

Munich, Monday, October 26, 2020

Due to coronavirus, ISPO Munich 2021 will take place virtually

- Digital format developed based on feedback from exhibitors and customers.
- Key topics: Digitization, health, sustainability
- End-consumers part of event for the first time

Daniel Keppler
Brand Manager
Tel. +49 89 949-21486
keppler@ispo.com

In the coming year, ISPO Munich will take place February 1-5, completely online. In close cooperation with the branch and with consideration for the current development of the coronavirus, Messe München has decided to conduct the event completely digitally. By doing so, the world's leading sports business platform will be beneficial for all participants, regardless of international travel restrictions. The event format will build upon the positive results of the virtual ISPO Re.Start Days in June 2020. It will offer opportunities for brand and product presentation, for discussion and networking as well as maintenance of international business relationships.

With the current developments of the coronavirus pandemic, the execution of ISPO Munich as a hybrid event – a combination of digital and on-premises events – cannot be reliably ensured. For Klaus Dittrich, the Chairman and CEO of Messe München, the move to a completely digital event is a logical step: “Both the customers as well as we as host have high expectations for the internationality and quality of ISPO Munich. Under the current conditions, we cannot fulfill these expectations. With ISPO Munich Online, we are enabling all customers around the world to participate in the event. At the same time, we can create formats that integrate new target groups. I am sure that in February we will experience an event, which will offer digital industry discussions of the highest caliber.”

ISPO Munich Online to focus on digitization, health and sustainability

At the center of the five-day digital event stands the key topics of creativity and digitization, health and sustainability. The ISPO Munich Online conference program will offer numerous opportunities for discussion and interaction. In particular, the importance of sports and outdoor activities, and their connection to health, has been on the rise since the beginning of the coronavirus pandemic. In

turn, this has increased the need for a platform where the core brands, key players and top athletes can connect and garner inspiration.

ISPO Munich Online – what participants can expect

ISPO Munich Online will offer the well-established benefits as well as additional ones: Finding new products, brands and business contacts. Networking with exhibitors, visitors, media and influencers. Participation in forums and discussions via live streaming and chat rooms. Jeanette Friedrich, Global ISPO Group Director, is optimistic about the digital format: “In the past ten years, ISPO has built vast digital competency and reach. We will now use this to offer an online event to the benefit of all participants. We are pleased that our plans for the digital event have been so positively received in the branch.”

End-consumers in attendance

For the first time, end-consumers will have an opportunity to experience something that was formerly reserved for industry members: the chance to participate digitally and conduct a direct dialogue with the industry. In brand rooms for product presentations, workshops and master classes, brands and companies will have the opportunity to present themselves and engage with sport and outdoor fans throughout the world. ISPO Open Innovation has already shown this integration works: The approximately 80,000 end-consumers from around 70 countries bring their know-how to the crowdsourcing and market research campaigns – delivering valuable insights and inspiration for new products and ideas to companies all year.

ISPO Re.Start Days 2020 as successful template for ISPO Munich Online

During ISPO Re.Start Days in summer 2020, ISPO has already shown that digital formats offer an added value and are important for the industry, as Klaus Dittrich emphasized: “The experiences from the ISPO Re.Start Days will help us very much in improving upon the online format for ISPO Munich in February and to target the needs of each participant. Our goal is – even in these uncertain times – to offer the best platform for growth and new inspiration.”

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. The platform includes the world's largest multi-segment exhibitions ISPO Munich, ISPO Beijing and ISPO Shanghai; Europe's largest outdoor trade fair, OutDoor by ISPO; the online news portal ISPO.com; as well as Business Solutions ISF Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends ISPO Job Market and ISPO Shop. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial content, ISPO works 365 days a year to support companies, sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customer requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.