



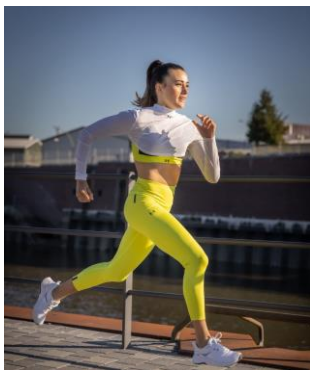
## Press and Event program ISPO Munich 2022

Official Opening Hours by ISPO Munich 🕒:  
Monday, November 28, 2022, 9:00 am – 9:30 pm  
Tuesday, November 29, 2022, 9:00 am – 5:30 pm  
Wednesday, November 30, 2022, 9:00 am – 3:30 pm

### Monday, Nov 28, 2022

7.15 am – 8.00 am

#### ISPO Munich Community Run with Imke Salander



A 40-minutes run – with product testing and drinks and breakfast afterwards.

With **Laurent Petit**, founder of Active Giving

**Meeting Point:** Entrance West  
Showers available

10.00 am – 11.00am

#### Future of Wintersports (Future Lab – Main Stage)



Against the backdrop of climate change, what are alternative concepts for winter sports across the entire value chain?

With **Martin Dolezal** (Snowsports Academy), **John Yang** (Helly Hansen), **Bernhard Ratschiller** (Snow 51), **Gerald Stöllnberger** (360 Perspektiven)

10.00 am – 11.00 am

#### Press brunch with Peter Schöffel and Brand Ambassador Felix Neureuther (hall A1: 302)



a.o. Presentation of Felix Neureuthers signature line

**10.00 am – 10.30 am**      **European Outdoor Group Retail Report 1 (Future Lab – Retail Hub)**

**11.00 am – 12.00 pm**      **Master Class: Supply Chains: Resilient & Regenerative (Future Lab – Main Stage)**

In this Master Class, you can explore with experts and business leaders how they master challenges like the climate crisis and disrupted supply chains and turn their opportunities into success stories.

With **Alexandra Araújo**, board member of Portugal's Textile and Apparel Association, **Andreas Knezovic**, Group CEO Smartfiber & Fair Trade Cashmere (FTC), and more.

**12.00 pm – 1:00 pm**      **Press lunch (Future Lab – Catering Area)**



Meet&Eat with **Lena Haushofer** (Exhibition Director ISPO Munich)

**Meeting Point:** Press Lounge, Catering Area Future Lab  
**M:** [ispo@cocodibu.de](mailto:ispo@cocodibu.de)  
**T:** + 49 170/2049784

**12.00 pm – 1.00 pm**      **Textrends 2022 (Future Lab – Main Stage)**



The ISPO Textrends expert jury examines very thoroughly new fabrics and innovative components used in the production of sportswear from seven different sectors and awards the winners. ISPO Textrends-Awards 2022 are given twice a year.

Louisa Smith presents the winners of the Textrends-Awards 2022

**12.00 pm – 12.30 pm**      **Highsnobiety Talk (Entrance West – EW.200)**

With **David Fischer** (CEO of Highsnobiety) and **Tobias Gröber** (Head of ISPO Group)

**1.00 pm**

**Press briefing Polish sportswear industries (hall A2: 643)**

Meet many dynamic Polish sportswear industry brands

**Contact:** Joanna Biernacka-Goworek

**M:** jbiernacka@pro-business.eu

**T:** + 48 695 744 503

**1.00 pm – 2.00 pm**

**Athlete Talk (Future Lab – ISPO Award Area)**



With 42-times Surf world champion **Björn Dunkerbeck**, Japanese alpinist **Kazuya Hiraide**, Skiracer and Paralympics winner **Andrea Rothfuss** (foto), Portuguese ultra runner **João Andrade**

Moderator: **Imke Salander**

**2.00 pm – 4.00 pm**

**Guided Press Tour – Sustainability / Innovations**



What are upcoming trends and innovative products? On our guided press tour, we introduce you to the brands and awarded products that are setting new standards and perspectives on sports.

