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## Press release

### OutDoor by ISPO: Beginning of a new OutDoor era

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**With today's OutDoor by ISPO Launch Conference, the outdoor industry has entered a new period. 250 brands, retailers, and media representatives came to Munich to experience live the presentation of the new concept. Many interested parties followed the event via a livestream, which can now be seen [on demand online](#). The kick-off marked the official start of the relocation of the "OutDoor" brand from Friedrichshafen to Munich. The trade fair will be held under the new brand name OutDoor by ISPO for the first time at Messe München from June 30 to July 3, 2019.**

"OutDoor by ISPO is the international platform for the outdoor industry that creates content, fosters relationships, inspires enthusiasm for outdoor topics, and creates new opportunities. And not just on the four days of the fair, but 365 days a year," says Mark Held, General Secretary of the European Outdoor Group. "The new concept addresses current requirements and offers added value for all market participants: start-ups, medium-sized companies, and global brands," continues Markus Hefter, Exhibition Director of OutDoor by ISPO. Established outdoor topics such as mountaineering or climbing form the core of the annual trade fair. There are also sectors that have long been considered outdoor by today's consumers, including urban outdoor, yoga, wellbeing, (trail) running, and mountain biking. Other segments represented include destination and adventure travel, surfing and water sports, and outdoor digital with wearables. There is also an area for textile innovations and start ups. [Registration for exhibitors](#) for OutDoor by ISPO 2019 is already available online.

While the fair will only be open to trade visitors, end consumers are welcome at the Munich OutDays which take place simultaneously. Numerous events are planned over the course of the trade fair – a concept that has been warmly welcomed and supported by Munich-based retailers.

## **OutDoor by ISPO – 365 days a year**

Using digital products, OutDoor by ISPO now offers market participants the opportunity to present themselves to the world 365 days a year, seven days a week. This is what “by ISPO” is all about: an established, year-round ecosystem of [cross-media and digital ISPO products](#), in which the entire outdoor industry can get involved. Through these [services](#), the platform provides customers with year-round access to the industry and, most importantly, to consumers around the world via the digital channels.

## **New potential for future growth**

The strategy of OutDoor by ISPO opens up new horizons to seize more opportunities. This includes building new relationships between brands, retailers, consumers, and representatives from other industries (cross-industry), becoming a thought leader for an original outdoor movement, creating experiences for all target groups, and discovering growth potential in other areas. More information and details about the concept are available online at [www.ispo.com/outdoor](http://www.ispo.com/outdoor).

Pictures of the OutDoor by ISPO Launch Conference are available [online](#).

## **About OutDoor by ISPO**

OutDoor by ISPO is the year-round platform for a new outdoor movement, combined with the largest annual international trade fair for the outdoor sector. This is carried out in close partnership with the European Outdoor Group (EOG). ISPO Business Solutions expand the portfolio year-round with both digital as well as cross-media services and create a far-reaching platform for the whole outdoor community. The trade fair OutDoor by ISPO will be held for the first time at Messe München from June 30 to July 3, 2019. From 1993 to June 2018, Friedrichshafen hosted the trade fair.

## **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.