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Press release

ISPO Munich to showcase solutions for responsible and sustainable consumption

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- The motto “Be responsible” will bring sustainability to center stage
- The Sustainability Hub will feature guided tours, presentations and more
- The Textrends Hub will reveal the sustainable textiles of the future

In 2020, the world's largest multi-segment trade fair for the international sports business, ISPO Munich, will also be a platform for the sporting goods industry to showcase comprehensive solutions and technology for ensuring responsible and sustainable consumption. In line with the motto “Be responsible - Sport for a planet worth living on”, visitors to the trade fair being held between January 26 and 29 will be able to find out everything they need to know about new approaches as well as areas of potential and innovative solutions for ensuring that the sports industry is sustainable. A wide variety of event spaces will also provide a compact overview and give attendees the opportunity to discover promising new applications and areas with development potential across all sectors.

Terms such as sustainability, fair trade and social responsibility have been on the radar of sporting goods manufacturers for years now and are gaining traction as important topics thanks to public debate. Consumers are increasingly on the look-out for fair-trade products as well as those made using environmentally friendly processes and now expect companies themselves to also adopt an appropriate stance. In line with the motto “Be responsible”, ISPO Munich 2020 will be offering visitors a comprehensive insight into the areas of environmental protection, production & design, and society & health. Brands such as adidas Terrex and VAUDE will be unveiling their latest developments in these areas. Trade fair visitors can also look forward to interesting insights from corporate social responsibility experts and an overview of the latest sustainability projects and products across the entire industry.

Focus areas with an interesting supporting program

Sports, fashion and lifestyle have always been inherently linked to people's individual attitude and identity. Focus areas dedicated to specific topics as well as special exhibition and networking spaces will feature a diverse supporting program full of presentations and workshops every day to enable exhibitors, experts and visitors to exchange information and ideas specifically focused on the future.

The focus areas and events at a glance:

- **Sustainability Hub (Hall A2)**

In line with the maxim "Do good and talk about it", visitors can expect a wealth of information and products all relating to sustainability in Hall A2. In addition to an extensive program of presentations, ISPO Munich will also be providing themed guided tours as part of the Sustainability Hub. Change makers can meet in the Speakers Corner and enjoy networking, panel discussions and top-class presentations. One of the slots will be for ISPO's new partner Neonyt who will talk about The Future of Sports Fashion at 10:30 on Sunday morning. Visitors who prefer more open exchanges and swarm intelligence will enjoy the panel discussion entitled "Virtually Fashionable – and Sustainable?". Representatives from Zalando, Arianee, Human Solutions, Lectra and Bogner will be discussing the relationship between fashion and sustainability. The Sustainability Hub is being curated by the long-term partners Brands for Good and GreenroomVoice.

- **ISPO Academy Masterclass (Sustainability Hub in Hall A2)**

The Sustainability Hub will also be of interest to international design students as they will be impressed by an exceptional initiative which ISPO has set in motion: as part of the ISPO Academy Masterclass, up-and-coming designers will be showcasing the creative and functional potential of performance wear in the 21st century in daily speeches and presentations. The public presentation of the masterclass will take place at 16:00 on Monday.

- **Textrends Hub (Halls C1 and C2)**

This platform for showcasing innovative materials and accessories for performance wear will be used by exhibitors to present their latest innovative developments relating to fabrics, fibers, cuts and components for sportswear and outdoor clothing. The Textrends Hub is an important source of inspiration for designers and product managers but also media representatives.

All times, dates and info for the events, panel discussions, workshops and live demonstrations of the focus areas as well as of ISPO Munich 2020 can be found in the [ISPO Munich 2020 events 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.