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## **Press Release**

Outlook ISPO Beijing 2020

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### **ISPO Beijing dedicated to winter sports and climbing**

- 16<sup>th</sup> edition of ISPO Beijing from February 12 to 15, 2020, at the China International Exhibition Center (New Venue) in Beijing
- Seminar program to offer guidance and assistance for international companies
- Ski Resort Tour to the official sports venues of the 2022 Olympic Winter Games

**From February 12 to 15, 2020, the international sporting goods industry will meet at the China International Exhibition Center (New Venue) in Beijing for ISPO Beijing, the most important industry trade fair in the Asia-Pacific region. In light of the approaching 2022 Olympic Winter Games in China, winter sports is the clear focus of the trade fair, as in past years. Another key area on display is the Outdoor segment with an emphasis in Climbing, Health & Fitness and Manufacturing & Suppliers. The extensive program of panels and seminars and the Ski Resort Tour are aimed primarily at international sports professionals.**

Almost two years ahead of the 2022 Olympic Winter Games in Beijing, the enormous appeal of the major sporting event is clearly noticeable. New sports facilities and programs are springing up, the number of active winter sports enthusiasts in the population is growing: a dynamic that holds considerable potential for the sports industry. A further emphasis of ISPO Beijing 2020 is climbing, which is also a booming sport in China. A bouldering wall in climbing exhibition space will serve as a test area and stage for a live contest. The ISPO Climbing Industry Development Forum will provide space for participants to share know-how. The other segments of the fair – Health & Fitness and Manufacturing & Suppliers – also have separate spaces that highlight the key developments in that area.

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“We consider it our job to provide guidance and assistance for the international public as to how to best operate in the Chinese market – from market entry to marketing through to capturing new target markets,” explains Elena Jasper, project manager at ISPO Beijing. “Not only are we presenting current market trends on a product level, we are exploring deeper with relevant offers so that we can depict the complexity of the topics with all of their facets.”

The partner fair Alpitec China, dedicated to new products in winter sports technology and ski resort infrastructure, will be held at the same time and place.

### **Market launch in China – know the ropes**

With the [Market Introduction Program](#) on February 11 and 12, ISPO Beijing is addressing all companies interested in gaining a foothold in the Chinese sports market. The seminar will present current developments in the winter sports segment, legal pitfalls and peculiarities, retail trends, e-commerce and marketing channels as they pertain to the very unique, highly digitally-oriented consumer behavior in China. The program will also look at case studies from brands that have been successfully established. The speakers include, among others, d Robin Trebbe, Managing Director China & Asia Pacific at Intersport. A guided tour of the fair, a retail tour through Beijing and networking events round out the program.

### **The present and future of winter sports in China**

The [Asia Pacific Snow Conference](#) on February 13 provides the framework for the release of the China Industry Ski White Book 2019 with plenty of information and facts on Chinese ski areas and the ski industry. Other planned presentations will focus on investment opportunities in the country, details on political assistance and local support in the scope of the 2022 Olympic Winter Games. Previous, successful business models will also be presented. To complete the agenda, a technical workshop will be held on the following day.

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### **In the footsteps of Olympia**

The two-day [Ski Resort Tour](#) from February 15 to 16, immediately following ISPO Beijing, moves the program from theory into practice. Participants will travel from Beijing to the Thaiwoo Ski Resort. The largest continuous ski area in China is the venue for the 2022 Olympic Winter Games. The personal exchange with the resort management is part of the planned activities as well as exploring the area by ski and a detour to Yanqing for the first ever Alpine Ski World Cup event in China.

The general conditions and any necessary registration formalities for the events, details of the extended program and updated information about ISPO Beijing 2020 are available at <https://www.ispo.com/en/beijing>. Tickets for the trade show are also available [online](#)

### **About ISPO Beijing**

ISPO Beijing is the leading multisegment sports trade fair in Asia and the key to the Asian sports market. The platform is aimed at the exchange among Chinese and international players from the sports industry and will be held at the China International Exhibition Center (New Venue) in Beijing, where it will present innovations from the outdoor, action and winter sports segments as well as current trends in sports fashion, fabrics and materials.

### **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. 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. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop.

### **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.