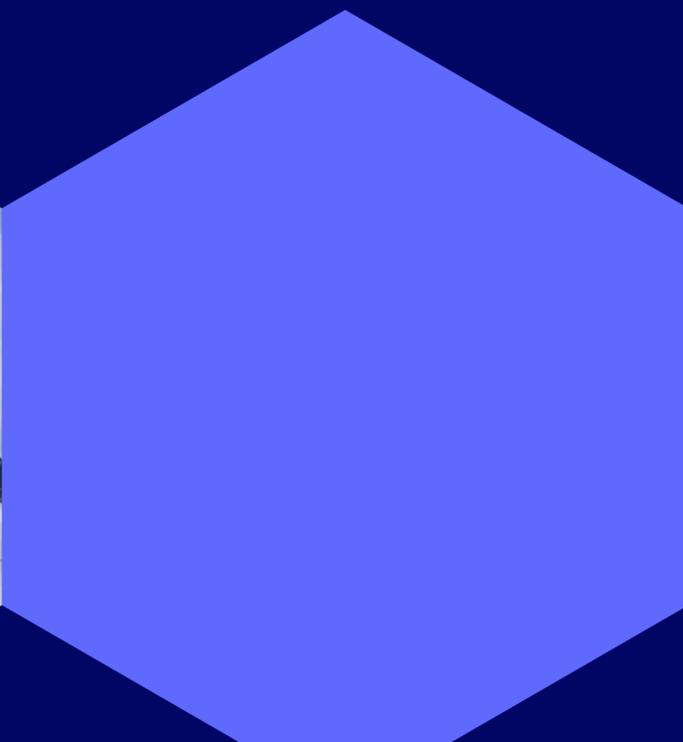
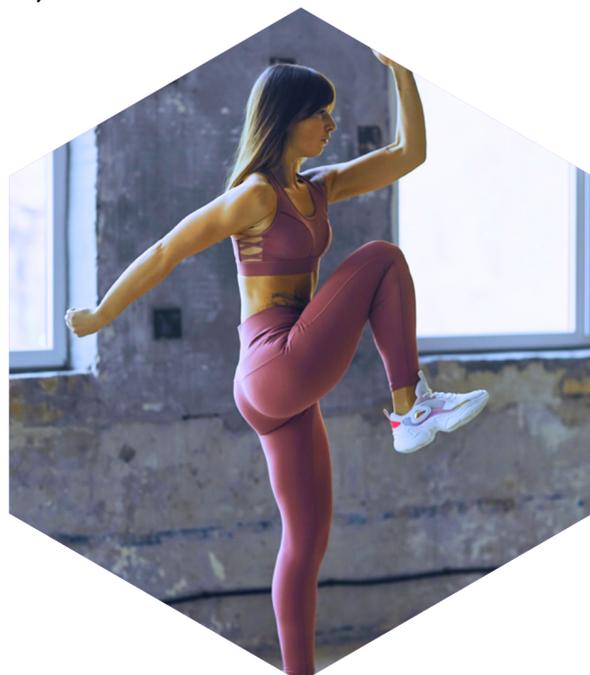


FACTS & FIGURES
ALL YOU NEED TO KNOW
ABOUT ISPO MUNICH 2022



SHAPING THE FUTURE OF SPORTS: A DEEP DIVE INTO ISPO MUNICH 2022

ISPO Munich 2022 was more than just an event. It was a global epicenter of sports innovation. This document delves into the key data and facts from 2022, providing insights into our international reach, high satisfaction rates, and diverse offerings.



ISPO MUNICH VISITORS 2022

ISPO Munich 2022 was a testament to the power of global collaboration in the sports industry. The event attracted 38,065 visitors from 119 countries and 1,666 exhibitors from 50 nations, marking a significant increase in international participation compared to previous years. This data underscores the event's global appeal and its role as a crucial platform for sports industry professionals worldwide. So join us at ISPO Munich 2023. This is an opportunity to engage with a diverse and international audience, gain insights from industry leaders, and expand your business's global reach. The event's track record guarantees a promising platform for businesses to connect, learn, and grow.

