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Press release

ISPO Beijing 2018 reflects the great potential of the Chinese sporting goods industry

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When ISPO Beijing opens its doors on January 24, 2018, it will mark the 14th meeting of the Chinese sporting goods industry. As the most important trade fair for the sporting goods industry in the Asia-Pacific region, ISPO Beijing has an optimistic outlook for the new year: More than 400 exhibitors and more than 600 brands will be on location until January 27, the venue of the China National Convention Center (CNCC) is fully booked. An extensive conference and supporting program will top off the trade fair events.

Winter sports euphoria thanks to the Winter Olympics in 2022

Winter sports is the focal point of [ISPO Beijing](#). The 2022 Winter Olympics in Beijing and a state-sponsored winter sports program are the driving forces behind the growth in the sports industry. China is investing heavily in the expansion of its ski resorts and infrastructure. More and more Chinese are also embracing the wide range of winter sports disciplines. In the coming years, the number of winter sports enthusiasts in China is expected to rise from around ten million at present to 300 million.

Inspired by ski euphoria and the booming market, ISPO Beijing is expanding its range of offerings beyond the current winter sports topics. 2018 will include ice sports and services related to tourism, the Winter Olympics and training options. Well-known brands from the fashion and sporting goods segment, as well as ski resort operators and service providers have confirmed their participation in the winter sports area, including Halti, Head, Nordica, Rossignol, Thaiwoo and Völkl.

The Chinese are discovering outdoor and health & fitness

The upswing is apparent in many areas besides winter sports. It has arrived in all sectors of the Chinese sports market: More and more Chinese are becoming interested in outdoor topics, health and fitness, thus presenting greater growth potential. The market for functional clothing and wearables is still in its infancy; not wanting to be left behind, brands and suppliers will be present in Beijing – these include Fjällräven, Kailas, Lorna Jane, Petzl, Scarpa and Thule. Together with other market leaders such as Garmin and Marmot, who are repeat exhibitors, newcomers such as Trespass are presenting the future of the outdoor segment.

The global interest in the Asian market is also obvious here: The international trade fair hall will feature innovations from companies from France, Austria, Canada, Korea, Switzerland, Taiwan and Czech Republic. The significance of ISPO Beijing is underscored by another trade fair being held simultaneously, [Alpitec China](#), the most important fair for mountain and winter sports technologies in the Asia-Pacific region. This year, it will cover 50 percent more space than last year.

Extensive conference program tops off the trade fair

ISPO Beijing will be accompanied by a diverse [supporting program](#). Visitors can learn the latest industry news in lectures, podium talks, forums and presentations on trends and innovations. The **Asia Pacific Snow Conference** is dedicated to winter sports. Experts will discuss the development of ski resorts and tourism in particular. The current 2017 China Ski Industry White Book will also be introduced here.

More than 200 experts will meet at the **Sports Industry Forum** and exchange ideas and experiences in case studies. This is taking place in the scope of this year's "Sports Towns" topic. It is part of China's five-year plan aimed at the advancement of sports. According to estimates, the market volume of the Chinese sports industry should reach three trillion Yuan (405 billion euro) by the end of 2020. To that end, the Chinese government is investing in infrastructure to promote sports even outside of its megacities.

Due to the great potential for outdoor sporting goods, the China Outdoor Goods Market Survey Report will also be presented at the **Sports Industry Forum**.

Visitors to the **Sports Fashion Trend Forum** and the **ISPO Textrends** can find out which new designs, technologies and colors will define the upcoming season.

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. 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. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop.

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.