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Press release

Trending topics in focus at ISPO Shanghai 2018

It is the fourth gathering of the Asian sporting goods industry at ISPO Shanghai. From July 5 to 7, 2018, around 500 brands and 350 exhibitors will meet at the Shanghai New International Expo Centre (SNIEC) to present the latest innovations for summer sports in the four major segments of Running, Health & Fitness, Outdoor and Water Sports. In 2018, the trade fair will pick up on the trends in the Chinese sporting goods industry, focusing in particular on women and kids. Retail and industry will be presented with future-proof digital solutions in the ISPO Digitize Forum.

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The most densely populated country in the world has set its sights on improving the health of its population. To do so, the Chinese government is turning to sport. Sales in the domestic sporting goods industry are expected to reach up to 460 billion U.S. dollar by 2020. National and international companies who are players in China's rapidly growing sporting goods market see a great deal of market potential in the segment for women and kids. Although women participate less in sport than men, they spend more money on their athletic clothing and workouts. Sporting goods manufacturers have picked up on this trend. The number of women-only stores is steadily growing here. Female athletes are becoming increasingly important and are the focus of the Women Sports Industry Forum at this year's ISPO Shanghai. Experts in the field will report on their experiences and upcoming developments.

The idea of focusing on one target group has also been adopted by sporting goods manufacturers in the children's fashion segment. According to experts, 90 percent of Chinese parents spend around 300 Euros each year on the sporting activities of their children. This positive trend for the market, in light of the growing population rate, has already been identified by major sporting goods manufacturers in the multi-segment range. The interactive experience in the China Kids Sports Industry Forum will highlight the opportunities that today's young athletes can offer retailers and brands.

The ISPO Digitize Forum on the path to the sports industry of tomorrow:

The digital transformation has long since arrived in China: What unique features does the Chinese market offer for international companies?

How do retailers and industry need to act in response? What business models will arise? The ISPO Digitize Forum will tackle these issues on the first two days of the fair. Experts will offer solutions for the digital future of sports business in panel discussions and presentations.

End user events to reach consumer

Cooperation with China's largest e-commerce platform Tmall will be continued at ISPO Shanghai 2018. Tmall will broadcast live from the fair to give consumers who aren't at the trade fair an insight into the latest products.

As part of the X-Mudders, the [Open Demo Day](#) will give sports enthusiasts the opportunity to test the latest sporting goods even before the fair starts: From water yoga and stand-up paddling to running, this special event will feature a wide range of activities for athletes. Exhibitors will have the chance to present their products to the more than 5,000 participants and 7,000 viewers of the mud run. Reduced rates are available to ISPO Shanghai exhibitors.

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. This includes the world's largest multi-segment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai; the online news portal ISPO.com, and the business solutions ISPO Digitize, 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, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.