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Press release

OutDoor by ISPO 2019

New features and highlights of Europe's largest outdoor trade fair

- **Diverse range of topics reflects broad and inclusive interpretation of "outdoor"**
- **Speeches, presentations and workshops involving numerous industry giants and experts**
- **Involvement of industries outside of this sector**

Amrei Kommer
PR Manager
Tel. +49 89 949-21406
kommer@ispo.com

From climbing, hiking and trail running to water sports, adventure travel and urban outdoor: more than 1,000 exhibitors from 35 countries will be showcasing their latest products from June 30 to July 3, 2019 at the first ever OutDoor by ISPO trade fair in Munich. What does the future hold for "outdoor"? How can the sector continue to grow? What does it mean for the individual members of this sector? The innovative products being showcased by the brands taking part as well as the extensive supporting program focusing on specific topics will provide answers to these questions.

Outdoor by ISPO will open its doors for the first time ever in Munich in just a few days' time. After 25 years, the relocation to the capital city of the German state of Bavaria not only means that Europe's largest outdoor trade fair has a new venue, but the event's concept has also been completely redesigned. Trade visitors can expect to see products and topics presented in a way which adopts a consumer-centric approach and focuses on the interests and concerns of the retail industry. As part of an inclusive outdoor mindset, traditional areas such as hiking and climbing will of course be included but so too will newer activities such as trail running or mountain biking. In addition, there is cooperation with other sectors.

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A trade show as diverse and different as consumers' own interpretations of what "outdoor" means

The design of the exhibition space, integrating numerous different focus & activation areas, will truly reflect the diversity of "outdoor." Thanks to areas such as the perfect hang-out for sport climbers and boulderers, the **Indoor Climbing Hub**, the **River Lake Camp**, focusing on water sports, **THE BORDERLANDS™**, an exhibition space dedicated to urban outdoor culture, and the **Adventure, Tourism & Travel Hub**, concentrating on adventure travel, each activity and all the variations it encompasses will be placed center stage. There will also be several different areas covering over-arching topics.

The **CSR Hub & Sustainability Kiosk** in Hall B6 will be dedicated to the increasingly important topic of sustainability. CSR experts will be on hand to provide insights into the sector's latest sustainability projects and products. The European Outdoor Group (EOG) will focus on the sector's approach to disposable, single-use plastic and the Hohenstein Institute will present the topic of biodegradable materials. The program will also include a presentation by the world's first ever climate-positive outdoor shoe producer Icebug as well as a speech by The North Face on its experiences of and future plans regarding the manufacturing of sustainable products. adidas will be showcasing its adidas X Parley collection, which is based on upcycled plastic waste collected from beaches and coastal areas. The keynote speech of the German Federal Minister for Economic Cooperation and Development, Dr. Gerd Müller, entitled "Sustainability will only work if adopted by social consensus" on Monday, July 1 at 2:20 p.m. will be a highlight.

The latest trends and styles from the world of shoes, socks and accessories will be provided with a fitting setting in their own special exhibition area, the **Shoe & Trailrunning Village**, in Hall A5. A 50-meter-long track will be available for putting products to the test. From technical alpine mountaineering boots right through to urban outdoor sneakers, big brands from this segment will be exhibiting alongside each other, including Aku, Kamik, Keen, Lowa, Meindl, Merrell, On, Tecnica and the insole specialist Sidas as well as classic shoe retailers such as Gabor. The Run & Trail Summit will also be held in this area on

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Tuesday, July 2. The agenda will include an elevator pitch for the trade fair's most innovative trail-running products.

In collaboration with the Messe München "Frauen verbinden" ("Connecting Women") initiative, the agenda of the **Women's in Outdoorbusiness Lounge** in Hall B5 will be demonstrating that women have long been important industry drivers – in management positions and as athletes, opinion leaders and consumers. As such, Marion Schöne, Managing Director of the Munich Olympic Park, and Hetty Key, an adventurer and blogger, will be sharing their experiences, hopes and visions.

The **Retail Lounge** in Hall A4 will be the perfect spot for retail trade visitors to network as well as relax and unwind. The presentations and panel discussions will primarily cover digital topics and provide extensive information, as part of a retail-focused program, on the development and future prospects of retail and the growing influence of social media. The Detox Happy Hour Breakfast will also be held in the Retail Lounge at 9 a.m. every morning for the duration of the trade fair.

The new outdoor mindset won't only be celebrated in the halls as the outside area will also be turned into an interactive exhibition space. The **HangOut Area** will play host to numerous camping, glamping and outdoor-kitchen products just waiting to be put to the test right there and then. There will be a generously sized lounge available for visitors to recharge their batteries.

The first ever OutDoor by ISPO in Munich will be celebrated properly in true style. At 6 p.m. on the evening of July 2, the atrium between the halls A4 and B4 will be converted from a rest and relaxation zone into a huge party area for the entire community.

X-industry: the bigger picture

The X-Industry segment will provide visitors with the bigger picture, enabling them to see beyond the confines of the outdoor sector. The [automatica](#), [electronica](#), [EXPO REAL](#), [IFAT](#), [LOPEC](#), [LASER World of PHOTONICS](#) and [transport logistic](#) exhibitions and trade fairs will be presented as part of the X-Industry focus area in Hall B5, illustrating the true potential of cooperation for the outdoor sector. Presentations will also be given by industry representatives from the world of

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printed electronics. There will also be a tour for automatica and LOPEC exhibitors, which will introduce them to potential business partners. Cross Industry will also include the Next Entrepreneurs initiative, together with Messe München GmbH, the German Council of Shopping Centers e.V., the Volkswagen Group's xStarters innovation program and outdoor equipment manufacturer Vaude.

All partners will specify a global topic connected to their respective business.

These will then be worked on live on site, from Monday to Wednesday, by eight teams consisting of Generation-Z youngsters (at the age between 12 and 17 years). The results will then be presented and assessed at 1:30 p.m. on July 3.

Service

An overview of all the brands and manufacturers that will be exhibiting can be found in the [exhibitor directory](#). The [event calendar](#) contains the details of all the events taking place during the trade fair. Both databases are also included in the [OutDoor by ISPO app](#) – the ideal tool for planning your visit. Media accreditation can be done [online](#) or directly on site in the press center. An overview of known [press dates](#) can be found here.

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.