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Press release

**New digital live conference on June 30 and July 1, 2020
ISPO Re.Start Days provide orientation for the sports
and outdoor industry**

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- Digital live conference for the sports and outdoor industry
- Main topics: digitization, sustainability and health
- European Outdoor Group and Association of German Sports Retailers support event

In the course of the current corona pandemic, the international sports and outdoor industry is facing far-reaching challenges. The ISPO team also had to cancel OutDoor by ISPO 2020 and the ISPO SDG Summit and postpone the ISPO Digitize Summit. However, the focus and motto of the current anniversary year, "50 years of tomorrow", will remain: Based on the feedback and needs of the most important industry stakeholders, ISPO developed a digital live conference for the sports and outdoor industry. The ISPO Re.Start Days on June 30 and July 1 2020 offer orientation and growth strategies during and after Corona.

Based on this year's anniversary, ISPO proclaimed "50 years of tomorrow" at the beginning of this year. The existing events, supplemented by new formats, were intended to further promote sports and the outdoors and to make them drivers of global, sustainable change. However, the developments around the corona virus made the original planning obsolete. OutDoor by ISPO 2020 had to be cancelled, the premiere of the ISPO SDG Summit is postponed to 2021 and the ISPO Digitize Summit will be held at ISPO Munich 2021. But also, or especially under the new circumstances, the ISPO group continues to focus on its motto.

Digital format for a restart

"Corona is changing the world, the rules are just being rewritten" says Klaus Dittrich. The Chairman of the Board of Management of Messe München is certain: "We are living up to our pioneering role even in these difficult times

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and are making a fresh start with the sports and outdoor industry. We are focusing everything on the '50 years of tomorrow'."

European Outdoor Group supports ISPO Re.Start Days

The digital live conference is aimed at an international audience and is developed in close cooperation with industry associations such as the European Outdoor Group (EOG) and the Association of German Sports Retailers (vds). Mark Held, President of the European Outdoor Group: "Access to nature is important and helpful for the well-being of all people. This is where we continue to see a growing importance and major role for the outdoor industry. At the same time, however, we must discuss the negative consequences of the crisis for society and the economy as a whole and rethink the challenges it poses. We can only do this together and we will be fully involved."

Focus on digitization, sustainability and health

The event will focus on three main topics: Digitalization, Sustainability and Health. The program is dedicated to best cases in times of Corona and will present ideas, projects and campaigns implemented at short notice. Experts will talk about the boost the pandemic is giving digitization, which aspects of it will be preserved and which counter-movements are already forming as a result. Industry experts will show in which areas consumers are questioning the behavior of companies and how brands should react.

ISPO Re.Start Days

- Date: June 30 – July 1, 2020
- Ticket prices:
 - Standard ticket: Euro 99
 - Student ticket: Euro 29
- Further information at <https://www.ispo.com/en/ispo-restart-days>

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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.