



ISPO Munich 2023: "New Perspectives on Sports": Nobel Peace Prize Winner Professor Muhammad Yunus and UNHCR- Ambassador Yusra Mardini as first top speakers.

Munich, 17 October 2023 - ISPO Munich, the world's leading trade fair for the sports industry, will open its doors at the Munich Trade Fair Centre from 28th to 30th November. With over 2,000 exhibitors in 11 halls and more than 50,000 visitors expected, ISPO Munich has grown significantly compared to last year. Its motto is "New Perspectives on Sports". In addition to the numerous exhibitors, brands, and solution providers from all over the world, this year's centerpiece is once again the Future Lab, a curated area with a focus on innovations, megatrends, digital transformation, and connectivity. There will also be an exciting conference program opened by none other than Nobel Peace Prize winner Professor Muhammad Yunus. UNHCR Ambassador Yusra Mardini is one of the other keynote speakers.

Brands, products, innovations, and solutions, but also exchange, networking, inspiration, and new perspectives: under the umbrella of this year's campaign "New Perspectives on Sports", the trade fair not only offers a look at the future of the sports industry, but also opens new perspectives on related areas. "We want to look at and discuss sport in its entirety. This can range from technological innovations to sustainability, social impact, and sports fashion trends." states exhibition director Lena Haushofer, summarizing the program.

With a total of eleven halls, ISPO Munich offers an exciting program across all theme stages, hubs, exhibitions and action areas, providing exhibitors, trade visitors and the international sports community with an informative, interactive and entertaining trade fair program with a festival character. **Brands such as Schöffel, Rab / Lowe Alpine, VAUDE, Ortovox, Patagonia, Fjällraven, Jack Wolfskin, Icebreaker, Mountain Equipment, Komperdell, Kari Traa, ARVA, Bergans, Hestra, Ternua, Picture Organic, Berghaus, VEJA, Scott, Oakely / Bliz, 100%, Fritschi and PLUM** will be presenting their new products and innovations. New participants are the Oberalp Group with the brands Wild Country & Evolv and LaMunt, as

well as Bauerfeind and PLEIN Sport. In addition, Blackyak, LEKI, Bench, Casco helmets, the L-Fashion Group with Luhta, Icepeak, Rukka, Dachstein and Torstai were also confirmed as exhibitors at this years ISPO Munich.

Centerpiece Future Lab

As a core element of the trade show, visitors to Hall B1 will find six themed areas focused on innovations and the transformation of the sports industry: in the Brandnew Area, start-ups and up-and-coming brands that have potential to revolutionize the sports industry in the future will present themselves. The winners of the prestigious ISPO Awards will be exhibited here as well. In the interactive showrooms of the Digitize Hub, the focus is on the latest trends in retail technology, and in the Innovation Lab, visitors will experience visionary solutions with the potential to change the sports sector for good. In addition, ZEITGEIST, a platform for urban, streetwear and sports fashion, will make its debut as part of the Future Lab.

Nobel Peace Prize Winner Professor Muhammad Yunus in Munich

Following its successful launch last year, the Future Lab Mainstage will now accommodate up to 500 visitors. The conference program with interactive and inspiring key notes, interviews and workshops with the who's who of the international sports industry has also been expanded accordingly. The conference will be opened by Nobel Peace Prize winner Professor Muhammad Yunus on November 28th at 9:30 am. He is the founder of the Yunus Sports Hub, which uses the positive power of sport to address social problems and strengthen communities. In doing so, values such as inclusion, social justice and sustainable

Another top speaker: UNHCR-Ambassador Yusra Mardini

The speaker line-up at ISPO Munich 2023 is as diverse as this year's exhibitors. This includes Olympic swimmer and recent UNHCR Ambassador Yusra Mardini, who will open the main stage at 10:30 a.m. on the second day of the trade show. Her inspiring and moving story exemplifies the strength, courage and perseverance of millions of refugees. Yusra Mardini has received numerous awards, including the Bambi in the Silent Heroes category, The Girls Award at the UNICEF Global Goal Awards, and the Made For More Award in the Hero category. She was also named one of TIME magazine's 30 most influential teens.



"Our aim is to present a portfolio of personalities and partners that set the trend for the world of sports in terms of diversity, depth and relevance. With Professor Muhammad Yunus and Yusra Mardini, we were already able to convince two versatile and inspiring personalities to come to Munich. We will continue to expand the line-up until the start of the trade fair," says exhibition director Lena Haushofer, adding: "Our visitors can look forward to more top-class speakers."

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About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform, which has been in existence since 1970, bundles an integrated range of industry-related analog and digital services under the family brand ISPO. These include the world's largest multi-segment 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 wide-reaching portfolio of innovation promotion, industry networking, know-how, and editorially prepared content, ISPO operates 365 days a year with the aim of supporting companies and sports enthusiasts and promoting a passion for sports worldwide.

About Messe München

With more than 50 own trade fairs for capital goods, consumer goods and new technologies, Messe München is one of the world's leading trade fair organizers. A total of some 50,000 exhibitors and around three million visitors attend the more than 200 events held each year at the trade-fair center in Munich, the ICM - International Congress Center München, in Conference Center Nord and the MOC Veranstaltungszentrum München, as well as abroad. Together with its subsidiaries, Messe München organizes trade shows in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of affiliated companies in Europe, Asia and South America and around 70 foreign representatives for more than 100 countries, Messe München has a global presence.