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**Press release**

## **Basecamp of Inspiration**

### **Startup summit for OutDoor by ISPO: Newcomers share their ideas**

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- **32 startups in the outdoor and sporting goods industry on 2,000 square meters**
- **Focus topics sustainability, technology & sports, digitalization & individualization and health**
- **Interactive demo formats, conference stage and networking areas**

**ISPO Brandnew, the world's largest platform for startups in the sporting goods industry, will be expanded: For the first time ever the startup summit "Basecamp of Inspiration" will take place as a part of Europe's largest outdoor trade fair OutDoor by ISPO in Munich (June 30 to July 3). Young enterprises present their brands and products from the outdoor, sports technology and active lifestyle areas to trade visitors in demos designed for a stimulating experience. They also share their visions of the future of the outdoor business in presentations and panels structured around the focus topics sustainability, technology & sports, digitalization & individualization, and health.**

Over the past twenty years ISPO Brandnew has recognized promising newcomers from the sports industry and has helped jump-start brands such as GoPro, Maloja and ON Running. Now the "Basecamp of Inspiration" is being emerged out of ISPO Brandnew during OutDoor by ISPO: The startup summit is a platform dedicated to brand experiences for future-oriented trade visitors. 32 selected startup founders invite visitors to discover and experience their products and brands through interactive demos on the conference stage and in networking areas. In selecting the participants, the makers of the Basecamp of Inspiration profit from 20 years of contact and experience with the scene. Selected winners of ISPO Brandnew from previous years as well as several other selected companies that play one of the trend themes will be presenting themselves in the exhibition area. Trade visitors have the opportunity to discover sporting AI concepts,

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traditional sports in digital format, future-oriented production concepts or sustainable outdoor fashion.

### **Focus on business in a festival-like atmosphere**

The startup summit with its relaxed yet professional atmosphere is designed for networking, knowledge transfer, discussions and business opportunities. The Basecamp area covers over 2,000 square meters: The "Community Campfire" with its relaxed and intensive character will offer providers, trade and corporate visitors, investors and customers a perfect environment for networking. Interested visitors can join engaging presentations of startups and partners and get inspired by the creative product demonstrations on the "Playground". In addition to the long-standing ISPO Brandnew supporter YKK, other top-class companies from the outdoor industry were won as partners: For example, adidas Outdoor presents its in-house startup program Base X, while Suunto Movesense presents innovative third-party applications of its award-winning motion sensing solution.

### **Another trend topic every day**

Every day of the event, a new trend will be the focal point of presentations and panel discussions taking place on stage at the Basecamp. Each keynote speech will be given by a well-known industry representative who has influenced the topic in question.

- Sunday, June 30: Technology & Sports
- Monday, July 1: Health
- Tuesday, July 2: Digitalization & Individualization
- Wednesday, July 3: Sustainability

All information about the concept, the participating startups and the conference program are available [here](#).

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## **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, Europe's biggest outdoor trade fair 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.