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Press release

ISPO Shanghai reveals the potential in China

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- Networking platform for the Chinese market
- Main topic: soccer in China
- Knowledge transfer on all levels

With sport in China booming, demand for the right sports kit is growing too. From clothing to equipment: the latest trends in the running, health & fitness, watersports and outdoor segments will be on show at ISPO Shanghai at the Shanghai New International Expo Centre (SNIEC) from July 5 to 7, 2019. With its Football Activation Area and the matchmaking program, the trade fair is also emphasizing its role as a network platform in China.

As an up-and-coming sports market, China offers national and international brands, manufacturers and other sports business professionals a big sales and investment market. The People's Republic has a population of around 1.4 billion people. According to a study carried out by Nielsen Sport, 59 percent of Chinese sports fans – around 432 million people – live in big cities such as Shanghai, Beijing or Nanjing. A third of these people actively take part in sport, with running one of the most popular types of sport. Interest in soccer has also grown significantly in recent years and 31 percent of city dwellers in the 16 to 59-year-old age group now enjoy the sport. This is a huge fan community that is also arousing interest among foreign clubs.

A focus on soccer

With 70,000 new soccer pitches by 2020 and major investments in improved infrastructure, soccer schools and coach training, the Chinese government's soccer program aims to make China one of the world's top soccer countries by 2050. For a long time now, foreign clubs too have been interested in the Chinese

soccer market. These clubs would like to use their expertise to develop young players' skills and expand their fan communities in Asia. With the Football Activation Area, ISPO Shanghai aims to achieve both of these goals and is bringing together foreign clubs and Chinese associations. Clubs also have the opportunity to meet with local media and key opinion leaders, i.e. Chinese influencers, for top-class soccer. During the Football Forum, spokespersons from the clubs will present their strategies, show how they would like to be active in the Chinese market and unveil their concepts for developing young players' skills and brand positioning. A networking dinner will provide an opportunity to establish new contacts or build on existing ones.

Matchmaking program

“Knowing the right contacts at the most important (online) trade partners is essential for business success in China and will become increasingly important elsewhere in the world too,” explained Elena Jasper, Exhibition Director for ISPO Shanghai. With an expected turnover of 576 million Euro in 2018, China is the world's biggest e-commerce market followed by the U.S. with over 456 million Euro. China is the world's second-biggest e-commerce market for sports and outdoor products. As part of ISPO Shanghai's matchmaking program, exhibitors and visitors will have a chance to meet the most important Chinese e-commerce providers and retail chains. “It's the ideal opportunity to establish new contacts and develop new business models,” says Jasper. A look back at ISPO Shanghai 2018 shows just how successful the concept is: there were 150 meetings between exhibitors, visitors and potential partners.

Knowledge transfer for sports business professionals

In addition to numerous networking opportunities, the trade fair also offers a free conference and forum program for an extensive transfer of knowledge. The planned events include the Retail & Digitalization Forum, the China Sports Fashion Trend Forum, the Kids & Women Sport Industry Forum and the Watersports Industry Forum. Further information regarding the supporting program can be found [online](#).

Market Introduction Seminar for market newcomers

ISPO Shanghai offers companies that are interested in entering the Chinese market a one-day [Market Introduction Seminar in Munich](#). This addresses the following questions: How can a realistic market potential for companies and products be determined? What preparations should a company make for a successful market launch? And how can the right partners be found? Experts will provide answers in Munich on July 2, 2019. The seminar will take place alongside OutDoor by ISPO.

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.