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Press Release

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Final Report

## **ISPO MUNICH 2015 Sets New Trends For The Industry**

- Trend Topics: Health & Fitness and Wearable Technologies
- ISPO BRANDNEW: Top 50 newcomers from all over the globe present the best innovations
- Joint Reaction to Climate Change: Retailers and manufacturers to cooperate
- EU Commission Announcement at ISPO MUNICH: First Europe-wide Week of Sports planned for fall

ISPO MUNICH 2015 once again validated its position as the leading international exhibition for the sports industry. It is and remains the world's most important platform for the sports business. Close to 80,000 visiting professionals from more than 100 countries came to ISPO MUNICH from February 5 to 8; this further proves the exhibition's high popularity. ISPO MUNICH is a forum, trend barometer and signal setter for the industry: retailers and manufacturers emphasized how important it is to cooperate on a response to the changing climate conditions. At ISPO MUNICH members of the EU Commission announced plans to launch the first ever Europe-wide Week of Sports this fall.

Particularly in the Outdoor and Health & Fitness segments the international leading exhibition experienced enormous growth. The new trend topics "Health & Fitness" as well as "Wearable Technologies" reflect the spirit of the times and set new standards for the world of sports. Klaus Dittrich, Chairman of the Management of Messe München GmbH, explains: "Health & Fitness is an important growth market. Since last year we have dedicated an entire exhibit hall to this trend to take into account the growing health consciousness in our society. This creates new potential for the sports industry. The extremely positive feedback from exhibitors and visitors shows that we have made the right decision."

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Page 2

The organizers were very pleased with the increasing numbers of visitors from China, Turkey, Spain, Great Britain and Northern Ireland as well as the USA.

For four days 2,585 exhibitors presented innovative sports equipment and sportswear fashions on 104,940 square meters of exhibit space. Visitors praised the international character of the exhibitors. In a poll around 75 percent rated ISPO MUNICH excellent to very good, another 24 percent ranked the event as good. The majority expressed their belief that the exhibition will once again gain even more importance in the coming twelve months.

The redesigned ISPO BRANDNEW VILLAGE was very well received. It featured an exhibit with the best newcomer products honored with the ISPO BRANDNEW AWARD.

Representatives of the EU Commission came to ISPO MUNICH upon invitation by the Federation of the European Sporting Goods Industry (FESI). Plans include the launch of a Europe-wide Week of Sports, highlighting the increasing health consciousness in our society.

At ISPO MUNICH retailers and manufactures discussed their options to react to climate change and changing consumer behavior. They goal is to become more flexible and jointly determine the best possible seasonal launch times to better adjust the timing of winter sports product sales to actual winter weather conditions.

The new initiative "Dein Winter. Dein Sport" (Your Winter. Your Sport) was introduced at ISPO MUNICH. The collaboration between the German Ski Association (Deutscher Skiverband - DSV), German Ski Instructor Association (Deutscher Skilehrerverband - DSLV) and the Snowboard Association of Germany (Snowboard-Verband Deutschland - SVD) strives to promote winter sports more actively and to tap new target groups. Former and active top winter sport athletes, among them Magdalena Neuner, Uschi Disl, Martina Ertl-Renz, Anni Friesinger, Felix Neureuther and Markus Wasmeier support the campaign.

The demand for sporting goods is also increasing in China. In response, Messe München will hold a second event in addition to ISPO BEIJING, under the name of ISPO SHANGHAI. The new exhibition will be held from July 2 to 4 at the Shanghai New International Expo Center (SNIEC). As a multi-segment trade show, ISPO SHANGHAI will focus even more strongly on Fitness, Water Sports



Page 3

and Sportstyle in addition to Outdoor and Action. To date more than 300 brands have confirmed their participation, among them well-known brands like Camelbak, Fjällräven, Mammut and Tread.

ISPO MUNICH 2016 will be held from January 24 to 27, 2016, in its usual weekday slot from Sunday to Wednesday.

### **Exhibitor Statements To ISPO MUNICH 2015**

**Wolfgang Mayrhofer, General Manager, Atomic Austria GmbH, Austria:**

“Overall, ISPO was very successful for us. We were able to meet with our entire portfolio of customers and promote a segment expansion. ISPO is the channel to work on diversification. We are especially proud of receiving an ISPO AWARD for our new, extremely light all-mountain ski series. We are certainly planning to come back to Munich in 2016.”

**Maximilian Nortz, Managing Director International Business - Europe,**

**BlackYak, Korea:** “ISPO MUNICH as a platform provides us an opportunity to get in touch with the right customers. If you want to become successful on the European market as a new brand you simply cannot bypass ISPO MUNICH. We benefitted from ISPO MUNICH’s international network and are very impressed by the high quality of visitors. We will be pleased to come back for ISPO MUNICH 2016 and present our global collection.”

