

19 – 21 february 2009



No. 3/e
June 2008

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

ispo china 09 – strong presence with professional partners

- Exhibitor acquisition by Nielsen Business Media starts in the US with very good feedback
- Extensive marketing starts for integrated Alpitec China
- More spacious exhibition area, more services and improved key account programs
- Extended cooperation with Chinese partner CCAGM brings even more Korean and Japanese key accounts to ispo china

The 5th ispo china winter 09 is being held from 19 -21 February 2009 in the China International Exhibition Center (CIEC) in Beijing. The trade fair will cover a considerably larger area than in 2008, with 25,000 m² compared to 20,000 m². As well as successfully establishing itself after only two fairs at the new location – the Olympic city and capital of China Beijing – the organizers are now focusing on increased acquisition measures both in China and abroad and an extended range of services. The most important new partners in these activities are Nielsen Business Media from the US, FieraBolzano (the trade-fair organization of Bolzano) and the CCAGM (China Commerce Association for General Merchandise).

Very good feedback on exhibitor acquisition in the US

The partnership that came into existence in December 2007 between Messe München International and Nielsen Business Media (NBM), organizer of the largest sports trade fair in the US, got off to a flying start this spring with exhibitor and retailer acquisition for ispo china 09. NBM is responsible for Outdoor Retailer (OR), Action Sports Retailer (ASR), Interbike, and Health and Fitness Business (HFB) and reports a successful sales launch for ispo china in North America.

Kenji Haroutunian, Group Show Director Outdoor Retailer says, "The opportunities in the fastest-growing sports equipment market in the world are huge. There is a sense of commercial optimism in the outdoor industry in China at the moment, just as we saw in the US in the 1970s, and the brands are busy preparing their future positioning in the Chinese market." That's why the feedback from the North American brands with regard to participating in the 5th ispo china is so outstanding. Extensive promotion during the OR (Outdoor Retailer Summer Market, 8 -11 August 2008 in Salt Lake City) and the ASR (Action Sports Retailer, 4 - 6 September 2008 in San Diego) will address potential target groups even more directly and make the benefits of participating in ispo china clear.

Extensive marketing starts for Alpitem China

The exhibition concept and the new venue for ispo china 2008, the China International Exhibition Center (CIEC), were very well received by exhibitors and retailers alike. From 2009 Messe München, in a joint venture with FieraBolzano, is expanding the appeal of the event by holding it in parallel with Alpitem China 2009. With the new dual event ispo china / Alpitem China there will be an integrated trade fair for the sports industry from next year onwards. The objective of the dual fair is to cover the entire range of winter sports, because customer groups in the Chinese market overlap. ispo china covers the clothing, outfitting and equipment sectors for retailers and ski hire companies. The International Trade Fair for Mountain And Winter Technologies, Alpitem China, will expand the range of mechanical ascending systems, artificial snow technology, piste maintenance equipment and access controls.

FieraBolzano is already advertising the Chinese premiere of Alpitem with its own logo and a brochure that interested exhibitors can obtain by going to www.alpitem.it.

More spacious exhibition area, more services and improved key account programs incorporating Korean and Japanese retailers

ispo china 09 will be occupying a much larger area next February than in 2008, due not least to the additional exhibitors expected from North America and the presence of Alpitem. As a precaution, Messe München GmbH has rented around 5,000 additional square meters in the CIEC, a venue that has already proven itself to be ideal at the last event. This expansion will also benefit the extended range of services. Apart from the established conferences and symposia such as the APSC (Asia-Pacific Snow Conference) and the CORC (China Outdoor Retailer Conference), or sporting events such as the ispo china Ozark Bouldering Competition, the fair also offers special key account programs. The CCAGM (China Commerce Association for General Merchandise) has once again been gained as official partner for some of the direct trade commitments for ispo china 09. The Association will repeat its 'Match & Making' campaign at the fair and in addition to Chinese department stores, Korean and Japanese stores will also be

invited for the first time. They will be given a guided tour to enable them to get to know ispo china more directly and effectively, which will strengthen the position of ispo china as the leading fair for the entire Asia-Pacific region.

Other ispo china partners in 2009 for additional services and practical offers once again include CORA (China Outdoor Retailer Association), which has been a partner from the very start and is responsible for organizing the 'Demo Shops'. Using selected shop-in-shop systems for the participating brands and with talks on shop fitting and sales strategies, the CORA Demo Shop shows Asian retailers how brands and products can be presented at the POS to promote sales.

"We are already sure that in February next year ispo china 2009 will see an increase on the previous year," says Stefan Reschke, ispo Exhibition Group Director. "Thanks to our partners Nielsen Business Media, FieraBolzano, the CCAGM and a high-quality brand portfolio plus the comprehensive retail services, ispo china will further strengthen its position as the leading international sports fair in China.

For further information on ispo china 09 from 19 – 21 February 2009 in the China International Exhibition Center Beijing go to www.ispochina.com