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## **Final report**

# **ISPO Shanghai expands its position as leading sports business platform in China**

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- **15,579 visitors - an increase of 8 percent**
- **Sports legends attract great media interest**
- **China's top networking platform for sports business professionals**

**The enthusiasm for sport in China continues undiminished. This could be felt at ISPO Shanghai, which took place from 5 to 7 July at the Shanghai New International Expo Centre (SNIEC). 15,579 trade visitors and key opinion leaders ([KOL](#)) informed themselves about the latest trends and products of the approximately 550 brands from the fields of running, outdoor, health & fitness and water sports. The highlights of the supporting programme included the International Football Forum with a visit by Chinese football legend Fan Zhiyi and the keynote speech by Chinese mountaineer Xia Boyu.**

Tobias Gröber, Executive Director Business Unit Consumer Goods at Messe München and Director ISPO Group: "The atmosphere in the full halls was very good. The great interest underlines the importance of ISPO Shanghai as the leading platform for the international sports business in China". In addition to previewing new trends, the fair offered the opportunity to expand the personal network in the Chinese market. Numerous exhibitors and visitors also used the matchmaking program to meet the most important Chinese e-commerce providers and retail chains. A total of 470 meetings were held.

Not only the visit of the Chinese football legend Fan Zhiyi to the International Football Forum caused a high number of visitors and great media interest. The Bundesliga International with its clubs FC Bayern Munich, Borussia Dortmund,

Schalke 04, Borussia Mönchengladbach, VfL Wolfsburg and Bayer 04 Leverkusen was another highlight. The visitors were also deeply impressed by the experience reports of the Chinese mountaineer Xia Boyu, who stood on Mount Everest at the age of 69, double amputated. "For the outdoor industry and numerous outdoor enthusiasts, he is a role model, an inspiration," says Gröber.

All the rows in the comprehensive lecture and forum program were fully occupied. Experts provided information on market potential, retail in China and fashion trends. The latter could also be seen in the joint fashion show with Tmall. Brands such as Aigle, Columbia, Kailas, Lafuma and The North Face presented their latest collections, which could then be purchased in the Tmall shop. production processes and new developments in manufacturing.

The next ISPO Shanghai will take place at the Shanghai New International Expo Center (SNIEC) from July 2 to 4, 2020. Further information on ISPO Shanghai can be found [online](#). Photo material is available for downloading in the [media database](#).

#### **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. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

#### **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 and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.