**Meeting Point:** Press Lounge, Future Lab

**Guide:** Daniela Golik

**M:** dgolik@freedomandenterprise.com

**T:** + 49 151/14529036

**3.00 pm – 4.00 pm**

**Presentation Retail study Textilwirtschaft (Future Lab – Retail Hub)**

**3.00 pm – 4.00 pm**

**Master Class: Real ESG Finance & Market Changes (Future Lab – Main Stage)**

Learn how to build business success through positive impact in the face of regulators and markets pushing companies towards Regenerative Value Creation that integrates business success with the regeneration of people and nature.

With **Tom Cummings**, business professor and ex-leader at ABM AMRO Bank, **Patrik Frisk**, ex-CEO, Under Armour, The North Face, and ALDO Group, and more.

**4.00 pm – 5.00 pm**

**SAZsport Award (Future Lab – Main stage)**

The SAZsport Award selects the best dealers and suppliers in the industry – moderated by **Astrid Schlüchter** (SAZ) and **Tobias Barnerssoi**

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M: [astrid.schluechter@ebnermedia.de](mailto:astrid.schluechter@ebnermedia.de)  
T: +49 731-88 00 58 - 616

**4.15 pm – 4.30 pm**

**Press Conference Joe Nimble (hall A2: 200)**

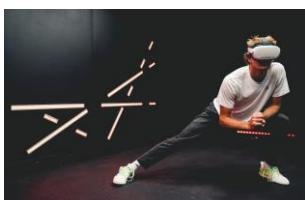


Meet & Greet with Joe Nimble founder **Sebastian Bär** (foto), Ultra-Runner **João Andrade** and biomechanist **Lee Saxby**.

**Contact:** Saskia Müller, PR Joe Nimble  
M: [joe-nimble@saskiamueller.com](mailto:joe-nimble@saskiamueller.com)  
T: +49 178 342 15 67

**4.45 pm – 5.30 pm**

**Press Conference ImproVR (Future Lab – ISPO Award Area)**



with **Alexander** and **Mischa Zverev** and **Alexander Will**

**Contact:** Alexander Will, ImproVR  
M: [alexander.will@improvr.de](mailto:alexander.will@improvr.de)  
T: +49 162 7356633

**5.00 pm**

**Dometic Happy Hour (hall A2: 500)**



A short presentation of new products as well as demo and product showcase will be available for press.

**Contact:** Minako Nakatsuma Olofzon, Global PR-Manager Dometic

**M:** [minako.n.olofzon@dometic.com](mailto:minako.n.olofzon@dometic.com)

**T:** +46 76 1011 064

**5.00 pm – 06.00 pm**

**Red Bull Live-Podcast (Future Lab – Main Stage)**



With **Anton Palzer (Foto)**, **Dan Lorang**, **Stefan Wagner**, **Andreas Breitfeld** (professional biohacker)

Now, for the first time, a live episode of the Red Bull Biohacking Podcast awaits you on stage at ISPO Munich 2022 in the form of a coaching session. (German spoken)

**5.30 pm – 6.00 pm**

**Scandinavian Outdoor Award Ceremony (Scandinavian Village – hall A2)**

**6.00 pm – 7.00 pm**

**ISPO Cup Ceremony (Future Lab – Main Stage)**

With **Alexander** and **Mischa Zverev** and **Ryan Gellert**, CEO Patagonia (Winner of the ISPO Cup 2022 for outstanding social engagement) - moderated by Alexander Mazza

**7.00 pm**

**ISPO Munich Party (Future Lab)**

**Tuesday, Nov 29, 2022**

**7.15 am – 8.00 am**

**ISPO Munich Community Run with Marcel Höche**



A 40-minutes run – with product testing and drinks and breakfast afterwards.

