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Schlussbericht

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ISPO SHANGHAI 2016 baut Strahlkraft als Multisegment-Sportmesse im asiatischen Markt weiter aus

Die ISPO SHANGHAI 2016 wächst und setzt Debüterfolg fort: Ein Rekordplus von 32 Prozent gab es bei den Ausstellern. 470 Unternehmen waren mit rund 500 Marken vertreten. Vom 06. bis 08. Juli kamen 14.593 Besucher zum Shanghai National Exhibition Center (SNIEC). Ein stark frequentiertes Rahmenprogramm mit Innovationen, Trends und jeder Menge interaktiver Testmöglichkeiten rundete die drei Messtage ab.

Die ISPO SHANGHAI 2016 fand dieses Jahr zum zweiten Mal statt. Auf über 30.000 Quadratmetern Ausstellungsfläche wurden drei Tage lang die wichtigsten Neuheiten und Trends aus den Bereichen Action, Sportstyle, Fitness, Running, Functional Textiles, Outdoor, Paddling & Watersports präsentiert. Insgesamt waren 470 Aussteller (2015: 354 Aussteller) mit rund 500 Marken (2015: 473 Marken) vertreten. Das bedeutet ein Wachstum von 32 Prozent im Vergleich zum Vorjahr. 14.593 Besucher kamen zu Chinas Multisegment-Sportmesse im Sommer.

Klaus Dittrich, Vorsitzender der Geschäftsführung der Messe München, zieht eine positive Bilanz: „Die gestiegene Anzahl der Aussteller zeigt, dass unser Multisegment-Konzept aufgeht. Wir bieten allen Segmenten die Möglichkeit, sich in ihrem jeweiligen Markt- und Markenumfeld zu präsentieren. Das schafft Synergien und eröffnet Wachstumschancen. China wird sich in den kommenden 20 Jahren zum größten Sport- und Fitnessmarkt der Welt entwickeln. Unternehmen, die auch zukünftig erfolgreich Geschäfte machen wollen, müssen hier und heute aktiv werden und massiv investieren.“

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Mit ihrem umfangreichen [Rahmenprogramm](#) bekräftigte die ISPO SHANGHAI auch dieses Jahr wieder ihr Selbstverständnis als Full-Service Partner der Branche.

Beim gut besuchten [ISPO Open Demo Day](#) testeten Medienvertreter, Händler und Besucher die neuesten Sportprodukte aus den Bereichen Wasser- und Laufsport, Skaten und Outdoor bereits vor Eröffnung der Messe.

Auf der Messe konnten Interessierte im [PADDLING & WATERSPORTS VILLAGE](#) in einem 200 Quadratmeter großen Indoor-Pool Kajak, Kanu oder Stand-up-Paddling (SUP) ausprobieren. Zusätzlich gaben Experten Einblicke in die Wassersportindustrie.

Im [China Sports Industry Innovation & Investment Forum](#) wurde über Investitions-Möglichkeiten im internationalen Sport-Business informiert, während sich das [China Sports Media Forum](#) den Herausforderungen und Möglichkeiten durch die neuen Medien und Technologien widmete.

Stark frequentiert war auch der [Sports Digital Workshop](#), bei dem sich alles rund um das Thema Wearables drehte und die Potentiale, die sich hier für die Sportindustrie eröffnen.

Das [Market Introduction Program](#) zeigte zwei Tage lang, wie internationale Unternehmen einen erfolgreichen Einstieg in den chinesischen Markt schaffen können.

Die Plattform [ISPO TEXTRENDS](#) präsentierte erstmals die künftigen Frühjahrs- und Sommerrends 2018, ergänzend zu den Herbst- und Wintertrends der ISPO MUNICH.

Für die **Webseite ISPO.COM** war zudem ein Redaktionsteam vor Ort und lieferte tagesaktuelle Berichte rund um die ISPO SHANGHAI: www.ispo.com

Die nächste **ISPO SHANGHAI** findet von Donnerstag, 06. Juli. bis Samstag, 08. Juli 2017 statt.

Weitere Informationen zur ISPO SHANGHAI 2016 finden Sie unter shanghai.ispo.com.



Vom 15. bis 18. Februar 2017 findet die ISPO BEIJING, Asiens größte B2B Multisegmentmesse im Winter, statt. Weitere Informationen unter: www.beijing.ispo.com

Ausstellerstatements:

Mr. Jun Kai, Director, Alibaba Group

I am participating in ISPO for the second time. This year, we can see more sports segments as compared to before. Apart from traditional outdoor products, there are sports fashion and fitness products. I am fond of this arrangement, because the outdoor concept is really made up of different sports and different fan groups. I think integration is definitely the key to the market of the future.

Mr. Victor Li, Chairman of China Selected Outdoor Association (SOA) and Chairman of Shanghai Setino Sportswear Inc.

