusiasts and the public, in the hope that ISPO can always be part of the healthy development of the industry."

#### **International brands are back, and the industry has found a new path**

As an international exhibition, ISPO is again connecting the Chinese and international sporting goods market after international traveling recovered. This year, ISPO

Shanghai welcomed 140 international brands, which accounted for 27.4% of the exhibiting brands and marked an increase of 1.7 times over the same period last year.

LOWA Asia-Pacific & South East Europe Sales Director Mr. Matthias Preussel said: “I see a lot of new brands here, which I have not seen before, have never heard the name even before. So I think the development of the outdoor market in China is much faster and much more vibrant than in Europe. It's good to see that more and more people come, people are happy to go out and talk to the consumers again, talk to the industry leaders. It's very good to have such a strong traffic here. “

The return of international brands clearly reflects the stable development of China's sports consumer market. Water sports consumer market has made a giant leap this year as many tourist destinations are building water sports facilities. As a result, the Water Sports exhibition area doubled this year. At the large pool and the surfing simulation machine staged for the first time at ISPO Shanghai, continuous product tests, competitions and other activities were held. The area was always crowded with sports enthusiasts ready to have some novel experience.

Sports lifestyle has become popular among the Chinese people, and such changes have stimulated the industry to keep up. At ISPO Shanghai 2023, outdoor clothing brands have come up with more trendy, younger-looking designs, so that wearers can switch between urban and outdoor identities anytime, anywhere.

### **New development and new ideas in the new market architecture and stage**

Industrial development has its cycles and stages, and it requires strong new stimulus, apart from the reform and upgrading of the industrial structure. To this end, ISPO Shanghai 2023 has developed new concepts and perspective that are implemented from strategic layout to event design.

Messe München Consumer Goods Project Director and global head of ISPO group Tobias Gröber said :“Outdoor and Sports are not only defined by innovative products, but on top they are extremely positive on people's physical and mental health, the society and the environment. These positive aspects have been promoted heavily

through ISPO Shanghai. The industry is changing, new brands, younger people have entered the game, and the influence of sports lifestyle has been amplified like ever before. I believe we will have closer and stronger global connections in the future.”

In addition to the expansion of core exhibition categories that reflect mass sports lifestyle, ISPO has created "fields" that undertakes such concept and spirit. From the outdoor camping between the mountains and the sea, to the sports venue in cities, it connected all these places through "sports tourism", and balanced between people, styles and contexts.

The trade show was also at the forefront of sports lifestyle. To support "mass sports", the "ISPO Sports Park" presented not only sports elements such as cycling, frisbee, and equestrian, but also trendy lifestyle such as coffee, wine, and RV travel. A Mass Fitness Dance Competition was organized to expand its visitor base. Moreover, ISPO Shanghai worked together with the local communities, organizations and businesses, and held sports meetings and carnivals that formed regional "night economy" and created new interactive experience for participants.

### **Professional platform of important industry information exchange and release**

Any industry would have its own development cycles and phases, in which different problems arise. For a very long time, ISPO has provided professional perspectives by creating tailor-made forums for information exchange and release, important policy interpretation, trend forecast, experience sharing and case analysis.

This year, ISPO Shanghai organized conferences and forums on three themes: sports tourism, sports fashion trends, and the international market expansion of Chinese sporting goods brands. They clarified the pain points and solutions concerning the integrated development of sports + tourism, market channel extension, sports fashion trend, consumer profiling, and interpretation of cross-border e-commerce platforms, which helped industry practitioners in the face of problems and challenges.

### **Gratitude to all exhibitors, partners and visitors**

Today, ISPO is growing into a more comprehensive and diversified platform. Such progress is impossible without the support and trust of exhibitors, partners and visitors. The ISPO team wants to express its heartfelt respect to all the friends worked hand in hand with us during the exhibition, and our thanks to the colleagues for their company, encouragement and advice to ISPO. In the future, ISPO will continue to uphold its original mission and provide better, guaranteed services for the industry.

The next ISPO Shanghai will open at the Shanghai New International Expo Center in the summer of 2024. ISPO Nanjing 2023 will be held at the Nanjing International Exhibition Center on August 4-6, once again refreshing the hot summer of Nanjing.

