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Press release

ISPO Munich Online 2021: What participants can expect

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- Online concept finds strong support from the entire industry
- Expo Area with digital brand rooms for brand and product presentations
- Comprehensive conference program with daily key topics

For the first time in its 50-year history ISPO Munich, the world's leading trade fair for sports, will take place in a purely digital format from February 1 to 5, 2021. With nearly seven weeks to go before the start of the event, many international brands have already registered to present themselves and their products in the Expo Area. In addition, participants can also expect a comprehensive conference program. This is dedicated to a different key topic each day: from innovations and creativity to digitalization and health to sustainability.

Even in a digital format, ISPO Munich is the central platform for the international sports industry. Industry giants such as adidas Terrex, Gore, Mammut, icebreaker and YKK are showing their full trust by engaging fully as event partners. Further notable companies, associations and organizations from all areas of sports are also lending their support, including Deutsche Sporthilfe, the European Championships Munich 2022, the European Outdoor Group and the World Federation of the Sporting Goods Industry.

Conference program on megatrends and business topics

In addition to the presentation of new collections and products in the digital [brand rooms](#) of the Expo Area, overarching topics and trends are the focus of the event: The coronavirus pandemic in particular has shown the growing importance of sports and outdoors in society and how they can help to overcome crises. The consequences and benefits for the industry will be presented, interpreted and discussed in the conference program. Each day is dedicated to one overarching topic: creativity, digitalization, health and sustainability. Among the top-class

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interdisciplinary speakers there are already representatives of the BMW Group, the Deutscher Industrieverband für Fitness und Gesundheit, from Microsoft, Nielsen Sports and YouTube, as well as top athletes, such as the Catalan ultramarathon runner and mountaineer Kilian Jornet.

Overview of the day

The program schedule will follow a uniform model every day: After a short opening in the morning, there will be plenty of time to gain a market overview, maintain and expand networks and discover trends in the Expo Area. From midday, workshops and masterclasses by the exhibiting companies are on the agenda. Following this, there will be presentations, talks and panel discussions on the main stage. All of these program points will take place in front of the specialist audience.

Each day will end with “public streams” for end consumers with a love of sports and outdoors from around the world – from training sessions to product tutorials to live talks.

Initial program highlights

Joining proven and familiar formats such as the award ceremony and winner presentations for the [ISPO Award](#) and [ISPO Textrends](#), the interactive live pitch for the title of [ISPO Brandnew](#) overall winner will also be on the program. On Monday evening, over the course of the Unveil Night, the ISPO Cup Winner will be announced and more exciting topics with relevance to the economy and society will be covered.

The Running Symposium presented by RUNNER’S WORLD will provide a thematic deep-dive into the topic of running. On Tuesday, the [Sports Tech Conference Europe 2021](#) will take place as part of ISPO Munich for the first time. This will offer valuable inspiration on the interface between sports and technology and is free for all ticket holders.

A program overview is available [online](#), with detailed information on the program and the speakers to follow shortly.

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Facts & figures

Date: February 1-5, 2021

Business Hours:

- Expo Area (B2B): open all day (24 hours), core hours: 9:00 a.m. to 6:00 p.m. CEST
- Conference (B2B): 10:00 a.m. to 6:30 p.m. CEST
- Public streams (B2C): 6:30 p.m. to 8:00 p.m. CEST

Tickets & Registration: ispo.com/munich/tickets

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 world's leading networking platforms. In a reflection of the slogan "Connecting Global Competence," Messe München serves as a global networking platform and brings together decision makers from all parts of the world. Messe München's portfolio comprises more than 50 trade fairs for capital and consumer goods as well as new technologies that focus on the latest social issues. These trade fairs include the world-leading trade fairs bauma, BAU, IFAT and ISPO Munich. The roughly 200 events organized by Messe München each year attract about 50,000 exhibitors and 3 million visitors.

Messe München has one of the most modern exhibition grounds in the world and with its four locations in Riem, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München, and the Conference Center Nord, is able to fulfill all its customers' requirements individually. Messe München is very successful in its domestic market in Munich as well as in other countries. It is active in all important growth markets: China, India, South Africa, Brazil, Russia and Turkey. Overall, Messe München, with its network of associated companies and foreign agencies, is present in more than 100 countries.