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Presseinformation

OutDoor by ISPO: Over 300 brands spanning 30,000 m² at the Munich Order & Event Center (MOC)

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OutDoor by ISPO, being held from June 12 to 14, is back with a bang and will feature an explosion of innovative products and developments from the outdoor sector and around 300 brands all spread across an area spanning more than 30,000 m². The major event for the European outdoor sector will be held at the Munich Order & Event Center (MOC) just this once. The brands will showcase their products and services to the trade professionals in a total of four halls and atria, various showrooms and also open spaces which have never been used before in front of the Motorworld premises. The fact that the event is being held early will provide market transparency and enable participants to gain a wealth of information for themselves in person in the run-up to the order season. The Outdoor Conference will focus on regenerative value creation and sustainable economic activity.

Anyone passionate about discussing the latest hiking shoe soles or recycled outdoor tents knows that OutDoor by ISPO is where it's at. After two years away, it will be celebrating its comeback from June 12 to 14 at the Munich Order & Event Center (MOC). As such, the event's motto "Celebrating the Outdoors" not only references the positive market growth being seen across the sector but also conveys the fact that many members of this industry sector are keen to interact in person and hold proper, real-life conversations with customers, partners and experts.

The focus here is on product highlights, services and new conceptual approaches for sustainable answers in the area of supply chain, leadership and value creation, as well as an individual market overview.

With the industry gathering of the year visitors can look forward to a diverse and finally once again unrestricted live experience with exhibition, test and socializing spaces indoors and outdoors, a multitude of networking formats, such as the European Outdoor Group Industry Breakfast, moderated panel talks, and personal



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interactions. After a lengthier absence the industry can once again celebrate itself.

On board this year are more than 300 brands on a total of 30,000 m². Trade professionals and retailers can expect to discover a whole range of innovative products from the Mountaineering, Trekking, Hiking, Climbing, Bouldering, Sportswear and Urban Outdoor, Camping & Outdoor Lifestyle, and Adventure Travel segments. They will also have extensive opportunities to gather information and network with sustainable companies, manufacturers and NGOs as well as start-ups and experts from the world of politics and society and from related sectors of the economy. Participants can look forward to enjoying a real flair for the outdoors thanks to unique outdoor areas, parties and side events.

Over 300 Exhibitors and Partners

Anyone who is anyone in the outdoor sector will be at the event at the MOC, including not only a huge number of companies from the largest European outdoor markets, such as Scandinavia, Italy and Germany, but also international exhibitors from Australia, Korea, the USA, and Canada. The 300 brands and manufacturers include the likes of Aclima, Aku, Austrialpin, Bach, Bergans, Cotopaxi, Danner, Deuter, Devold, Dometic, Dolomite, Eastpak, Ecco, Edelrid, Exel, Exped, Fjällräven, Grivel, Haglöfs, Hanwag, Helly Hansen, Houdini, Icebug, Kamik, KEEN, Komperdell, Leki, La Sportiva, LOWA Sportschuhe, Lowe Alpine, Rab, Maloja, Mammut, Marmot, Maul Sport, Meindl, Merrell, Millet, Montura, Mountain Equipment, Nordisk, Norrøna, Oakley, Osprey, Ortlieb, Ortovox, Oru Kayak, PETZL, Polygiene, Primus, Rossignol, Reef, Samsonite, Scott, Sea to Summit, Schöffel, Tatonka, Tecnica, Ternua, Teva, Thule, Uyn, VAUDE, Vuori, Yeti, and many more. You can find the whole list of exhibitors [here](#).

All Sorts of (Sustainable) Innovative Products

National and international retailers, associations and attendees can look forward to discovering all sorts of innovative products at OutDoor by ISPO. Nordisk, for example, will be showcasing a fully compostable tent, and Cotopaxi will be exhibiting backpacks made from 100% recycled material. The Winqs Zerofly

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running shoe has been certified as being carbon neutral and adopts a circular approach, just like the SCOTT Shield Recycled goggles whereby old goggle frames are turned into new ones and even the strap is made from 100% recycled polyamide.

Further Exhibition Highlights

All ISPO Award winners will showcase their products, which were chosen by an exclusive panel of judges beforehand, in a special area in Atrium 4. The latest material trends will be presented in Atrium 3 in the Textrends Award Exhibition and Sourcing Area. Curated by partner GreenroomVoice, in the Sustainability Hub in Atrium 4 visitors will find inspirations from companies and NGOs such as American Wool, Icebug, Hohenstein, myclimate, Lavalan, Re:Down, EXPED, Globetrotter, 2nd Peak, Südrolle, VAUDE and further sustainable partners.

Camping equipment and travel products provided by major players in this industry sector will be set up in the open-air, outdoor areas in front of Motorworld for attendees to marvel at, enjoy, experience first hand, check out for themselves and put to the test.

Three Back-to-Back Conference Highlights

This year three high-quality OutDoor by ISPO conference sessions will cover the challenges and most importantly the opportunities for the industry based on new ideas and best-practice approaches:

The **OutDoor Conference by EOG und NOW** will be held on **June 13 and 14** and will cover, for example, questions such as: How can a regenerative value chain be a driver of economic success? Together with NOW partners and the European Outdoor Group (EOG), the ISPO Team will present solutions for trade and industry designed to strengthen supply chains, customer relations and financing opportunities all at the same time. The actress **Nina Eichinger** will moderate the event which will be held in the Forest & River Tent outdoor area.

