



Press Release

OUTDOOR IS COMING TO MUNICH: MESSE MÜNCHEN WINS EOG COMPETITION

- Klaus Dittrich: “OutDoor is the perfect partner for the ISPO Group.”
- First OutDoor show in Munich 2019

Munich, February 8, 2018

Messe München is the new event partner of the European Outdoor Group (EOG) for the OutDoor sports trade show. As a result, the first OutDoor show at the exhibition center in Munich will be held in the summer of 2019. Messe München beat out Messe Hamburg and the previous venue Friedrichshafen in the competition for the trade show. It succeeded with a presentation that won over the majority of members of the European Outdoor Group (EOG).

“We would like to express our gratitude to the European Outdoor Group (EOG) for the confidence it has expressed in us,” said Klaus Dittrich, the Chairman and CEO of Messe München. “We have been working closely with the EOG ever since the trade association was created in 2003. We are now looking forward to intensifying this partnership even more. Messe München will now work with members of the EOG and turn OutDoor into a cutting-edge industry platform. As part of these changes, it will make OutDoor something more than a trade show that is held for a fixed period of time and turn it into something that can be experienced at any time throughout the world with the help of digital services aimed at retailers and consumers.”

In association with the ISPO Group, Messe München has nearly 50 years of international expertise in the outdoor and sports industry. This includes the world’s leading trade fair ISPO Munich and the two successful subsidiary trade fairs ISPO Shanghai and ISPO Beijing. Dittrich said: “OutDoor is the perfect partner for the ISPO Group with its range of products. The reason is obvious: Today’s consumers participate in a number of sports, not just one. As a result, we must reinterpret the term ‘outdoor’ and have incorporated this new interpretation into our concept.” The industry has moved beyond the traditional areas of mountaineering and climbing and entered places like water sports, running, urban lifestyles and fitness. Messe München will contribute its experience as an organizer of multisegment trade shows here.

Digital offensive in the sports industry

This work will also involve a digital offensive. In summer 2018, Messe München will launch a new format that will actively support the sports industry and sports retailers with the new ISPO Digitize scheduled for June 28 – 29, 2018, in Mu-

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nich. Klaus Dittrich said: “With this new top event, we will bolster the sports and outdoor industry and help it prepare for the digital transition along with partners like adidas.”

Munich is the ideal location

Munich is the ideal location for trade fairs: The grounds of Messe München have room for future growth and are closely aligned with the outdoor world and its sustainability concept. Messe München is the only exhibition center around the world to receive the “Energy-Efficient Company” certificate from TÜV SÜD. In a reflection of the motto “Green Fairs,” trade shows are increasingly being conceived and carried out in a more sustainable manner. The city of Munich also has the necessary transportation and hotel infrastructure as well as an international airport.

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 Veranstaltungscenter 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.