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Press release

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ISPO Shanghai: the gateway to China's sports business

- Bundesliga International to feature in Shanghai
- Better understanding the Chinese market thanks to knowledge transfer
- Fresh impetus for international sports business professionals

Thanks to an affluent middle class with a growing interest in sports, China is becoming increasingly attractive to sporting goods manufacturers. It is not just those in the sports business that have recognized the potential – international soccer clubs are also competing for the favor of Chinese sports fans. ISPO Shanghai, taking place at the Shanghai New International Expo Center (SNIEC) from July 5 to 7, will provide the perfect gateway to the market. In addition to numerous companies, this year Bundesliga International will be represented with FC Bayern, Borussia Dortmund, Schalke 04, Borussia Mönchengladbach, VfL Wolfsburg and Bayer 04 Leverkusen.

International industry giants and Chinese market leaders, such as Arys, Ballop, Buff, Deuter, Polygiene, StreetStrider, Uyn, Wakingbee and Yvette will all be showcasing their latest products at ISPO Shanghai, from running trends and innovative outdoor equipment to the latest water sports products. Up-and-coming brands, such as Tafeng, Taluer and Trickcoo will be on site in the Startup Village. The Chinese start-up Carey Design, which is one of the 2019 [ISPO Brandnew finalists](#), will also be on hand. The company impressed the jury with its innovative everyday clothing, which controls the temperature via an app.

Another highlight will be the [Outdoor Lifestyle Pavilion](#), which will focus on outdoor activities and trends, such as trail running. These are becoming clear favorites in China. According to recent studies, the [Chinese outdoor market](#) is now worth around EUR 8.4 billion. Winter sports are popular all year round in

China. Skiing can even be enjoyed in the summer thanks to the infrastructure in place. For the first time ever, 18 winter sports brands will be represented at ISPO Shanghai together with the Golden Snowflake Ski Industry Alliance, an organization designed to promote the Chinese ski industry. Another stand-out feature will be the joint [Fashion Show with Tmall](#), taking place for the second time.

China now in possession of the ball

When the figures are broken down by country as part of a global comparison, China now has the largest soccer fan base. As a result, international soccer clubs are now much more active in China. Elena Jasper, Exhibition Director ISPO Shanghai: "We are thrilled to be able to continue working with Bundesliga International and their clubs at ISPO Shanghai." FC Bayern, Borussia Dortmund, Schalke 04, Borussia Mönchengladbach, VfL Wolfsburg and Bayer 04 Leverkusen will all be on site in 2019. Various soccer activities are planned with the club representatives who will be on hand in the [International Football Forum](#) to discuss their club work, for example the development of young talents. The annual Red Card Report, which looks into the influence of European soccer in China, will also be presented. The report will also provide valuable insights into Chinese fan behavior and the different local requirements. Attendees will be able to demonstrate their dedication and put their skills to the test in the smart court. KickID will provide real-time player analysis, something which is already being used both at youth training centers and in the professional league.

Fresh impetus thanks to knowledge sharing

Attendees interested in gaining insights into the Chinese market and Chinese consumers should take a look at the extensive [forum and conference program](#). In the [Women & Kids Sports Industry Forum](#), experts will discuss various topics, including how women's requirements in terms of sports products have changed and what the latest online trends are for female athletes. Retail in China is vastly different from retail in western countries. In the [Retail Forum](#), brands and manufacturers will be able to get their hands on proposed strategies and solutions for the Chinese market. The [Water Sports & Diving Industry Forum](#) will focus on the development of the Chinese diving industry. Designers and product managers can look forward to hearing from experts such as Wang Chaoran, Head Designer

of the Li-Ning New York Fashion Week line and the Li-Ning Classic line, in the [China Sports Fashion Trend Forum](#). Presentations by trend expert Louisa Smith and Jochen Lagemann, Senior Vice President and Managing Director Europe & Asia at PrimaLoft, will also be on the agenda.

ISPO Textrends will unveil the latest textile trends for Spring/Summer 2021. In the ISPO Award Area, attendees can discover the latest award-winning products from more than 30 brands such as Blackyak, Gruezibag, EngineBird, Kailas, Mammut, Mijia, Nitecore and QOOL.

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.