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## Presseinformation

# ISPO Munich 2022: Earlier date, latest topics and prominent athletes

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The restart of ISPO Munich from November 28 to 30 at the Munich exhibition grounds will be held under the motto “New Perspectives on Sports”. In addition to more than 1,500 exhibitors from 55 countries in a total of 10 halls, visitors can expect an extensive program with a host of product innovations, a conference with top-class speakers, the presentation of the ISPO Cup, and famous athletes as guests. And all that at the start of the order period.

An extensive conference in the Future Lab, the latest product and textile trends, a host of networking events, prominent athletes, a notable winner of the ISPO Cup and the who’s who of sports business. Alongside the product innovations of the more than 1,500 exhibitors from 55 countries, ISPO Munich will offer extensive insights into the entire ecosystem of the sports industry at its November premiere. “It’s already clear ahead of the event that we need new perspectives on the market, consumers, retail and sport itself. Only together will we be able to solve the many different challenges in our industry. And without truly sustainable approaches and offers, we won’t get far in our business. ISPO Munich aims to not only discuss all the essential questions in our industry, but to also be the central lobby platform for sport and give it the important voice that matches its position in society,” says Tobias Gröber, Head of ISPO Group. Brands and companies from the outdoor, sports fashion, snow sports, health & fitness, Textrends and sourcing segments will be represented as exhibitors at ISPO Munich 2022.

## ISPO Conference in the Future Lab with notable experts

The topic of sustainability plays an important role at the ISPO Conference. For example, Eva Karlsson (Houdini) and Antje von Dewitz (VAUDE) will be talking about the latest developments in the field of circular and regenerative business

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models. The conference will kick off on the first day of the trade fair with a panel on the future of winter sports in the face of climate change and energy shortage. John Yang, CEO of Helly Hansen China, will also provide an insight into the development of winter sports in Asia. Other speakers at the conference include Merijn Dols, Global Director for Open Innovation and Circular Economy Danone and Joao Paulo Ferreira, CEO Natura. More than 70 startups will also be represented in the Future Lab with their product and solution innovations in the ISPO Brandnew Area. The just under 100 winning products of the ongoing ISPO Award will be presented in the ISPO Award Area.

At the Retail Breakfast on the morning of the second day of the trade fair, Margit Gosau, CEO SPORT 2000 International GmbH, will speak about successful category management in sports retail. Other topics of Tuesday morning's retail special are recruitment, customer loyalty and digital transformation.

### **ISPO Cup goes to Patagonia in 2022**

On the first day of the trade fair, a company that makes an outstanding positive contribution to society will be honored with the newly designed ISPO Cup. The ISPO Cup will be presented to the outdoor clothing company Patagonia at an evening event on Monday, followed by the ISPO Party. The company has stood for sustainable business practices for decades. Company founder Yvon Chouinard transferred his shares in the company in September to two foundations that will use all the profits that are not reinvested in the company in the future for the fight against global warming and for nature conservation.

### **Prominent athletes at ISPO Munich**

Many active and former athletes will also visit ISPO Munich. On the first day of the trade fair, Olympic tennis gold medalist Alexander Zverev and his brother Mischa will take part in a press conference held by improvr to talk about the latest training technologies in professional sport – also with the aid of virtual reality. In a live recording for the Red Bull podcast, professional cyclist and ski mountaineer Anton Palzer will discuss the topic of biohacking with other experts. Christian Schenk, Olympic gold medalist in the decathlon, who recently

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organized an all-inclusive festival in Rostock for people with and without disabilities, will address diversity and lobbying for good together with cyclist and Paralympics medal winner Denise Schindler, and social entrepreneur Katharina Inselkammer.

Other athletes who have confirmed their attendance include former alpine skier Felix Neureuther, mountaineer Kazuja Hiraide, the first person from Japan to receive the 17th [Piolet d'Or](#) Award, the “Academy Award” for mountaineering, multiple surfing world champion Björn Dunkerbeck, and the Swiss Kiteboard World Champion and freerider Maxime Chabloz. And under the motto “Stories to be told”, a session led by Sky presenter Laura Lutz will present prominent female entrepreneurs and athletes – powered by Frauen Verbinden, Messe München’s female empowerment initiative.

### **ISPO, Deloitte and McKinsey: latest data on the sports market**

In addition to the current ISPO Consumer Insights Report with a brand ranking and trend forecast, ISPO Munich will also present the latest basic data on the sports market from various market partners. Deloitte and McKinsey, for example, will each present current figures and findings, while the European Outdoor Group and the textile industry present new studies for retailers.

### **Runner’s World Running Symposium and therapie München in the ICM**

In parallel with ISPO Munich, therapie München will also be held at the exhibition grounds in the ICM for the first time. The trade fair with conference is aimed at physiotherapists, ergotherapists and sports therapists, as well as masseurs and medical lifeguards. A total of 90 exhibitors will showcase products and services for the growing therapy and medical rehabilitation market. The ICM will also host the Runner’s World Running Symposium on November 29. The latest developments in the running industry will also be highlighted for retailers in lectures and analyses. Companies like Adidas, Arion, Falke, Joe Nimble, On and True Motion will present themselves there.

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“ISPO Munich isn’t just an exhibition of new products for the sporting goods industry, but is also the central meeting point for the industry, where the main focus is on personal contact between manufacturers, retailers and other industry players. With the new date at the end of November, we are positioned right at the start of the order period,” says Lena Haushofer, Exhibition Director of ISPO Munich.

Photos and graphics of ISPO Munich can be found online in the [image database](#).

Further information on the ISPO Group and the various platforms can be found at <https://www.ispo.com/about>.

#### **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; the online magazine ISPO.com, and the business solutions ISPO Brandnew, ISPO Collaborators Club, ISPO Award, ISPO Academy and ISPO Textrends. With this far-reaching mix of innovation promotion, industry networking, know-how and editorial content, 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, about 50,000 exhibitors and around 3 million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München, the Conference Center Nord and the MOC Veranstaltungszentrum München, and also abroad.

Together with its subsidiary companies, Messe München organizes trade fairs in China, India, Brazil, Russia, Africa, Turkey and Vietnam. With a network of associated companies in Europe, Asia and South America, and with around 70 representations abroad for more than 100 countries, Messe München has a global presence.