40.000

TRADE VISITORS

92%

RATED THE SHOW AS EXCELLENT, VERY GOOD OR GOOD.

72%

INTERNATIONAL VISITORS FROM 119 COUNTRIES

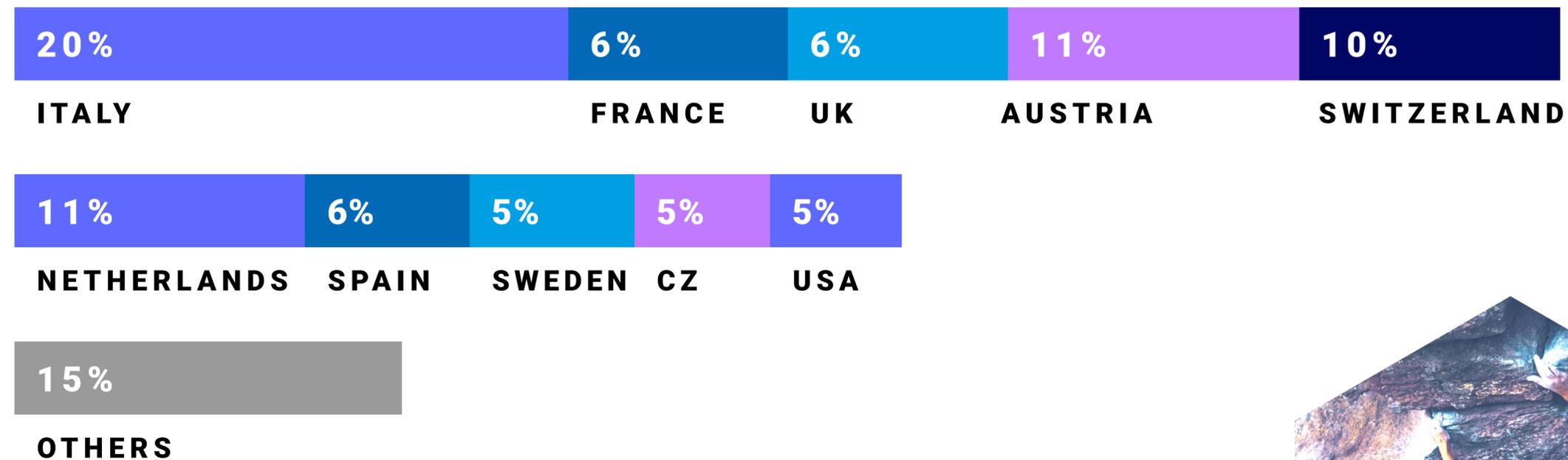


A GLOBAL SPORTS GATHERING

2022 was a global gathering, attracting a diverse array of visitors from over 50 countries like Italy, France, the UK, and the USA. This international diversity offers participants a unique opportunity to understand different markets and broaden their global reach. ISPO Munich 2023 promises an even more enriching experience for the global sports industry."



