



Munich, December 11, 2018

## Press release

### **“Altogether to Munich”**

## **ISPO Munich strengthens international retail program**

Kathrin Hagel  
PR Manager  
Tel. +49 89 949-21474  
[hagel@ispo.com](mailto:hagel@ispo.com)

**The retail program “Altogether to Munich” supports sports retailers from Austria, Italy, Poland, Scandinavia, Spain, Switzerland and the United Kingdom in their planning for ISPO Munich itself and on site. From registration and hotel bookings to arranging appointments and trade fair tours in their own language, the all-round carefree package covers everything the sports retailers need to get a market overview at the world’s leading trade fair for the sports business. The program is an extension of “Club ISPO France”, which has been connecting retailers from France with partners and exhibitors for five years now. ISPO Munich is taking place from February 3–6, 2019.**

More than two third of visitors who attend ISPO Munich every year are related to retail. The only multi-segment trader fair for the sports business is the most important platform for retailers and wholesalers, sales representatives and distributors from all over the world for finding out about market developments, innovations and trends in the sports world and for sharing with business partners.

### **“Altogether to Munich” underlines the internationality of ISPO Munich**

To give international retailers easier access to ISPO Munich, the retail program offers from now on sports retailers from Austria, Italy, Poland, Scandinavia, Spain, Switzerland and the United Kingdom a comprehensive package for their trade fair trip to Munich. In addition to providing support with all the travel formalities, ISPO Munich brings them together with contacts for brands and distributors, shows them best practice shops on a retail tour of the Bavarian capital and provides a further networking platform through its evening program. Furthermore, a country-specific online platform supports the participants for easy appointment and networking in the run-up to the trade fair. The retailer program has already proven successful for French retail. In 2018, more than 600 participants came to Munich via “Club ISPO France”.

Markus Hefter, Exhibition Group Director for ISPO Munich, says: “The initiative is a win-win situation for exhibitors and retailers alike. While brands and manufacturers value the presence of international retailers as the most important visitor group, participating retailers receive access in their local language and thanks to the organization in advance they can prepare perfectly for their trade fair visit.”

The ticket structure for sports retailers has also been optimized in order to further underscore the nature of ISPO Munich as a trading platform. From 2019, retailer tickets booked online will cost just 19 euros. More information on the pricing structure can be found [here](#).

### **ISPO Munich lets visitors experience the future of the sports business**

In addition to an overview of innovations and trends, ISPO Munich offers a look beyond the horizon every year. Since digitalization is also becoming increasingly important in the sports business, ISPO is focusing more heavily on digital trends, also for retail. [ISPO Digitize](#) is a platform on which sports retailers, for example, can be inspired by digital pioneers and experience the digital retail technology hands on. ISPO Digitize will be held in Hall C6 during ISPO Munich.

[ISPO Academy](#) also provides internationality and knowledge transfer. It's presented at ISPO Munich with an extensive conference program and offers conferences and seminars as well as online and offline training programs for the sports business all year round. At local conferences, for example, in France, Korea, Japan, Brazil, Poland and Switzerland, the ISPO Academy also addresses topics that affect individual markets.

### **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 as well as OutDoor by ISPO, 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.