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## Press release

### **ISPO MUNICH 2018: Highlights and dates**

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**From January 28 to 31, the international sports industry will be meeting at ISPO Munich. More than 2,700 exhibitors from across the globe will be presenting the latest from the outdoor, winter sports and fitness sectors. On top of that, sporting greats such as skier Felix Neureuther, the swimming legend Franziska van Almsick and the four-time world champion of wind surfing Philip Köster will be in attendance. For the first time ever, the ISPO Munich Sports Week will take place with a trail run through the Olympiapark.**

The largest industry gathering for the international sports industry – ISPO Munich – will take place in just a few days. Aside from the roughly 85,000 visitors and more than 2,700 exhibitors, there will be numerous prominent guests. Among them will be pro triathletes Anja Beranek and Nils Frommhold, former boxing world champion Henry Maske and the four-time world champion of wind surfing Philip Köster. More information about attending sporting greats and athletes at ISPO Munich are available [here](#).

#### **Trail run goes urban – Night run through the Olympiapark**

This sports euphoria from January 27 to February 3 will also be perceptible beyond the trade fair halls during the ISPO Munich Sports Week, when numerous events will be organized for the first time in the Bavarian capital together with Munich retailers for one whole week. The opening will be the [ISPO Munich Night Run](#) through the Olympiapark on January 27. Among those taking part will be long-distance runner Sebastian Hallmann. Participants can choose between a five or ten kilometer course. The highlight will be the Olympiaberg, a hill within the park that will need to be conquered. And it's up there at its peak that participants will be rewarded with a view of Munich at night. Runners will also have the opportunity to test the latest ICEBUG shoes on the diverse terrain of the park. You can [register](#) for the run until Saturday, January 27.

In the days that follow, retailers, brand stores and fitness partners will transform Munich into an adventure tour. Sports enthusiasts can experience stars live and take part in exclusive free activities. Whereas Sport Scheck will be inviting participants to some blissful sunrise yoga, the adventurers Cathy O’Dowd and Staffan Björklund will be sharing their eventful outdoor projects during the Globetrotter Adventure Night. You can find the complete and up-to-date program at [www.ispo.com/sportsweek](http://www.ispo.com/sportsweek).

**Note: Press tours and press dates for ISPO Munich**

There will be a series of press conferences as well as guided press tours at ISPO Munich. Furthermore, there will be a podium discussion about “E-commerce experiences with Tmall in China” and press is invited to attend. You can find an overview of all other events [online](#).

**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. 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.