### **ISPO Shanghai 2023 Statements**

#### **Mr. Vis Bi, FOUNDER of UPPERVOID**

We are very optimistic about the future of the outdoor market, because people are certainly participating more in outdoor activities. The exhibition is very well organized and I am very happy to meet so many customers and KOLs from all sorts of backgrounds.

#### **Ms. Chen Lifang, Marketing Director, Uniflame China & tent-Mark Design China, Xiamen Shangyu Supply Chain Co., Ltd.**

At ISPO Shanghai, we have received many professional visitors. They have shown that product experience has becoming increasingly important, which is in line with our brand concept. We are very confident in the future market and believe that more people will enjoy the outdoor lifestyle.

#### **Mr. Feng Jiajun, Head of Damu (Professional Outdoor) Division, Zhejiang Mobi Garden Outdoor Products Co., Ltd**

I see ISPO as a benchmark exhibition in the industry, through which anyone, whether an amateur or a veteran outdoor enthusiast, can easily see the growth of any outdoor brand. ISPO also pays great attention to the suggestions of exhibitors and visitors. At every exhibition we can see new things and upgrades. Every time I come to ISPO, I will have new experiences and gains, and I hope that Mobi Garden can grow with ISPO and complete more co-creation in the future.

**Mr. Feng Wenmian, Brand Manager, Zhejiang Quye Outdoor Products Co., Ltd**

The primary goal of ADA participating in ISPO as a brand is to make broader exposure to end consumers,. The show is very popular with a large number of sports enthusiasts and end consumers. The traffic in the halls is very large. I hope that ISPO can do even better in the future.

**Mr. KEI KOSUGI, Director of ZANE ARTS,Inc**

The camping market in China is so hot that I am really surprised! There are many visitors at the exhibition. I have rarely participated in an exhibition this big. ISPO is amazing!

**Mr. Charles Lai, Vice General Manager of Jiaxing Zhengqi Hi-New\_Tech Textile Material Bonding Co., Ltd.**

We exhibit at ISPO Shanghai this year because we participated in the ISPO Open Innovation earlier, when we exchanged ideas about advanced technology. At the exhibition, we showed the co-created products of more than 30 designers, and the feedback was very good. I am very happy about it. The industry professionals and designers are taking co-creation very seriously. It has very positive influence on our brand value and product iteration. We look forward to better co-creation and development programs through ISPO.

**Ms. Tina Lau, SHOKZ Brand Manager of the Greater China**

This is the first time that Shokz participated in ISPO as an exhibitor. Our aim is to promote our brand to more outdoor industry practitioners and enthusiasts through the show, in which they can have real experience of our concept of sports health. We believe that ISPO Shanghai 2023 has maintained a high standard and quality as always. We will continue to promote outdoor sports culture.

**Ms. Anna Liang, General Manager of KZM China**

ISPO Shanghai 2023 has a very large traffic, and we are very happy because the consumers are very active. After the three years affected by the pandemic, people are more concerned about healthy living, so we are very optimistic about the future

prospects of the outdoor sports market, and we thank ISPO for providing such a platform. We think ISPO is really a very rewarding exhibition to participate in.

**Mr. Jack Lin, President and Founder of Shenzhen Himalayan Trade Co., Ltd**

ISPO Shanghai 2023 is very good. We have met a lot of professional visitors and outdoor enthusiasts. As China's outdoor market is making a strong performance lately, we are very confident about the future. We are also willing to work with our peers to jointly promote China's outdoor industry. We hope that ISPO will do better and better!

**Mr. Liu Haoyu, Equipment Marketing Director, Guangdong Camel Garment Co., Ltd**

As a loyal customer of ISPO, we are very happy to see many international exhibitors in the exhibition. Their presence provides a kind of reflection and incentive for Chinese brands. The rich presentation forms used in many exhibition categories, e.g. camping, urban sports, rock climbing, cycling and others, provide flexible ways to meet the different needs of end users. I believe that ISPO will definitely make more progress.

**Mr. Matthias Preussel, Sales Director of Asia-Pacific & South East Europe, LOWA**

I see a lot of new brands here, which I have not seen before, have never heard the name even before. So I think the development of the outdoor market in China is much faster and much more vibrant than in Europe.

