

Weltweit führende Sport-Business-Plattform

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12.- 14. Juni 2022 OutDoor by ISPO

The world's leading sports business platform

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OutDoor by ISPO: The sector looks forward to getting together in person again from June 12 to 14, 2022

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Discovering product innovations, experiencing brands and, at last, meeting the sector in person again – hailing the motto, “Celebrating the Outdoors – Let’s shape the future of our industry. Together”: OutDoor by ISPO takes place as the starting point into the order season from June 12 to 14, in Munich. This year the central meeting of the outdoor industry will use the spaces of the MOC Veranstaltungs- und Ordercenter München as a one-off happening. Exhibitors and brands will present themselves to a specialist audience in a total of four halls, showrooms, atria and on a number of open spaces.

The most important meeting in the outdoor sector – perfectly timed: From June 12 to 14 OutDoor by ISPO invites both new and established brands, inspiring retailers, innovative startups and suppliers, disruptive thinkers, solution providers and associations, as well as other outdoor sector companies, to meet up in Munich. Product innovations of the four product worlds, Mountaineering/Trekking/Climbing/Bouldering, Urban Outdoor, Camping & Outdoor Lifestyle and Adventure Travel, are all front and center here. OutDoor by ISPO focuses in particular on innovations and trends, sustainable production and supply chains, as well as regenerative value creation and the collective responsibility of all market partners.

All four halls, atria and several open spaces of the MOC Veranstaltungs- und Ordercenter München will be opened for OutDoor by ISPO this time round. Exhibitors can also book individual presentation areas for their products and services. Prebuilt or individual exhibition spaces are offered here, and existing showrooms will be integrated into the trade fair concept. A sustainability hub, a pitch stage and a startup area will also be provided. An accompanying conference program complements the event.

Top decision-makers and trendsetters from other industries network here with outdoor experts, to jointly and proactively address the sector's key challenges and opportunities. Indoor and outdoor networking areas provide space for personal dialogues with established and new contacts, and visitors to the outdoor spaces will also find tent and camping equipment, travel exhibits and individual brand worlds. The Socializing & Catering Area invites everyone to meet up and hang out, and parties for the community can be enjoyed in the evening on June 12 and 13.

European exhibitors and brands such as Aku Italia, Campagnolo, Mountain Equipment, Dometic, Genfoot, Lowa, Lowe Alpine, La Sportiva, Nordisk, Schöffel, Ortlieb, Samsonite/Gregory, UYN, Skechers, Petzl, Thule, RECCO, killtec, Icebug, Sea to Summit, Komperdell, Meindl and VAUDE, for example, have already confirmed their presence for OutDoor by ISPO. Registrations are of course still possible. National and international retailers and trade associations have also announced they will be coming.

“Established brands and newcomers meet, discover trends and finally get to share information in person again. Just what the sector is aching for. We want to ensure everything required for the best possible outdoor sector get-together is in place at our location in the MOC. The earlier date is simply ideal to get oriented, see the latest innovations, and start into the order season with a really good overview,” says Lena Haushofer, OutDoor by ISPO Exhibition Director.

“Outdoor by ISPO provides us the opportunity to finally get together again at one location. It's the ideal venue to take part in industry-wide discussions on the big topics that affect us all, and that in a really efficient way. Being inspired by new, innovative technologies and informing yourself about joint answers to the sustainability challenges we face are absolute priorities on our event agenda,” adds Mark Held, President of the European Outdoor Group (EOG).

The OutDoor by ISPO [ticket shop](#) will be online from March 8. For a climate-neutral trade fair visit Messe München offers trade visitors a GoGreen ticket, which offsets their CO₂ footprint accordingly.

What exhibitors and market partners have to say

Erik J. Møller, CEO Nordisk: “At Nordisk we see Outdoor at ISPO as our globally most important trade fair. And for us it is more than just a trade fair, rather it is a market place, where we get to meet all interesting and relevant people from the outdoor business. And this means more than just our customers, but also international colleagues, creatives, potential partners, researchers, suppliers and people with whom we can share, exchange and bounce new ideas. In other words, we get a picture of where the outdoor business is moving. This we cannot experience through any digital showroom or marketplace. So we are happy that Outdoor at ISPO is back.”

Chantal Caron, Head of Assortment Buying at Globetrotter: “We welcome the early timing and hope to use the fair for inspiration and to get an overall view of the collections before ordering. After the long period of digital encounters with our brand partners, we are looking forward to the direct and personal exchange.”

Svante Holm, COO Nordic Outdoor & Sports Group: “We are such a strong community. I therefore very much welcome the fact that OutDoor by ISPO is moving in a direction that supports the unique quality of our business. It enables a more personal atmosphere and at the same time supports our endeavors to reduce our ecological footprint. The new date is also better for the seasonal cycle.”

Michael Nendwich, Executive President of the European Federation of Sporting Goods Retailers (FEDAS): “The sporting goods industry has contributed significantly to development over the last two years. However both sharing information and the expertise from industry and other areas are also indispensable. And platforms such as OutDoor by ISPO in particular are an important building block for all retailers in Europe, and THE platform for a successful future.”

Matt Gowar, CEO Equip Outdoor Technologies: “Equip are delighted to support OutDoor by ISPO 2022 this summer: It is the perfect time to showcase our new season products to retailers and to catch up in person. As the event offers us the opportunity to finally meet up in one place again, it is the ideal space to engage in industry-wide discussions about the big topics affecting us all in a considered efficient way. Being inspired by new innovative technologies and learning about collaborative responses to the sustainability challenges facing us, all are high on our agenda at the event.”

Hans Hormann, Kathmandu co-owner: “Of course we will visit Outdoor by ISPO. Not only to meet with existing contacts, but especially to find new brands and products. We are always scanning for young and eager brands, and trade shows are THE place to find those. Besides, we value the informal atmosphere during the show, which makes for perfect circumstances to meet new contacts.”

Alexander Nicolai, CEO Lowa Sportschuhe GmbH: “OutDoor by ISPO is an important sector get-together for trade and industry. With the earlier date we believe the trade fair will at last regain its status as a flagship trade fair. After two years of pandemic we are now looking forward to once again seeing our trade partners in person at the trade fair.”

Antje von Dewitz, CEO VAUDE: “With the earlier date we look forward to OutDoor by ISPO becoming THE European flagship trade fair and will definitely be there!”

David Nordblad, General Secretary of the Scandinavian Outdoor Group:
“SOG finds the new date and location for Outdoor by ISPO an insightful approach to the new normality for the outdoor industry. Earlier dates, using existing showrooms and down-scaled stand investments are in line with the changes that needed to be done. Together with our members we are planning to join with Scandinavian Village in this new setting.”

About OutDoor by ISPO

OutDoor by ISPO is the modern event platform in the outdoor sector. Retailers can put together a good market overview here, discover innovations and be inspired by new products. OutDoor by ISPO offers exhibitors a perfect platform to meet the entire sector and inform the most important retailers at the best possible time about the new season's products. Trade visitors can look forward to an optimum combination of trade fair, conference and network events. Messe München and the European Outdoor Group (EOG) have been the Outdoor by ISPO organizers since 2019. In 2022 it will be held as a one-off happening in the MOC Veranstaltungs- und Ordercenter München. OutDoor by ISPO is a part of ISPO, the world's leading platform for sport business professionals and consumer experts.

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 representatives abroad for more than 100 countries, Messe München has a truly global presence.