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Press release

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Anniversary year for ISPO Beijing

The leading trade fair for the sporting goods industry in the Asia-Pacific region – [ISPO Beijing](#) – will celebrate its 15th anniversary from January 16 to 19, 2019. ISPO Beijing will then take place in a new location — the [China International Exhibition Center \(CIEC\)](#) in Beijing. Visitors will discover product innovations and trends from the Winter Sports, Outdoor and Health & Fitness segments in three halls. Many presentations and events will also take place during the four days of the trade fair. A ski resort tour, which will give visitors the opportunity to get to know the Chinese winter sports region, will round off the trade fair.

“For the past 15 years ISPO Beijing has been the annual highlight for the Asia-Pacific sporting goods industry,” says Elena Jasper, ISPO Beijing project director. “We are looking forward to celebrating this anniversary with the industry and can’t wait to discover the product innovations and trends of the future.” In addition to Chinese and international brands and manufacturers, such as Burton, Fjällräven and Kailas, young companies will showcase their products in the Start-up Area. The best sports products for 2019/2020 can be found in the ISPO Award Area while the textile innovations of the future will be displayed in the ISPO Textrends area. The E-Commerce Matchmaking-Program will also be continued. This successful concept enables exhibitors and visitors to come together with China’s major e-commerce and department store providers and retail chains. “It’s the perfect opportunity to make new contacts and establish new business models,” Jasper explains. Alpitec China will also be held in the new location. This trade fair provides comprehensive information on product innovations for ski resort

infrastructures, including lift systems, snowmobiles, slope preparation vehicles, etc.

Industry know-how for sports professionals

ISPO Academy is the platform for knowledge transfer. It will take place during ISPO Beijing and, together with the Asia Pacific Snow Conference, the China Sports Fashion Trend Forum and the Sports Industry Forum, will present a wide range of topics. Visitors to the event will also find ISPO Digitize, whose focus is on digital solutions for the sporting goods industry. What better way to share knowledge than by going on a two-day ski resort tour following ISPO Beijing. Participants will take a guided tour to various winter sports destinations, including Fulong, Wanlong and Secret Garden, which are among some of the resorts that will host the Olympic Games in 2022. Further information on the tour and how to register is available on the [website](#).

ISPO Beijing opens up to key opinion leaders (KOL)

[Key opinion leaders](#) (KOLs), also known as influencers in western countries, play a major role in the development of China's brands and its manufacturers' marketing and sales strategies. Among other things, they help companies establish their image or ensure sales. Starting in 2019, these new target group will be among the visitors of ISPO Beijing.

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. 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. 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 Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop.

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.