



## **Father of the German Basketball Miracle Comes to Munich: World Champions' Coach Gordon Herbert Confirmed as Another Speaker at ISPO Munich 2023**

**Munich, 2 November 2023** – ISPO Munich announces another top speaker: Gordon Herbert, coach of the German basketball world champions, will be a guest on the mainstage at this year's trade fair. He joins NFL star Colin Kaepernick from the USA and swimmer Yusra Mardini from Syria in the international line-up of top speakers at the world's largest trade fair for the sports industry. The Canadian coach, who led the German Basketball Association to its first-ever World Cup title in September, will speak on Tuesday, 26 November, at 4 p.m. He plans to talk about how to build a world champion team and how to unite talented individuals to create an even more successful team.

Unforgettable and already iconic images: While his players celebrated euphorically on the basketball court, national coach Gordon Herbert shunned the limelight. Instead, the architect of who masterminded the team's success sat all alone on the carpeted floor in the catacombs and wiped tears from his eyes. The Canadian has coached the German men's national basketball team since 2021, with whom he also won bronze on the home court at last year's European Championships. Even more than winning the World Cup gold medal, Gordon Herbert says that invaluable experiences for him were being with the players and the people in the group and experiencing how everyone cared for and looked after each other: "With the right people and the right mindset, anything is possible. There are no limits for a team united by ONE mindset."

**Further information is available at:** [www.ispo.com/munich](https://www.ispo.com/munich)

**Information & images:** [download here](#)

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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 analogue and digital services under the ISPO family brand. 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 of its own trade fairs for capital goods, consumer goods and new technologies, Messe München is one of the world's leading organizers of trade fairs. Approximately 50,000 exhibitors and circa three million visitors attend the more than 200 events held each year at the trade-fair centre in Munich, the ICM (Internationales Congress Center München), the 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. Messe München has a global presence thanks to a network of affiliated companies in Europe, Asia and South America and around 70 foreign representatives for more than 100 countries.