With **Laurent Petit**, founder of Active Giving and **Stefan Rummel**, CEO of Messe München

**Meeting point:** Entrance West  
Showers available

**7.30 am – 9.00 am**

**Retail Breakfast (Future Lab – Main Stage)**



Successful category management for the sports retail trade – Featuring **Margit Gosau** (CEO Sport2000)

**10.00 am – 10.30 am**

**European Outdoor Group Retail Report 2 (Future Lab – Retail Hub)**

**11.00 am – 12.00 am**

**Master Class: Lobbying for Sports, Health & Climate (Future Lab – Main Stage)**

How the Sports industry can lobby for the good of people and nature

With **Laura Santucci**, Chief of Staff of Political Operations at the Obama White House, **Martin Frick**, Director at the UN's World Food Program, and more.

**12.00 pm – 1.00 pm**

**Scandinavian Outdoor Group Press Conference (Future Lab – ISPO Award Exhibition)**

**1.00 pm – 2.00 pm**

**Award – The Gathering (Future Lab – ISPO Award Exhibition)**



Be there live when the industry's innovations are presented and celebrated with the highly desired ISPO Award. Explore around 100 winning innovations in the ISPO Award Exhibition and meet their makers. In this informal atmosphere, we will additionally choose the previously unknown Public Choice Winner.

**Contact:** Christina Rabl/Christoph Beaufiles, ISPO Award  
**M:** christina.rabl@messe-muenchen.de

**2.00 pm – 3.00 pm**

**Main Stage: World Sports Forum, Sporting Goods 2023**

The need for resilience in a world in disarray / McKinsey: **Alexander Thiel, Sabine Becker, Jessica Genta**

**3.00 pm – 4.00 pm**

**Master Class: Benefit Corporations and B Corp Certification (Future Lab – Main Stage)**

In this Master Class you will meet leaders of Benefit Corporations to understand how their Regenerative Value Creation turns positive impact into superior business success. We can also support you to consider whether you want to become a B Corp.

With **Tom Cummings**, Chair of B Lab Europe, **Mattijs Visch**, Europe CEO of Patagonia, and more.

**5.00 pm – 6.00 pm**

**ISPO Brandnew Live Pitch Final (Future Lab – Main Stage)**

The winner will be chosen by public voting in three categories: Performance, Body & Mind / Outdoor & Adventure & Snowsports / Sports technology & platforms

**5.30 pm**

**Jack Wolfskin (hall A1 – 502)**



Evening with **Ronan Donovan**, filmmaker, photographer and wildlife biologist

**6.00 pm**

**Young pirates presents Thomas Huber/Huberbuam (hall A1 : 408)**



**Thomas Huber** presents his new book "In den Bergen ist Freiheit" – booth party with DJ

**6.00 pm**

**ISPO Brandnew Networking Night**

ISPO Brandnew Networking Night features the final live pitch of the 3 category winners. The highlight will be the hand-over of the ISPO Brandnew Award to the overall winner chosen by the public. The Ceremony will be complemented by high-level speakers providing insights in the start-up ecosystem and followed by an informal networking party.

## **Wednesday, Nov 30, 2022**

**9.30 am – 10.00 am**

**Global Sports Week (Future Lab – Main stage)**

Olympia Paris 2024 Ecological footprint

**10.00 am – 11.00 am**

**"Stories to be told Session" presented by Frauen Verbinden (Future Lab – Main stage)**

Under the motto "Stories to be told," a session of the "Connecting Women" initiative presents prominent female entrepreneurs, personalities and athletes.



**11.00 am – 12.00 am**

**ESG Sport Business Panel presented by Deloitte (Future Lab – Main stage)**

**12.30 pm – 1.00 pm**

**ISPO Consumer Insights Report & Alibaba.com – Insights (Future Lab – Main stage)**



A trend barometer for the sports & outdoor industry – ISPO Consumer Insights Report & Alibaba.com insights – presented by **Christoph Rapp** and **Christoph Beaufile**

**Contact:** Christoph Beaufile, ISPO  
**M:** christoph.beaufile@messe-muenchen.de

**1.00 pm – 1.50 pm**

**Diversity- and Inclusion-Panel (Future Lab – Main stage)**



with former Olympic decathlon champion **Christian Schenk**, social entrepreneur **Katharina Inselkammer** and Paralympics bike world champion **Denise Schindler** (foto).

The complete program and information on the participating speakers can be found [here](#).