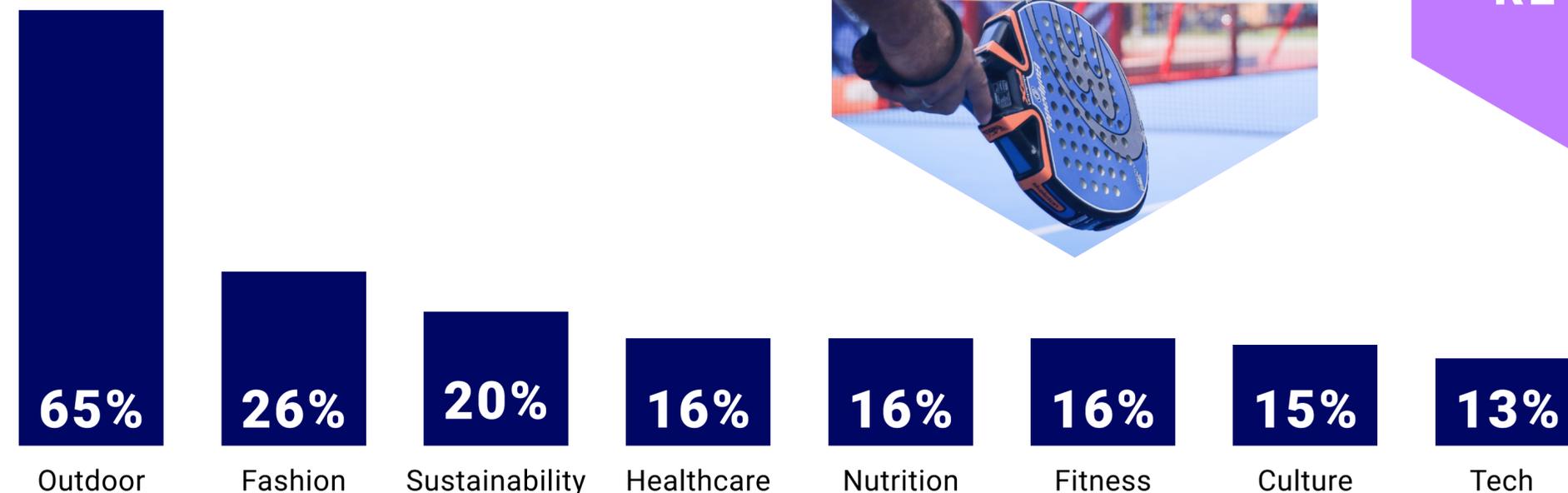
INTERNATIONAL VISITORS



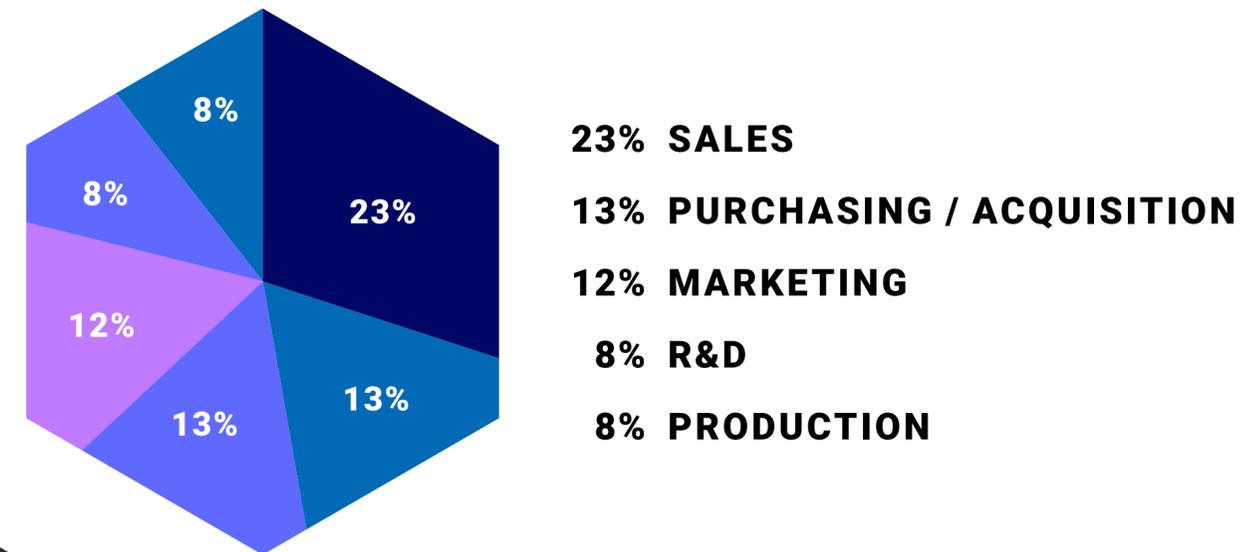
A MEETING POINT FOR VARIED INTERESTS AND DECISION MAKERS

ISPO Munich 2022 was a unique intersection of varied interests and industry sectors. From outdoor activities (65%) and fashion (26%) to sustainability & responsibility (20%), the event catered to a wide array of interests. It also attracted a diverse mix of sectors, with retail (39%) and brand manufacturers (26%) leading the pack. Importantly, the event was a magnet for decision-makers, with **40% of attendees holding managerial or executive roles** and another 40% representing medium-sized businesses or corporations. This diversity underscores ISPO Munich's role as a comprehensive platform for the sports industry.

