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**Press release**

Status update for ISPO Beijing 2020

**Countdown to the largest industry event for sporting goods in Asia**

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- Broad, international portfolio of exhibitors
- Climbing as trend topic
- Expanded, year-round offerings for opinion leaders

**From winter sports, outdoor and health & fitness to manufacturing & suppliers: Many national and international companies in the sporting goods industry will present their latest products from February 12 – 15, 2020, at the 16th ISPO Beijing that will be held in the China International Exhibition Center (new venue) in Beijing. The supporting program of the largest industry event in the Asia-Pacific region will also focus more intensely on two areas: climbing and opinion leaders.**

A glance at the list of exhibitors reveals one thing: The portfolio of exhibiting companies is broad and international. Chinese industry heavyweights like Kailas, Mobigarden and Toray will be present, as will major international brands. Companies like K2, Oakley, Primaloft and Uvex will showcase their new products, as they have done for years. UYN, a producer of functional underwear, and Schöffel, a maker of outdoor and ski clothing, will display their products at the Beijing exhibition for the first time. "For the first time in 2020, Schöffel will be launching a collection in China - this is an important step for us. We have made intensive research on this special market and last year we were able to find a strong sales partner who matches our needs. We have been cooperating with ISPO for decades and for us it is a logical move to use this platform for a successful market entry in China. For us, ISPO Beijing stands for country-specific industry expertise and unique networking opportunities," says managing associate Peter Schöffel.

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“The trust brands have in us and our platform demonstrates once again that we are heading in the right direction,” said Jeanette Loos, Global ISPO Group Director. “There is a good reason why ISPO Beijing is the industry’s leading trade fair in Asia. Thanks to the expertise we have gained over the years and our network of industry and trend experts, we can spot trends as they are emerging and offer the right insights about them.”

### **Climbing: a trend topic and growth market**

The topic of climbing is attracting increased attention along with winter sports, which are booming in China as the Winter Olympics 2022 in Beijing approaches. The ISPO team is addressing this trend by setting up a special focal site for it: A striking boulder block, a test area and a networking zone will serve as a venue where visitors can try out products and talk about trends and developments. Black Diamond, Kailas, La Sportiva, Mammut, Vibram and Walltopia are some of the well-known companies that will be located at the site.

The [China Rock Climbing Industry Development Forum](#) will also be held on Wednesday, February 12. Domestic experts will explore developments in the Chinese industry. The necessary base of information will be provided by the China Rock Climbing Industry Data Report 2019. In addition, talks will delve into bureaucratic, legal and strategic questions related to the sport of indoor and outdoor climbing as well as into the marketing of the sport.

### **New program for key opinion leaders**

In terms of digitalization and the related momentum in the sporting-goods retail industry in China, key opinion leaders (KOL) are playing an increasing important role as disseminators of brand messages. After expanding the visitor audience last year, the ISPO team has been working to broaden this target group even further this year: In its role as a year-round platform, the ISPO community in China links KOLs to the industry with the help of consumer-centric and exclusive events and offerings. It is aimed at athletes, stars, industry stakeholders, organizers of and participants in athletic competitions as well as representatives of sport clubs and facilities.

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## **China meets ISPO Munich**

Even before ISPO Beijing begins, interested individuals can gain an initial overview of current issues in the Chinese market by attending the [China Deep Dive Conference](#) that will be held on January 28 as part of ISPO Munich. The conference is designed for all interested industry members who have not (yet) traveled to Beijing in 2020. The program will include talks on the winter sports industry, new shopping experiences in outdoor retail, digitalization and social commerce. The [Chinese Sports Consumer Values 2019](#) will be presented as well and offer insights into the attitudes of end consumers in China. A panel discussion on distribution strategies in China is also planned.

## **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.