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Press release

Program online

ISPO Digitize Summit to bring international digital experts together

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Günther Althaus (ANWR Group), Roland Auschel (adidas), Stefan Mennerich (FC Bayern München), Giulio Montemagno (AmazonPay Europe), Peter Schwarzenbauer (BMW), Nils Stamm (Deutsche Telekom), Philipp Roesch-Schlenderer, (eGym), Robert Scoble (technology blogger) and Professor Bernd Thomsen (Thomsen Group International): The first ISPO Digitize Summit will begin on June 28 in Munich with this group of top-class keynote speakers. The two-day event is designed in particular for sporting goods retailers, brands and the entire sports industry. It will provide them with the momentum they need to seize the game-changing opportunities that digitalization can create for their businesses.

To remain competitive, the sports industry is required more than ever before to identify far-reaching trends and to tap new growth potential: Digitalization plays a pivotal role in this regard. At the same time, consumers' wishes and needs are becoming increasingly essential. Knowing what customers are thinking or what appeals to them is more important than ever. In his keynote address, the American technology blogger Robert Scoble will focus on the future and take a look at consumers in 2020. He will discuss how companies can correctly serve these individuals and optimally prepare to do business with them. Giulio Montemagno, General Manager of AmazonPay Europe, will talk about new payment systems and opportunities. The founder of eGym, Philipp Roesch-Schlenderer, plans to offer inspiration in his address. With its powerful vision and inventiveness, eGym has been able to establish digital innovations in the fitness industry and to create new services for customers. The ISPO Digitize Summit will show attendees how digital technologies can be used in customer loyalty, customer service, payment and the creation of new worlds of experience at the point of sale.

You will find other highlights as well as information about the program and speakers online.

The ISPO Digitize Summit will be held on June 28–29, 2018, at the ICM — Internationales Congress Center München. Tickets for the ISPO Digitize Summit are now [available online](#).

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 news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, 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, 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 and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows 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 as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.