

## Event program OutDoor by ISPO

Official Opening Hours OutDoor by ISPO:

Sunday, June 12, 2022 09:00 am – 06:00 pm  
 Monday, June 13, 2022 09:00 am – 06:00 pm\*  
 Tuesday, June 14 2022 09:00 am – 05:00 pm

\*EOG Industry Breakfast starting at 07:30 am

\*\*Press Lounge opening at NN:NN am

## Runner's World Trail & Run Summit



The must-attend event of the running industry is back! At the Runner's World Trail & Run Summit in partnership with OutDoor by ISPO, everything revolves around the latest trends and developments in running for a whole day - from jogging in the fresh air to trail running and ultra runs on gravel at lofty heights.

**Sunday, June 12, 2022**  
**1:00 pm – 6:00 pm**  
**MOC Conference Room K3**

## Adventure Tourism Conference



How does sustainable adventure tourism work? In keynotes, workshops and snapshots, the Adventure Tourism Conference will shed light on everything to do with bike, vanlife and tourism innovations that not only stand for pure adventure, but also sustainability. This conference is organized by the Adventure Travel Trade Association (ATTA) and Prof. Dr. Manuel Sand (Adventure Campus Treuchtlingen).

**Sunday, June 12, 2022 11:00 am – 5:00 pm**  
**MOC Conference Room K1A/B**

### Speakers of the Adventure Toursim Conference

- Host: Prof. Dr. Manuel Sand, Outdoorsports and Adventuremanagement, Academic Director, Adventure Campus Treuchtlingen

- Hosts: Adventure Travel Association (ATTA) & Adventure Campus Treuchtlingen
- Speaker: Eva Mossberg (ATTA), Gergana Nikolova (ATTA), Chris Doyle (CMD Inspired), Dr. Carl Cater (Swansea University Wales), Nico Graaf (Mountain Bike Tourism Forum), Sara Mair Bellshaw (Slow Adventure), Jelena Farkic (Adventure Tourism Research Association, ATRA) and Forest Therapy South Eastern Europe (FTSEE)

For more details about the conference, program and speakers click [here](#).

### European Outdoor Group Industry Breakfast



The perfect start to the trade fair day: On Monday morning, the European outdoor industry meets for the big EOG Breakfast. The European Outdoor Group invites you to the industry breakfast with joint discussions and debates on the most important topics in the outdoor world.

**Monday, June 13, 2022**  
**7:30 am – 09:00 am**  
**Socializing & Catering Area (outside area), Forest & River Tent**

### OutDoor by ISPO Press Conference by European OutDoor Group & Messe München

**Sunday, June 12, 2022 11:00 am – 12:30 pm**  
**MOC Press Conference Room K4**

### OutDoor Conference by European Outdoor Groupe and NOW Partners



How does a regenerative value chain become the engine for economic success? The ISPO and EOG team together with NOW Partners are exploring this question and highlighting opportunities for the industry to simultaneously strengthen supply chains, customer relationships and financing options in 7 plenary sessions with top experts.

**Monday, June 13, 2022 10:00 am – 05:45 pm**  
**Tuesday, June 14, 2022 09:00 am – 12:30 pm**  
**Socializing & Catering Area (outside area), Forest & River Tent**

## Speakers of the OutDoor Conference

- Host: Nina Eichinger
- Hosts / Opener: Mark Held (EOG), Tobias Gröber (Messe München), Walter Link (NOW Partners)
- Speaker: Laura Santucci (former Obama administration), Kurt Ludwig Nübling (Primavera Life), Reiner Gerstner (Schöffel), Claudio Marenzi (Montura/Herno), Hunter Lovins (Rocky Mountain Institute/NOW Partners), Joao Paulo Ferreira (Natura), Jonah Wittkamper (Amazon Investor Coalition), Tom Cummings (B Lab/NOW Partners), Merijn Dols (Danone), Vinod Kumar (Vodafone Business), Walter Frick (UN World Food Program), Simone Kreyer (Chief of Staff, Signa Sports United), Walter Thomsen (SOEX), Bernhard Schambeck (BMW Group), Gabriele Renner (pervormance Intern.), Antje von Dewitz (VAUDE), Georg Schürmann (Triodos Bank), Jérôme Pero (Federation of the European Sporting Goods Industry), among others.