**Christian Dreszig, Head of Marketing, bluesign technologies ag,**

**Switzerland:** “Despite the weekday change the exhibition was a definite success for us. bluesign considers ISPO rather an image event, yet this year we held several successful meetings and even closed some business. We gained a lot of new and good contacts. We noticed in particular that there were many first-time ISPO visitors among them. This shows that the exhibition is growing!”

**Thomas Gröger, Country Manager Germany, Fjällräven GmbH, Sweden:**

“The set-up period was too short and caused us additional expenses, but the high frequency of visitors at our booth during the first two days made up for the added expense. As well as the two ISPO AWARDS we won. ISPO is and remains the get together for the industry and for brand development. This is where you network and communicate. We will be back in 2016.”



**Rainer Schramm, Managing Director, Head Germany:** “For us, ISPO MUNICH is the most important winter sports contact event. Particularly in regards to the marketing mix the show provides us with the reactions to our new collection and we consider it a barometer. Despite the lack of snow at the beginning of this winter we can be positive about the future in terms of orders. The level of interest in our new products was very high! We will return to ISPO MUNICH as an exhibitor in 2016, and we are glad it will once again run from Wednesday to Sunday.”

**Ulrich Kürschner, Head of Business Unit SPORT Germany, Kettler, Germany:** “The first two days of ISPO MUNICH 2015 were super. We welcomed many national and international visitors to our booth, had great dialogs, and closed quite a few orders. Overall, a positive atmosphere permeated the show. Hall C1 is exactly the environment where we feel comfortable. Retail and industry get together at ISPO. We will come back to ISPO as an exhibitor in 2016.”

**Rolf Schmid, CEO, Mammut / President EOG, Germany:** “In addition to numerous new products two topics dominated the exhibition: weather and exchange rates. Both are challenges we can only meet with the help of long-term rethinking – both as a brand and as an industry.”

**Andy Schimeck, Managing Director, Marmot Mountain Europe GmbH, Germany:** “From Marmot’s vantage point ISPO 2015 was a great success. We were able to introduce our new products and present our brand in a positive way. The atmosphere at our exhibit booth was very positive on all trade show days, and we are looking forward to welcoming many more visitors when we return in 2016.”

**Alexander Rau, Marketing Coordinator, Polar Electro GmbH, Germany:** “We were please to introduce our latest products, in particular the Polar A300 at ISPO. ISPO is the platform to maintain contact with our existing customers. It is highly likely that we will return in 2016.”

**Peter Lenerius, Marketing Director, Rehband, Germany:** “ISPO MUNICH 2015 was a complete success for us, and visitor numbers at our booth were very high. The exhibition is a great platform to present the development of our brand and our product portfolio. Of course, a very special highlight of ISPO MUNICH was the ISPO Product AWARD presentation for our Force Ankle Brace Light.”



**Reiner Gerstner, Group Brand & Marketing Director, Salewa, Italy:** “ISPO MUNICH is perfect for us as brand strategists, because brand affiliation is consistently in play within the community. Retail can learn how to set a brand and the accompanying lifestyle into scene, and thus provide customers with plenty of important impulses for purchasing. The fact that our society is part of a global and digital network is evident all over ISPO MUNICH, which has its benefits for our company as many important contacts are made here. However, this also makes us responsible and challenges us to consider our customers, mountain sports enthusiasts from all over the globe, and their demands as active co-creators of our brand. Likely this also includes transparency of our pricing structure. This is a great challenge that we, as a brand, want to face together with retail. ISPO MUNICH as a business platform helps us attain this long-term goal.”

**Christophe Weissenberger, Business Unit Director Brand & Product, Schöffel Sportbekleidung GmbH, Germany:** “Like every year the quality of the visitors to ISPO was extremely high. It was noticeable that this year the company decision makers (board members, CEOs) came to the show. Customers from Asia particularly expanded this year’s range of international visitors. We are very please with the way ISPO MUNICH 2015 worked out for us.”

**Oliver Brandes, Sales for Western Europe, Thermore, Italy:** “We very much enjoyed ISPO MUNICH 2015. We feel very comfortable in hall C2 and with the ISPO Team. To us, ISPO is the most important exhibition in the market, which was also proven by the visitors to our booth. Especially on Thursday our booth was bursting at the seams, and we were able to have great, successful meetings. We are definitely coming back in 2016!”

**Robert Schiller, Business Unit Director, Transatlantic Fitness, Germany:** “We had very positive feedback as a new product line at ISPO MUNICH 2015. We reached all our goals. We were particularly pleased with the international visitors. ISPO is very important for us as a trade show, and we will very likely return in 2016.”

For more information on ISPO please go to [www.ispo.com](http://www.ispo.com) and on Facebook: [www.facebook.com/ispomunich](http://www.facebook.com/ispomunich)



### **Messe München International**

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

### **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.

