

ISPO Munich. Home of sports.  
November 28–30, 2022, Messe München, Germany

OutDoor by ISPO  
June 12–14, 2022, Messe München, Germany

www.ISPO.com



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## Presseinformation

### Messe München reorganizes ISPO team

## Tobias Gröber returning as Head of ISPO Group, Lena Haushofer will be Project Director

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After ISPO Munich was moved to November 28 to 30 and OutDoor by ISPO to June 12 to 14, Messe München is now also reorganizing the ISPO Group team: Tobias Gröber, alongside his role as Director Business Unit Consumer Goods, will also be responsible again with immediate effect for the entire trade fair and online portfolio for the ISPO Group.

After successfully holding the first IAA Mobility last year in Munich with his team, Tobias Gröber will now, as Head of ISPO Group, devote more of his attention again to the ISPO portfolio. He will have support, effective immediately, from Lena Haushofer. As Project Director, she will assume responsibility for both of the leading trade fairs, OutDoor by ISPO (June 12 to 14, 2022) and ISPO Munich (November 28 to 30, 2022). There have also been new appointments to other positions.

“With new dates and a newly organized team of experienced and new people, we have laid the foundation for realigning ISPO and hence for a successful future. We are already pulling out all the stops to get exhibitors and visitors interested in the next OutDoor by ISPO in June and then the new ISPO Munich in November,” says Klaus Dittrich, Chairman and CEO of Messe München. “With IAA Mobility, Expo Real and productronica, we already proved in the fall of 2021 that we can hold major international events successfully and safely.”

“Trade fair business, like no other industry, experienced extreme challenges in the last two years,” Tobias Gröber adds. “We at the ISPO Group also seized the opportunities offered by this crisis and are realigning ISPO Munich and OutDoor by ISPO. That includes adjusting the dates in close collaboration with the market and reorganizing the team.

Lena Haushofer has been at Messe München since 2011. Before moving to both ISPO trade fairs as Community Manager for the Outdoor segment, she worked as Exhibition Director for the LOPEC trade fair. The trade fair and event management graduate is also a successful ultra trail runner. “I am pleased to be

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**Presseinformation** | February 8, 2022 | 2/2

able to assume responsibility for an area at ISPO in which I can contribute both my professional experience and my great passion for sport,” says Lena.

Alexandra Denker is also assuming a new task in the ISPO team: She is taking over from Bastian Dietz, who left the team to focus on industry, as Bike & Snowsports Community Manager for ISPO Munich and IAA Mobility. The previous Head of ISPO Group, Dr. Jeanette Friedrich, has also decided to seek new professional challenges.

### **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; 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. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial content, 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, the Conference Center Nord and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade fairs 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, and with around 70 representations abroad for more than 100 countries, Messe München has a global presence.