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The OutDoor Conference's numerous prominent outdoor and cross-industry speakers include:

- **Merijn Dols** (Danone's Global Director for Open Innovation and Circular Economy)
 - **Joao Paulo Ferreira** (CEO Natura)
 - **Claudio Marenzi (President Montura/Herno)**
 - **Laura Santucci** (Senior Leader, Mitglied der 1. Obama Administration im Weißen Haus, Washington)
 - **Vinod Kumar** (CEO Vodafone Business)
 - **Martin Frick** (Director Global Innovation, United Nations World Food Program)
 - **Hunter Lovins** (Mitgründerin des Rocky Mountain Instituts)
 - **Gabriele Renner** (Gründerin pervormance International)
 - **Bernhard Schambeck** (Head of BMW Startup Garage)
 - **Georg Schürmann** (CEO, Triodos Bank)
 - **Jonah Wittkamper** (Gründer der Amazon Investor Coalition)
 - **Dr. Simone Kreyer (Chief of Staff, Signa Sports United)**
 - **Reiner Gerstner** (Senior Vice President, Schöffel Sportbekleidungs GmbH)
 - **Martin Riebel (CEO, Schwan Stabilo Outdoor Group)**
 - **Antje von Dewitz (Managing Director, VAUDE)**
 - **Kurt Ludwig Nübling (CEO, Primavera Life)**
- und weitere Industrie und Cross-Industrie Sprecher

How does sustainable adventure tourism work? On **Sunday, June 12**, in a series of keynote speeches, workshops and snapshots, the **Adventure Tourism Conference**, curated by the Adventure Travel Trade Association (ATTA), will cover all innovative bike, vanlife and tourism developments designed not only to provide a sense of pure adventure but also ensure sustainability. Visitors will be able to attend both the OutDoor Conference by EOG and NOW and the Adventure Tourism Conference with their OutDoor by ISPO ticket.

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From 1 p.m. on Sunday, June 12, the **Runner's World Trail & Run Summit** (in partnership with OutDoor by ISPO) will focus on the latest running trends and developments, from jogging in the fresh air through to (ultra-)trail running along single trails at high altitudes.

Side Events and Parties

On Monday, June 13, the European Outdoor Group will host the **European Outdoor Group Industry Breakfast** from 7.30 a.m. until 9 a.m. at OutDoor by ISPO with joint discussions and debates on the most important outdoor issues.

There will be plenty going on in the evenings too: On **Sunday, June 12**, the party sponsored by KEEN, VAUDE and Rab/Lowe Alpine will kick off at 6 p.m. in the outdoor area and in the relevant party tents. This is an "invitation only" event. Don't delay in getting your ticket for the **industry's biggest outdoor party** on Monday, **June 13**: The official OutDoor by ISPO party (sponsored by Dometic) is open to all those keen to enjoy a good party and kicks off at 6 p.m. in the Socializing and Catering Area. As usual, 10 euros will bag you an OutDoor shirt including entry wristband (which includes chilled beverages, a BBQ, culinary highlights, party vibes and a gift). Tickets will be available [online](#) in the ticket shop at the end of May and on site at the MOC during the event on a "first come, first served" basis.

Mark Held, President of the EOG, says: "There are many reasons to be excited about the return of OutDoor by ISPO. The simple opportunity to once again meet face-to-face at a big event is appealing in itself, but I am particularly encouraged by how well our industry is supporting the show. Among the 300+ exhibitors are many European Outdoor Group members, so visitors to the Munich Order & Convention Center can be assured that they will have the opportunity to engage with a large number of the biggest outdoor brands.

We've been supporting the team at Messe München as they have developed a comprehensive program of events alongside the exhibition part of the show, and the full package is compelling. Major retailers have already confirmed that they

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will attend and we expect more to follow suit, so the 2022 edition of OutDoor by ISPO is shaping up to be a successful resumption of large international in-person industry gatherings.”

“OutDoor by ISPO allows you to quickly form a market overview of the Outdoor growth segment. Nowhere else currently provides such an extensive overview of the market or such an impressive range of the latest innovative developments and trends. And June 12 to 14 is perfect timing in the run-up to the order season”, says Lena Haushofer, Exhibition Director for ISPO Munich and OutDoor by ISPO.

As of now, media representatives can [accredit themselves](#).

Photos and graphics for OutDoor by ISPO are available online in the [image database](#).

Additionally you will find pictures of Lena Haushofer, Mark Held and selected speakers [here](#).

You'll find further information on the ISPO Group and the various platforms at <https://www.ispo.com/en/about>

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 Munich Order & Event Center (MOC). OutDoor by ISPO is a part of ISPO, the world's leading platform for sport business professionals and consumer experts.

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 magazine ISPO.com, and the business solutions ISPO Brandnew, ISPO Collaborators Club, ISPO Award, ISPO Academy and ISPO Textrends. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial

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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, about 50,000 exhibitors and around 3 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, and also abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representations abroad for more than 100 countries, Messe München has a global presence.