## Speaker Insights

- **Joao Paulo Ferreira** is the Latin America CEO of Natura & Co, a B Corp and global leader in many aspects of regenerative business that grew from a purpose-driven Brazilian start up into the world 4<sup>th</sup> largest beauty group after integrating also The Body Shop, Aesop and Avon and spreading its inspiring example in over 100 countries.
- **Vinod Kumar**, the highly successful CEO of Vodafone Business and formerly of tech infrastructure leader Tata Communications is an expert for technology trends, supply chain challenges and how to form very diverse leaders into high performing teams.
- **Dr. Martin Frick**, an expert in global policy frameworks and political decision making processes, is the Director of UN World Food Program's Global Office, recently co-led the Global Food System Summit and before that was a key leaders COP, the UN global top climate decision-making body.
- **Georg Schürmann** is a 20-year veteran of Deutsch bank and the Germany CEO of Triodos, Europe's leading sustainability bank that also co-founder the Global Alliance for Banking on Values that includes over 70 financial institutions that demonstrate that real ESG values-driven banking and investment can be highly successful, not only in the Global North but all over the world.
- **Laura Santucci** is an international policy and political campaign expert who served as Chief of Staff of the political operation of President Obama's Whitehouse, supporting him also in two presidential campaigns. She later became the Chief of Staff of the mayor of New York and the Director of UN World Food Program. She also has a background in Trade Union organizing.
- **Merijn Dols** is the Global Director of Open Innovation at Danone, the world's largest B Corp that with its One Planet One Earth vision became an important leader in shifting the mainstream economy towards plant-based foods. Merijn is an expert in Circular and Regeneration Economy innovation technologies and transformation processes.
- **Hunter Lovins** is the co-author of Natural Capitalism, an early 'bible' for sustainable yet economically successful business. A global expert in wide range of topics, including climate, renewable energy, clean technologies and regenerative agriculture, she is the author of 16 other books and co-founded the USA's first MBA is Sustainable Management.

- **Tom Cummings** is the chair of B Lab in Europe the organization that co-created the global B Corp movement and certification approach and Benefit Corporation legislation. At Unilever and ABN AMRO Bank he was a top executive for global leadership development and now also teaches senior executive and board programs.
- **Claudio Marenzi** is President of Herno, the Italian luxury company which recently acquired the mountain brand Montura which was founded in 2001. The dedicated mountaineer is convinced about the huge potential of the outdoor sector and is internationalizing the brand.
- **Dr. Simone Kreyer** is the Chief of Staff for Signa Sports United. Following her career at McKinsey, ProSiebenSat1 and Amazon, she drives digitalization, transformation and business excellence across all companies of Europe's leading, fast-growing and profitable sports commerce and tech platform, in the categories Bike, Tennis, Outdoor and Team Sports.
- **Dr. Antje von Dewitz**, As Managing Director of VAUDE Sports GmbH & Co. KG. She was recently nominated by Handelsblatt as one of Germany's top 50 most influential female entrepreneurs and has been elected CMO of the Year in 2022. As Managing Director of VAUDE Sports GmbH & Co. KG, she actively drives the company truly sustainable vision and transformation.
- **Dr. Reiner Gerstner** is Senior Vice President Marketing at Schöffel Outdoor and a profound outdoor expert following many years at Oberalp Group. The 200-year old, family owned company Schöffel has manifested sustainability and building trust between all value chain stakeholders as core part of the brand's heritage.
- **Walter Thompson** is the CEO of SOEX, a solution provider in the textile industry driving business solutions in a circular economy for a sustainable, zero waste future.
- **Gabriele Renner** is Founder and CEO of Pervormance International who aim to revolutionize cooling technologie in clothing. After years at BASF, she is driven by the objective of climate protection.