

Weltweit führende Sport-Business-Plattform

3.–6. Februar 2019, Messe München

The world's leading sports business platform

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Press release

ISPO Munich 2019

Highlights, innovations, and sports stars

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From yoga and fitness trends to esports and new developments in the world of climbing: more than 2,800 international exhibitors will be presenting their highlights and innovations at ISPO Munich, the world's largest sports trade fair, which is set to be held from February 3 to 6. In addition to live demonstrations and workshops, industry professionals can expect to see a large number of prominent athletes. Among them biathlon legend Ole Einar Bjørndalen, who will receive the ISPO Cup this year.

The largest industry gathering for the international sports business – ISPO Munich – will take place in just a few days. In addition to international trade visitors, many prominent athletes are expected to attend. These include Miriam Neureuther (German biathlete and cross-country skier), Britta Steffen (German swimmer), Robin Backhaus and Poul Zellmann (German swimmers), Julius Brink (German beach volleyball player), Peter Sagan (Slovak racing cyclist), Gina Lückenkemper (German track and field athlete), Nils Schumann (German track and field athlete) and Andrzej Bargiel (Polish ski mountaineer, mountaineer, and alpine runner). One of the highlights is the visit of skateboard legend Tony Hawk, who will hold a keynote address on Monday, February 4, as part of the "[ISPO Digitize Pioneers Night](#)". An [overview of all VIP visits](#) is available online.

Award: Ole Einar Bjørndalen receives ISPO Cup 2019

Ole Einar Bjørndalen, one of the greatest athletes of our time, will be awarded the ISPO Cup on Tuesday, February 5. With eight Olympic gold medals as well as four silver and one bronze medal, he is the most successful biathlete ever at the Winter Olympics. A total of 95 World Cup victories in biathlon and cross-country skiing means that he is currently the greatest Winter athlete of all time. The ISPO Cup will honor his unique accomplishments and exceptional career.

New: Indoor Climbing Hub

Climbing has developed rapidly in recent years. Artificial climbing facilities in a variety of forms are widespread, especially in urban metropolises. The [German Alpine Club](#) has count 500 climbing halls in Germany alone – and the number is rising. In 2020, the sport will become an Olympic discipline for the first time. This is expected to draw greater attention and lead to growing interest. Under the motto “Climbing Gyms Insights,” the new Indoor Climbing Hub in hall A3 brings together various players to discuss these developments. Among other things, the program of speeches highlights the growth market in an international comparison and looks at the opportunities and challenges of the new Olympic format. More [information and the program](#) are available online.

Trend: sustainable products still in demand

A trend that has accompanied the sports and outdoor industry for many years and is becoming increasingly important in light of current developments is the manufacture of sustainable products. Many brands are already aware of their responsibilities and have incorporated a sustainable manufacturing process into their business. Experts will be talking about current developments and the urgency of this topic at the “CSR Hub & Sustainability Kiosk” in hall A4. These include representatives of non-governmental organizations such as Jon Cocino from One Percent for the Planet, Oliver Spies and Alexander Nolte from STOP! Micro Waste, Jeremy Jones from Protect our Winters, and Rainer Uhl from the Surfrider Foundation.

Fitness and yoga are booming

There is no end in sight to the fitness boom. From CrossFit and urban running to functional training: interested visitors from the health & fitness sector will get their money’s worth in halls A5 and A6. In addition, the annual [RUNNER’S WORLD running symposium](#) will take place on February 4 for professionals in the running scene. Yoga also continues to enjoy great popularity. According to [a study](#), the global market for yoga clothing is expected to grow by more than six percent a year. The large demand comes mainly from the U.S. The garments are used in variants of yoga such as acroyoga. Yogis at ISPO Munich can expect “flying asanas” – a combination of acrobatic playfulness, the healing energy of therapeutic flying, and the balance and connection of yoga. In addition, yoga professionals will be providing information about yoga for climbers or Liquid Flow Yoga on the Body & Mind stage. An overview of all workshops and live demonstrations can be found on the ISPO Munich [website](#) and in the [event calendar](#).

New: get involved in esports up close and personal

For the first time, visitors to the fair can experience esports in person as part of ISPO Digitize in hall C6. Among other things, a friendly match will be taking place at the eSport Arena between Bayern Ballers Gaming, the esports team of FC Bayern Basketball, and the ISPO community. Experts, including those from Sport1, Nielsen, the German Football League (DFL), and 7Sports, will also be providing insights into the potential and growth market of this trend sport. As part of ISPO Munich Sports Week, the Munich-based sports retailer Globetrotter will be organizing an esports tournament on Wednesday, February 6, which will be streamed live in the exhibition halls.

Service

An overview of all brands and manufacturers can be found in the [exhibitor directory](#). The [event calendar](#) contains information about when events are taking place and who the speakers are. This information is also available in the [ISPO Munich app](#). You can find the online accreditation for media representatives [here](#). An overview of known [press dates](#) is 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 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.