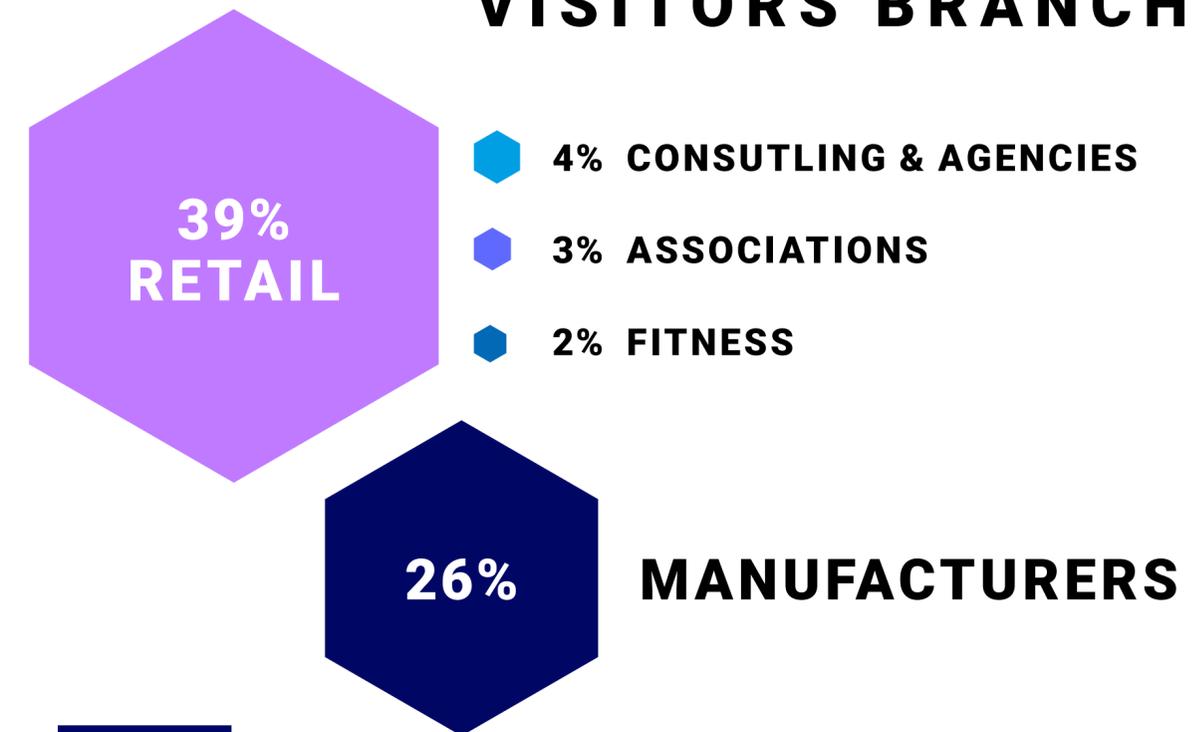
VISITORS KEY INTERESTS



VISITORS PROFESSIONS



VISITORS BRANCHES





**106.000 m²
EXHIBITION
AREA**

ISPO MUNICH EXHIBITORS 2022

ISPO Munich 2022 served as a global stage for exhibitors in the sports industry, bringing together a diverse array of innovators from around the world. With a significant international presence, the event underscored its role as a crucial platform for businesses to showcase their innovations and expand their global reach. Exhibitors from a variety of countries took part, highlighting the event's international appeal and the power of global collaboration. As we look forward to ISPO Munich 2023, we invite you to consider the opportunities this platform offers for connection, learning, and growth in the sports industry.