ISPO has been our long-term partner as we also participate in ISPO MUNICH and ISPO BEIJING. ISPO SHANGHAI offers more advantages to brands in the Jiangsu and Zhejiang regions like us. We, the China Selected Outdoor Association (SOA), have participated as exhibitors of ISPO SHANGHAI for the first time ever in order to present our ideas about how to manage multi-brand and multi-segment stores of selected products. The reason why we have chosen ISPO SHANGHAI is that the trade show's "beyond outdoor" concept is conveying exactly our philosophy.

Mrs. Amy Xu, Project Manager of Shanghai Easigo Outdoor Equipment Co., Ltd

We believe that ISPO is the most influential sports trade show in China. We can see how much ISPO SHANGHAI has invested in the water sports segment this year, based on its "beyond outdoor" concept. Ranging from the OPEN DEMO DAY to the indoor pool, ISPO SHANGHAI can offer real experiences to consumers, retailers and outdoor fans. We are also very happy to find more international water sports brands and visitors at the exhibition. Next year we will certainly participate again.



Mr. Hyo-Seung, Chang, President of EQUIPMENT DESIGN

We think ISPO is a very influential exhibition for the outdoor sports industry. So it is very effective to promote our corporation and brand image here. We are exhibiting at ISPO SHANGHAI for the first time. Actually, it is our first exhibition in China. ISPO SHANGHAI is very big, with a wide range of products and great visitor flow. We are very satisfied with the results and will certainly come again next year!

Mr. Haohan Zhang, CEO of Gravity-X

ISPO SHANGHAI is our favorite and most suitable exhibition in terms of scale, quality, segments and brands. This is the 6th time we take part in ISPO as exhibitors if we include all our participations in ISPO BEIJING. Gravity-X is specializing in skateboarding, and we have always scored successes at ISPO. The longboard event we have co-organized this year is being very well received. We hope ISPO will develop further year by year.

Ms. Yiling He, General Manager of Guizhou Qinglang Outdoor

I have been amazed from the minute I stepped into ISPO SHANGHAI. Apart from the traditional outdoor sports, we can see fancier and more innovative products here. Since yesterday, we have been making offers to various brands. Because, besides the professional mountaineering products we are now focusing on, I would like to add more fitness, running and sports fashion products to the line of products in my stores. To me, ISPO is a platform where the exhibitors and buyers can get to know the world trends. ISPO SHANGHAI has integrated products and technologies from different segments into a single venue. This year, ISPO SHANGHAI has brought me many new ideas.

Mr. Nigel Foster, top kayaker & kayak designer

ISPO SHANGHAI 2016 seems to have even improved as compared to last year. The insider water pool is very great for us, and it is almost the best pool I have ever seen in the world at shows. The OPEN DEMO DAY's location is much more accessible for people who wish to get onto the water. And everything is organized very well this year; it will give me great pleasure to come back next year.



Ms. Julie Yang, Brand Develop Director of LP Support

LP has recently extended its product line to include functional compression clothes, so we would like to choose an important event such as ISPO SHANGHAI to communicate LP's plan for the next year to our customers. Judging from the visitor flow of ISPO SHANGHAI 2016, it is clear that the sports market is growing. At the Fitness and Running Forum, I can see that all sports fans have gained a lot.

Mr. Yun Li, General Manager of Millet China

Millet has chosen ISPO SHANGHAI as a platform for our first appearance in China, because we believe that ISPO SHANGHAI is not only the right place to promote our brand, but also a platform where we can be in direct contact with retailers onsite and consumers online. Moreover, the sports and "beyond outdoor" concept of ISPO SHANGHAI is a very close match to our brand philosophy. So we hope that, through such a comprehensive platform, Millet can send our message of creating needs for sports.

**Mr. Peng Gao, Brand Director of Ottobock (China) Industries Co., Ltd.,
On behalf of Rehband**

Rehband has continuously participated in ISPO MUNICH as an exhibitor for five years. As this is the first year we launch ourselves into the consumer market in China, we have chosen the right platform with ISPO SHANGHAI. Today, a lot of dealers, retailers and sports fans have come to visit our booth, and we are so happy to attract more attention from those new professional audiences at ISPO SHANGHAI. The whole atmosphere is very satisfied, and definitely, we will join ISPO SHANGHAI again in the years to come!

**Mr. Barry Lin, Sales Director of Sea to Summit, China
On behalf of Sea to Summit, CamelBak, Smartwool**

By taking advantage of ISPO SHANGHAI and the regional superiority, the greatest achievement we have gained is to make our brand and products, including sports, fitness, airport, high-speed rail, giveaways and general merchandise, known to a greater number of channel dealers and companies. ISPO SHANGHAI can help us multiply our development efforts.



Mr. Guangsheng Zhao, Deputy of Shanghai Municipal Physical Culture Bureau

I hope ISPO will seize the opportunity and become the most influential sports exhibition brand in Asia in the next few years. I also hope it can contribute more to make Shanghai a city of sports, to help develop the sports industry in China.

