

Munich, December 5, 2017

Press release

New ISPO format for the digital sport business

Kathrin Hagel
PR Manager
Tel. +49 89 949-21474
hagel@ispo.com

The digital transformation is one of the biggest driving forces of the future and fundamentally changing the sports industry. ISPO is accompanying this change right from the very beginning with the creation of a new platform for the digital future of the sport business. It will be launched at ISPO Munich, which will be held January 28–31, 2018. At “Digitize by ISPO Academy” in Hall A4, visitors will learn about digital concepts, technologies and market potentials through presentations, seminars and forums. From summer 2018, the platform will then be presented in a large format and held as a conference with an accompanying exhibition.

Hot topic: digitization in the sports business

Sports products are already digital today. A good example of this is heatable clothing with intelligent sensors. However, golf clubs that record more than one million pieces of movement information in real time, analyze and evaluate body functions, and feedback to the athlete also show the direction in which things are developing. And yet, the transformation in the sports business has just begun. Trade and industry are experimenting with new technologies: they want to impress customers with virtual reality or innovative ways of appealing to consumers such as interactive dressing rooms. The challenges for this development are huge, but the opportunities to reach consumers through different means and to present them with unprecedented brand experiences are also great. Against this background companies are facing the challenge to change culturally and identifying new fields of action.

Digitization is an opportunity for specialist trade

“Digitize by ISPO Academy” will be showing the direction in which the digital journey is heading at ISPO Munich: in January, the area in Hall A4, which will be staged as a laboratory of the future, will become the meeting place for experts,

visitors, customers and business partners who want to gain an overview of the topics surrounding the digital transformation. Interested parties can learn about innovations in a space covering more than 1,000 square meters, where they will be able to gain their first digital experiences of the sports business in interactive forums. New impetus will also be provided by panel discussions and presentations, as well as the Digital Readiness Check: here, participants can test how fit their business is for the future. It will be already available on [ISPO.com](https://www.ispo.com) from the middle of December on. A pleasant atmosphere will also be provided: a networking lounge provide an opportunity for conversation and networking.

ISPO supports the industry in their digital transformation

ISPO addressed the industry's digital revolution early on and plans to support sports business professionals on their way to the digital transformation also in the future as a reliable partner. "With its portfolio, including ISPO Munich and digital services such as ISPO Open Innovation or ISPO.com, ISPO is creating a unique offering for specialist retailers and brands. This enables them to stay in touch with partners and customers throughout the year, discuss trends with them and learn more," explains Klaus Dittrich, Chairman and CEO of Messe München. "Our new concept is the next logical step. After all, digital products not only need to be presented, but also brought to life. Positioning yourself in this demanding environment means optimally combining smart communication, e-commerce and a digital brand experience."

Annual top event

The concept only really gets going after ISPO Munich: it will be further developed and expanded into a conference with an accompanying exhibition. Then panel discussions, workshops, seminars and exhibitors will focus specifically on the digital transformation in all areas of the sports industry — from management and big data through to production, marketing and retail. A date for the annual digital summit, due to start next summer, will be announced.

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.