

Munich, January 26, 2018

Press release

Alibaba's Tmall and ISPO announce planned cooperation

Alibaba Group and the leading sports-focused network for professionals and consumer experts, ISPO, announced that they are exploring a joint strategic cooperation. As part of the initiative, Alibaba intends to support the ISPO network by digitising its services, particularly those aimed at the Chinese market. The contemplated cooperation will enable the over 4,000 international ISPO customers from all over the world who want to expand their e-commerce business into China to learn about the Chinese consumer market and how to work with Alibaba's e-marketplace Tmall.

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ISPO China will be working closely with the Alibaba teams in China to strengthen its presence in China's sports and outdoor sector. The ISPO brand incorporates an integrated offering which offers both analogue and digital services including the world's largest multi-segment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai. Tobias Gröber, Executive Director Business Unit Consumer Goods Messe München and Director ISPO Group says: "With Alibaba's Tmall B2C platform, the ISPO Group will gain a new, powerful and forward-looking partner. The cooperation will be a great opportunity for our customers to participate in one of the fastest-growing markets in the sports industry."

Gateway to China

Tmall enables international brands who want to enter the Chinese consumer market access to the over 488 million annual active consumers on Alibaba's platforms, which is especially attractive for brands without a physical presence in China. ISPO members will benefit from a faster enrolment process for [opening a Tmall store](#).

"We see a huge potential for international sports brands in China, as the growing Chinese middle class wants to spend their disposable income not just on products but also increasingly for experiences. Demand for high-quality sports equipment

and fashion is massively growing in China. This is why the planned cooperation with ISPO is a fantastic opportunity for sports brands who want to reach a new consumer market,” commented Karl Wehner, Managing Director, Germany, Austria, Switzerland, Turkey and Eastern Europe, Alibaba Group.

In 2019, ISPO and Tmall also aim to explore potential new retail cooperations to upgrade the traditional exhibition with innovative technologies to provide a digitalised experience for both retailers and consumers.

The race is on: Live-stream and talk with Karl Wehner at ISPO Munich

The ISPO trade fair in Munich will again be live-streamed this year, following the huge success at last year’s ISPO events (in Munich, Shanghai and Beijing) which resulted in 8.5 million ‘likes’ and 119.000 comments. Additionally, exhibitors can showcase their collections during the live-sessions to potential customers.

At ISPO Munich (28-31 January, 2018) [Karl Wehner will give an overview](#) of the opportunities on the Chinese market during a talk.

Titel: The race is on: Growing businesses with New Retail in China

Location: ISPO Digitize Area, Hall A4, 202

Time: Sunday, 28 January 2018, 14:00

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 IPSO family brand name. 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. 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, 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.

About Tmall

Launched in April 2008, Tmall.com (www.tmall.com) is dedicated to providing a premium shopping experience for increasingly sophisticated Chinese consumers in search of top-quality branded merchandise. A large number of international and Chinese brands and retailers have established storefronts on Tmall.com. According to iResearch, Tmall.com was China's largest platform for brands and retailers in terms of monthly active users in 2015. Tmall.com is a business of Alibaba Group.

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