Ms. Jian Wang, Deputy General Manager of Beijing Sanfo Outdoor Products Co., Ltd.

We have virtually participated in every ISPO in China. As the summer edition of ISPO in China, ISPO SHANGHAI has invested a lot in water sports, which attracts many young people because of its strong interactive features. This year, there are a lot of innovations that integrate high technology into outdoor products. This is exactly what ISPO is good at and known for. We think the "Beyond Outdoor" concept is definitely on the right track, because most people are here to find out about the future of the industry. It is also why we are here at ISPO SHANGHAI. We believe the outdoor market in the future will definitely integrate multiple segments. This is the key to customer satisfaction. Sanfo is very happy about our cooperation with ISPO in the past years. In the future, we will be very happy to continue to walk side by side.

Mr. Jaimie Fuller, Executive Chairman of Skins

This is our first time to ISPO here in Shanghai, and it's way bigger than I expected. There are so many people here; I can't believe how successful it is. ISPO MUNICH is so important for the European market and obviously, when we make a big plan in China, then we need to come to the event, we found ISPO SHANGHAI will be the wonderful opportunity to show. And I love the opportunity to come to ISPO SHANGHAI next year, and it will also be great if we can have a bigger booth.

Mrs. Sylvia Chang, Exhibition Division of Taiwan Sporting Goods Manufacturers Association

Though many Taiwan enterprises have a firm foothold on the mainland, ISPO SHANGHAI continues to be a very important platform for Taiwan manufacturers who wish to explore the mainland market. For us, the forums held during the



exhibition offer very good chances to get to know the real ideas and needs of the consumers and to pick up on future trends. It will be very useful for product R&D. In comparison to last year, ISPO SHANGHAI 2016 has improved greatly in terms of visitor quality and quantity.

Ms. Chengqin Wangyang, Deputy General Manager of Wuhan DEPT STORE GROUP CO., LTD

Beyond the outdoor sports, ISPO SHANGHAI 2016 has included more segments: fitness, water sports, action sports and sports fashion. Through the exhibition, we can feel the trends and changes in our sports and lives. That's why we decide to include more sports fashion in our stores. We have built up a very good partnership with ISPO and we are willing to keep it that way in the future.

**Mr. Xiaotong Wang, General Manager of Your Sports;
On behalf of Boreas, Button and Oakley**

We have participated in each ISPO in recent years. It offers a very good platform to communicate with our friends in the industry and with the consumers. ISPO SHANGHAI is improving each year, so we are planning to exhibit at every ISPO in the future to meet more friends. We also hope ISPO can introduce more innovative, high-tech brands into China, so as to facilitate a "Sports lifestyle" among the Chinese consumers.

Mr. Michael Dittmer, Director Eastern Europe & Russia of YKK EUROPE LTD.

Actually we are so happy to be here, we participate in all ISPO trade shows, in MUNICH, BEIJING, SHANGHAI, and also in the Tokyo ISPO ACADEMY. We enjoy all the ISPO shows very much, and we are very happy to bring our China team into ISPO SHANGHAI.



Über ISPO

SPORTS. BUSINESS. CONNECTED. ISPO ist die internationale Sport Business Plattform und versteht sich dabei als Partner der Sportbranche. Unter der Familienmarke ISPO befinden sich die weltgrößten Multisegment-Messen für Sports Business Professionals: ISPO MUNICH, ISPO BEIJING und ISPO SHANGHAI sowie das Online-Newsportal ISPO.COM mit einer eigenen Redaktion und die Services ISPO ACADEMY, ISPO OPEN INNOVATION, ISPO BRANDNEW, ISPO AWARD, ISPO TEXTRENDS und ISPO JOB MARKET. Mit diesen integrierten Angeboten unterstützt ISPO Unternehmen in jeder Entwicklungsstufe auf den globalen Sportmärkten 365 Tage im Jahr. Dabei werden relevante Marktentwicklungen identifiziert, Innovationen vorangetrieben sowie gezielt Consumer Experts eingebunden, um Orientierung über die internationalen Märkte geben zu können.

Messe München

Die Messe München ist mit rund 40 Fachmessen für Investitionsgüter, Konsumgüter und Neue Technologien allein am Standort München einer der weltweit führenden Messeveranstalter. 14 dieser Veranstaltungen sind in ihrer Branche international die Nummer 1. Mehr als 30.000 Aussteller und rund zwei Millionen Besucher nehmen jährlich an den Veranstaltungen auf dem Messegelände, im ICM – Internationales Congress Center München und im MOC Veranstaltungszentrum München teil. Darüber hinaus veranstaltet das Unternehmen Fachmessen in China, Indien, der Türkei und in Südafrika. Mit Beteiligungsgesellschaften in Europa, Asien und in Afrika und mit über 60 Auslandsvertretungen, die mehr als 100 Länder betreuen, ist die Messe München weltweit präsent.

