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ISPO BEIJING: In Anticipation of Olympia 2022 – Messe München Extends Agreement with Alpitec China

We crossed our fingers, now it is official! The 2022 Olympic Winter Games will be held in Beijing! ISPO is especially pleased with this outcome, since the trade fair has been expressly supporting the development of the Chinese sports market for many years with ISPO BEIJING and the recently launched ISPO SHANGHAI. The extension of the partnership between ISPO BEIJING and Alpitec China ensures that the market is covered into the future all the way from infrastructure to sporting goods.

The Chinese sporting goods market continues to grow. The government has launched a variety of initiatives to support the populations' health and further the importance of the sporting goods industry. In the future, physical education will be on the daily school schedule. At the same time, the construction of sports facilities will be endorsed. The selection of the venue for the 2022 Olympic Winter Games, which was announced on July 31, 2015 at the IOC meeting in Kuala Lumpur, and the international attention and investments it will engender, will further increase the speed of the development of the sports infrastructure. "For years ISPO BEIJING and Alpitec China have experienced record attendances and offer the ideal presentation space for established and new brands. Particularly in view of the 2022 Winter Games the trade fair is the ideal platform for companies to become established on the Chinese sports market. If you want to remain a global player in the sporting goods market you cannot miss the boom in China," said Klaus Dittrich, CEO of Messe München.

Against this backdrop Messe München as the owner of the ISPO trademark is pleased to announce the extension of the partnership with Alpitec China, the international trade exhibition for mountaineering and winter technologies by Fiera Bolzano. Reinhold Marsoner, Director of Fiera Bolzano, Armin Hilpold, President of Fiera Bolzano, as well as Reinhard Schäfers, former German Ambassador in Rome and member of the supervisory board of Fiera Bolzano, met with the head

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of Messe München, Klaus Dittrich, in Munich at the beginning of July to sign agreements extending to 2022. This continues the successful cooperation between ISPO BEIJING and Alpitec China for the entire winter sports industry in Asia.

Armin Hilpold, President of Fiera Bolzano, is pleased: “We expect a positive effect of the granting of the 2022 Olympic Games to Beijing and Zhangjiakou on the development of winter sports in China. The excitement for winter sports will grow and the number of winter sports enthusiasts will increase accordingly.” For several years, international brands such as Gore, LOWA, Marmot and TECNICA as well as well-known Asian brands like Kailas, Mobi Garden and Tread have already been benefiting from the synergy effects and services generated by the leading sporting goods trade show in Asia.

The next ISPO BEIJING and Alpitec China will be held from February 24 to 27, 2016 at the China National Convention Center in Beijing.

More information on ISPO BEIJING is available at beijing.ispo.com/en/ and on Alpitec China at fierabolzano.it/alpitemchina/en/

Messe München International

Messe München International is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

About ISPO

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.