It's good to see that more and more people come, people are happy to go out and talk to the consumers again, talk to the industry leaders. It's very good to have such a strong traffic here.

**Ms. Shu Rong, Brand Manager of Zhejiang Naturehike Sports Products Co., Ltd**

Naturehike is an old friend of ISPO. I think ISPO Shanghai is an outdoor and multi-category platform that has influence in the entire Asia-Pacific region. At ISPO, you can expect smooth communication with users and distributors. I hope that ISPO can do better and better.

**Ms. Tanya, Director of CozyRide**

ISPO has a lot of buzz this year. We experienced a lot of outdoor sports on site, both the physical sense and the innovative experience are very exciting and interactive,

feeling that we have entered the ocean of sports.

**Mr. Dieter Vyles, Commercial Director, Global Marketing Director of Safety Jogger Brand, Dongguan Cortina Shoe Bag Manufacturing Co., Ltd**

Why we decide to be at ISPO is very simple. We have a very long heritage with international business, we are one hundred percent ready now to enter the China market. ISPO for us is the best window to expose our nice products to the China domestic markets. We feel very nice just to be here, next year in Beijing and of course also next edition and Munich and Germany we will also be presents.

**Mr. Qi Xia, General Manager, Beijing Travel Mouse Outdoor Products Co., Ltd**

ISPO Shanghai is a very important industry event that we will definitely attend. What impresses me the most at the show is that there are more and more young visitors. They like water sports, mountaineering, cycling and other outdoor sports, and sports has increasingly become a part of their daily lives. Also, ISPO is keen on environmental protection, which is in line with the philosophy of our brand.

**Ms. Xu Xiaolei, Sr Manager, JETRO SHANGHAI**

ISPO is a comprehensive outdoor sports fashion exhibition. It is very influential in the industry and offers great chances of brand promotion and supplier-buyer match-making. We believe we have made a very good decision to participate in ISPO, and we wish ISPO better and better.

**Mr. Alan Yang, General Manager, Eco-Fashion (Shanghai) Biotechnology Co., Ltd**

We have been following ISPO for a long time as a visitor. This time we join in as an exhibitor, and it has been very rewarding. We have not only made contact with end consumers, but also with other brands, so we can learn more about the industry.

**Mr. Ye Xiao, Head of Blackdeer Brand, Hangzhou Black Deer Outdoor Products Co., Ltd**

ISPO has long provided a platform for brands to meet their partners and consumers. As an outdoor brand, Blackdeer believes that exhibiting at ISPO is a natural choice, and we are very happy to launch our new brand strategy at ISPO. ISPO Shanghai

2023 is a grand festival for the industry, the biggest one in recent years. The traffic in the exhibition halls is very large. Through the show, we can feel the power of a flourishing market.

**Mr. Zhang Xiaoyu, Head of Firemaple Brand, Hangzhou Firemaple Outdoor Products Co., Ltd**

The Firemaple brand has exhibited in ISPO for a long time, and we value the exhibition very much as a communication platform. Outdoor sports are more widely known now, and accepted by more consumers. We believe the outdoor market will grow better in the future. ISPO has made very steady progress over the years. It has built a broader and easier road for us, so that our information exchange can be smoother.

**Ms. Zhou Fang, Head of DOD Brand China of Yibo (Ningbo) Import & Export Co., Ltd.**

There are many professional visitors at the exhibition, and many industry experts and cross-disciplinary experts are here too. You can feel their enthusiasm for camping. You can also see the gradually diversified outdoor lifestyle in China. We have very strong confidence in the market, and as practitioners, we feel assured by what we see at the exhibition.

**About 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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, South Africa and Turkey. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.

**About ISPO**

As a global sports business platform, ISPO acts as a partner to the sports industry. The ISPO family of brands includes the multi-segment trade fairs for sports business professionals in the world, encompassing ISPO Munich, ISPO Beijing, OutDoor by ISPO and ISPO Shanghai, the ISPO.com online news portal together with its

own editorial team, and the ISPO Academy, ISPO Collaborators Club, ISPO Brandnew, ISPO Award, ISPO Textrends, and ISPO Job market. 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.