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Press release

ISPO Munich Online 2021 – Official final report

World's largest sports trade fair sets new benchmarks also as a virtual show

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- Sports industry makes ISPO Munich Online a joint success
- 545 exhibitors and more than 31.000 participants from 110 countries take part
- First time "Public Streams" for the end consumer

ISPO Munich Online 2021 proved to be a popular industry meeting for the international sports and outdoor sector: a total of 31.574 participants from 110 countries visited the digital platforms of the world's leading trade fair for sports from February 1-5 with the motto "Sport is stronger." In addition to product and company presentations by 545 exhibitors in the Expo Area, the conference line-up on the social megatrends of sustainability, health, digitalization and creativity was also extremely popular.

"Even as a digital event due to the current situation, ISPO Munich has lived up to its role as a leading platform and source of inspiration for the entire sports and outdoor industry," sums up Klaus Dittrich, CEO of Messe München. "Especially now, it is more important than ever to take a united front as we tackle social challenges. The guiding principle "Sport is stronger" unites our industry. We have seen this impressively over the past few days."

Dr. Jeanette Friedrich, Global Head of ISPO Group, emphasizes, "We are very grateful for the trust that exhibitors, speakers and partners have placed in us leading up to the event. We can only grow together. ISPO Munich Online is a strong signal for a sports industry that is in step with the times digitally and acts as a pioneer in the topic of sustainability and linking of sports and health."

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ISPO Munich Online 2021 in numbers

545 exhibitors from 110 countries presented their products and innovations at ISPO Munich Online 2021. 31.574 trade visitors took advantage of the two-part event with the digital Expo Area and complementary conference program with more than 150 lectures, discussion sessions and workshops. The top user countries after Germany were (in this order): Italy, Great Britain, Austria, Japan, and China. The “Public Streams” for end consumers, offered for the first time, were joint by a total of 22.000 people.

Expo Area highlighted the diversity of the industry

The Expo Area represented the entire spectrum of the sports and outdoor industry: Industry leaders such as adidas Terrex, Gore, Mammut, Icebreaker, along with textile suppliers and innovative start-ups. They all presented themselves and their products in digital brand rooms and offered a comprehensive market overview.

Program on current issues captures the essence of the times

The conference program was dedicated to a different social megatrend on each of the five event days: from innovation and creativity to digitalization and health to sustainability. ISPO Munich Online successfully carried proven formats such as the 'Runner's World Symposium' covering running and the interactive ISPO Brandnew Live Pitch into the digital world. Live talks featuring high-profile and international speakers underscored the event's call to bring together opinion leaders and innovators. This included, for example, the Women's Empowerment Panel by “Frauen Verbinden” and the major panel discussion on sustainability, where participants from business, politics, NGOs and associations discussed key steps for a sustainable future. All conference presentations and numerous workshops will be made available [online](#) to all conference ticket-holders after the event.

Active integration of consumers

End consumers have long since transitioned from passive recipients into active members of the sports industry. As a result, this year marked the first time that ISPO has brought all sports and outdoor fans into ISPO Munich Online by means of streaming. Together with partners such as Peloton, Blackroll, European Outdoor Film

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Tour, Technogym, the European Championships Munich 2022, and the FreerideFilm Festival presented by ABS & PYUA, ISPO created a diverse program of videos, interviews, and interactive activities. In addition, ISPO's own quality seal ISPO Award introduced its first Public Choice Award to determine the best product of the year together with the sports community. Extreme endurance athlete Kilian Jornet was presented with the prestigious ISPO Cup. The 51st edition of the award for special figures in sports was broadcast live on the Internet for the first time. At the same time, ISPO and hundreds of participants in the Run for Good charity run collected donations for the Kilian Jornet Foundation for the protection of mountain regions.

Satisfied exhibitors and partners

Remarks from exhibitors and partners underscore the success of ISPO Munich Online 2021: "The digital ISPO Munich is another positive example of the digital transformation of our world. We appreciate the professional organization. For us, it was a definite must to be part of ISPO Munich Online," says Achim Löffler, Global Business Leader Consumer Oriented Fabrics at Gore.

Oliver Pabst, CEO Mammut Sports Group

"ISPO Munich is a central exchange platform and an important pacesetter for our industry. The first digital ISPO Munich was an excellent opportunity for us to show how we use digitalization to present our brand and the key topics of sustainability, digitalization, innovation and quality. I was personally pleased with how the Brandroom was used for intensive exchange with our retail partners."

Marc Fischer, Senior Director at adidas Outdoor Europe agrees: "Especially in this particular time of the pandemic, ISPO Munich Online gives us an ideal platform to present adidas Terrex as an innovative outdoor brand."

But there is still the interest in personal contact, as Fabian Heigemeier, Product & Sales Manager at HEAD Sportswear, describes: "In the current crisis, the ISPO Munich Online platform is a helpful tool for making one or the other new contacts. Nevertheless, you can feel how important personal contact is, particularly nowadays. We are already looking forward to personally welcoming our customers and all those interested to Munich again."

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Outlook

The next event in the ISPO network will be ISPO Shanghai in China from July 2-4. A little later, Europe's largest outdoor trade show, [OutDoor by ISPO](#) will take place in Munich from July 6-8, 2021. It is designed as a hybrid event – with offerings both on-site at the exhibition center and online.

Service

You will find more details and background information about the five days of the trade fair and industry news at ispo.com. Photo material from the event is available for downloading in the [media database](#). Official exhibitor statements on the premiere can also be found on the website. All publicly broadcast content from the conference, including openings, ISPO Award presentations and public streams, can be accessed through [YouTube](#).

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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 ISPO 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 and 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 customers' 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.