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Press release

ISPO Digitize

The digital future starts now

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The international sports trade show ISPO Munich will open its doors on January 28 with 2,801 exhibitors. However, industry visitors can expect to discover much more than just new products in the Outdoor, Health & Fitness and Winter Sports segments in the 16 fully-booked halls. A new event will be also launched at this year's ISPO Munich: ISPO Digitize. The digitalization of the sports industry is at the heart of the new platform.

The digital transformation has already changed the structure of the sports industry throughout the entire value chain. Whether it's new production techniques, the increasing fusion of technology and functionality in sporting goods or shifts in sales and marketing activities, which place the customer center stage, systems are becoming more and more complex and require new know-how. Knowledge and digital skills are often found to be lacking in companies. However, these are essential for understanding and being able to properly make use of the numerous digital solutions now available on the market. Klaus Dittrich, Chairman and CEO of Messe München: "We have recognized this challenge and with ISPO Digitize we have created a platform designed to support the digital transformation of the industry. Our aim is to strengthen the sports industry and sports retail and help to guide them towards a digital, competitive future."

ISPO Digitize – an annual digitalization event

ISPO Digitize will be held for the first time on June 28 and 29, 2018 at the ICM - Internationales Congress Center München and then annually thereafter. Over two days, experts will teach digital skills both to digital newcomers and more advanced individuals from retail and industry to enable them to get to grips with and implement the transformation in their own companies. The [Digital Readiness Check](#) will form the basis for this, a new tool which, for participants, answers the question: "How 'ready' is my company for digitalization?" The check puts each individual company to the test from a digital perspective. The analysis will depict the current status quo and the areas where the company needs to make improvements in order to catch up. Participants can do the check now at ispo.com free of charge. The results will then influence the content of the event.

As an interactive event, ISPO Digitize will address participants' questions and needs. They will receive personalized responses in workshops, roundtables and expert townhalls. "The topics won't be set in stone and products won't simply be showcased. Through interactive measures, customers will discover what opportunities digitalization can offer them and how to put the tools and solutions to good use in their own companies in effective, sustainable and profitable ways," explains Klaus Dittrich.

Digitize Area with adidas

Interested visitors can get a taste of ISPO Digitize at ISPO Munich. Retailers, manufacturers and brands will discover digital solutions and services, from production through to marketing, in an area spanning more than 1,000 m² as part of the [ISPO Digitize Area](#) in Hall A4. Trade show visitors can also carry out the [Digital Readiness Check](#) on site. As a digital pioneer and technological innovator within the sports industry, adidas will demonstrate how the company has digitalized its value chain, share its experience and, by transferring its knowledge, contribute to ensuring that the industry is fit for the future and competitive. Speakers at this year's ISPO and adidas symposium will be exploring the question "Are you ready for the digital future?!" in depth.

In addition to adidas, Lectra and fourscore will also be presenting their concepts and technology. The latest point-of-sale technology available will be on show in the Sportmas Retail Lab. An extensive [lecture program](#) organized as part of the ISPO Academy will ensure that additional knowledge is transferred. The ISPO Showroom will have a display of the individual ISPO products and participants will have the opportunity to take part in guided tours of the ISPO Digitize Area. For more information or to register please click [here](#).

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.