

19 – 21 February 2009



No. 2 e
April 2008

Presse-Information * Press release * Communiqué de presse * Comunicato stampa* Comunicado de prensa

New Date for ispo china 09 in Beijing: 19 – 21 February 09

- Aligned to the industry's requests - ispo Group announces new date for ispo china 09 and continues its successful international strategy

After the most successful first quarter in the history of ispo with two record trade shows – ispo winter 08 in Munich and ispo china 08 in Beijing – the ispo Group announces a new date for the next ispo china 09 in Beijing, with the aim of complying with the meeting requests of the industry and to support additionally the sporting goods market in the Asia-Pacific region.

“The main strategy of ispo to provide the best possible platform at all times for the overall sporting goods industry and to offer an ideal service range, implies a strong partnership with the exhibiting companies, distributors and purchasing associations” says Tobias Gröber, Head of ispo Group in Munich. This also incorporates a constant exchange on strategic approaches and ideas with all parties involved. Based on this exchange of ideas and at the same time on meeting the demands of the market, the date for the next ispo china has been fixed to take place on 19 – 21 February 2009. The event is going to be carried out in the International Convention Center CIEC (China International Exhibition Center) in Beijing with an exhibition space of 25 000 m² instead of 20 000 m² in 2008.

Besides the record-breaking visitor and exhibitor numbers, ispo winter trade shows in both, Munich and Beijing, convinced the worldwide sporting goods industry by means of a continuous development of the range of services, side-events as well as media & marketing activities and an absolutely comprehensive display of all sports article segments under one roof. The satisfaction of both, exhibitors and visitors, becomes obvious taking a look at the results of a survey carried out during ispo china 08:

Exhibitor statements:

- 80% of the exhibiting companies assess the trade fair as good or excellent
- 92% would or will recommend it to their business partners
- 89% believe they secure a competitive edge by their participation

Visitors' Statements:

- 87% of the visitors assess the trade fair as good or excellent
- 96% would or will recommend it to their business partners
- 88% believe they secure a competitive edge by their participation

Source: Exhibitor- and visitor survey, carried out by an independent agency

"We are looking forward to a further unique trade fair in Beijing in 2009. With this new date and our new partners, Nielsen Business Media from the USA, and FieraBolzano from Italy, ispo china 09 will be a trade show not to be missed" according to the ispo Exhibition Group Director Stefan Reschke who feels confident that the ispo Group has created the right setting for its strategy by incorporating the worldwide sporting goods business.

It has been defined in the cooperation agreement with Nielsen Business Media, owner and event organizer of the largest sporting goods trade fairs in the USA like the Outdoor Retailer (OR), Action Sports Retailer (ASR), Interbike as well as Health and Fitness Business (HFB), that Nielsen Business Media as the official representative of ispo china in North America will actively promote the trade show in the American market with its thousands of US sporting goods brands and individual retailers, who wish to get to know and utilize the business opportunities in the Chinese and overall Asian markets. An additional market dimension is added to ispo china by means of an agreement with the trade fair organizer of FieraBolzano, Italy, that is going to complement ispo china with its trade fair for alpine and winter equipment – Alpitec. The integration of Alpitec China 2009 adds an important segment to the event thus accessing all experts and sports professionals in the Chinese winter sports and outdoor industry.

Further information on ispo china 09 in Beijing will be provided shortly under www.ispochina.com. Please find information about the ispo Group and the next ispo winter 09 in Munich from 01 - 04 February 2009 (including application forms) under www.ispo-winter.com