1.593

TRADE EXHIBITORS

1.366

**INTERNATIONAL EXHIBITORS FROM 50
COUNTRIES**

173

**NATIONAL
EXHIBITORS**



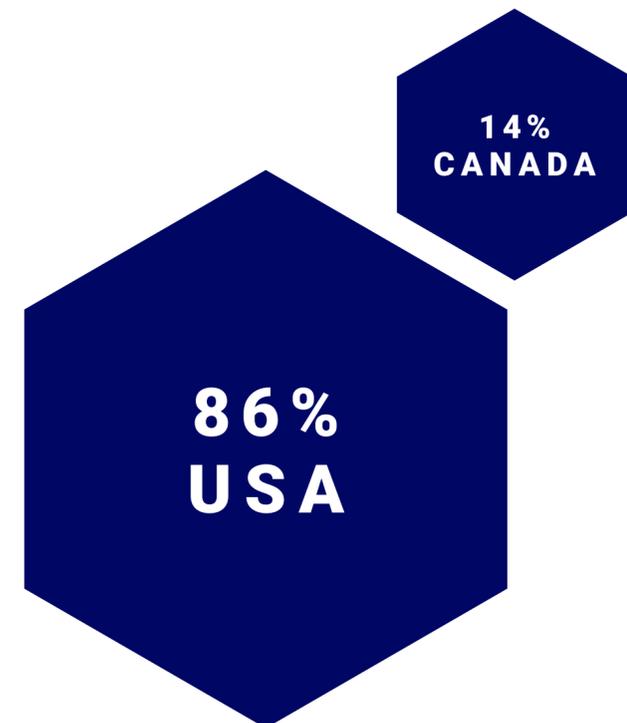
A GLOBAL MOSAIC OF LEADING SPORTS BRANDS AND MANUFACTURERS

ISPO Munich 2022 was a global convergence of state-of-the-art manufacturers and the biggest sports brands. The event saw a significant presence from countries renowned for their contributions to the sports industry.

From China's advanced manufacturing capabilities to Germany's world-renowned sports brands, from Pakistan's growing sports goods industry to Italy's iconic fashion-forward sports brands, each country brought its unique strengths to the event.

As we delve into the top exhibitor countries, we celebrate this diversity and the global collaboration that makes ISPO Munich a truly international event and the place to be for the sports industry.

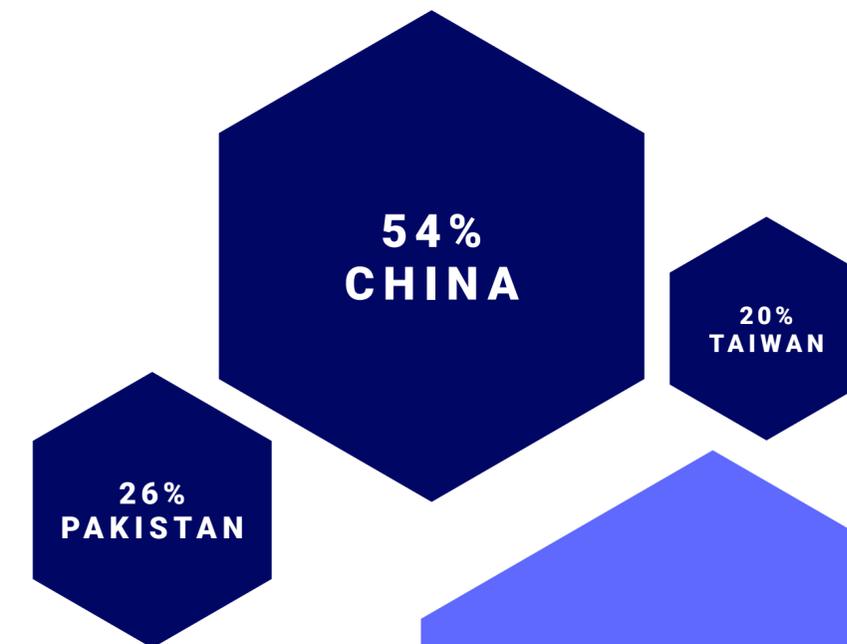
TOP INTERNATIONAL EXHIBITORS NORTH AMERICA



TOP INTERNATIONAL EXHIBITORS EUROPE



TOP INTERNATIONAL EXHIBITORS ASIA



I'D SAY GET ON
BOARD, YOU SHOULD
COME AND SEE THAT
THIS IS BIGGER THAN
YOU CAN IMAGINE.
ISPO IS LEGENDARY.

– TONY HAWK

ISPO
Munich



Nov.
28.–30.
2023

