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Final Report

World's leading sporting goods trade show ispo winter generates positive mood in the industry

- **Exhibition very well frequented**
- **Despite strike more than 60,000 visitors from more than 100 countries**
- **Focus subjects included safety in winter sports and sustainability**

The world's largest sporting goods trade show, ispo, was held for the 69th time from February 1st to 4th, 2009, in Munich. Despite the strike by Munich's Transportation Authority (MVG) more than 60,000 industry visitors from more than 100 countries (2008: 64,000 visitors from 113 countries) came to Munich to preview the latest trends for the winter season 2009/10, presented by 1,950 exhibitors from 50 countries (2008: 2,026 / 47) on a total of 185,000 sqm of exhibition space at the New Munich Trade Fair. The international character of ispo winter was again at a high level, close to 66 percent of visitors came from abroad, among the exhibitors the percentage of foreign brands was 83 percent (2008: 70% / 84%).

Trade show participants, exhibitors and visitors alike, were very pleased with ispo winter 09 and gave it consistently very good marks. The good mood among all was a result of a very positively progressing winter sports season, as well as of the multi-faceted and high quality selection of exhibited products.

Safety products were especially in demand. Helmets and protectors have become absolute top sellers. Therefore many manufacturers invest considerably in the development of new products which, in addition to the safety aspect, also take into account the user's demand for lifestyle characteristics.

In addition, the subject of sustainability continues to be on everyone's lips. This year's ispo winter featured the first new, independent award for products incorporation sustainability not just as an aspect of a certain lifestyle, but as philosophy. In its first year the response to the Eco Responsibility Award was already pleasantly high. The industry had recognized the importance of sustainability, and an increasing number of companies use recyclable and natural materials, without compromising the aspect of function.

The Outdoor segment continues to boom. Outdoor apparel, as shown at the ispo winter 09, each year influences the wide range of general sportswear for indoors and out.

Manfred Wutzlhofer, Chairman of Management Messe München GmbH: “We are pleased that the ispo winter 09 and the sporting goods industry were able to enjoy such a positive result despite the rather muted economic forecasts. The atmosphere at the trade show was sensationally positive, also thanks to a strong winter season. Many manufacturers invested in the development of new products, and also increasingly take into account the lifestyle demands of their target groups. Industry visitors were open to the new trends, products, and collections, and expressed a lot of interest.”

Statements:

“We had considerably more visitors at our booth than last year.” (Didi Serena, Managing Director, Lasse Kjus, LK International)

“The international presence was extremely good and the quality of the contacts was exceptionally high.” (Christophe Weissenberger, Sales & Marketing Director, Spyder Europe AG)

“We had a continuous stream of good, strong customers as well as a number of new inquiries. It was a good decision to exhibit Etnies at ispo winter, and to see how our sales department wrote orders.” (Jenny Ahnell, European Marketing Manager, Etnies/ Thirty Two, Sole Technology)

“We had great contacts and more customer meetings than in 2008.” (Angela Vögele, PR-Manager, Deuter GmbH & Co. KG)

“The mood was great and positive, and the often-quoted crisis didn’t really play any role.” (Rolf Eberhard, Marketing Director, Lowa Sportschuhe GmbH)

“Based on the current financial crisis I was very surprised by the underlying positive atmosphere. The mood was great, particularly for us, and we had very high quality contacts on all days.” (Anian Thrainer, GF Amplid GmbH & Co. KG)

Allied Partners (UK Independent Retail Buying Group)

“Beyond the sports buying potential that ispo creates, our partnership with the show has enabled us to develop an outstanding retail communications programme on an international level. This year we have had our first meeting with other European retail influences such as Lex and Euretco to exchange ideas and market information, a powerful retail networking initiative for which ispo has provided the platform.”

(Adrian Pointer, Managing Director, Simply Sports Limited)

ISRA (Ireland's independent sports retail buying association)

“Brands should take advantage of ispo's status as the only trade show of its kind in the global sports market. The chance for our retailers to see a complete product range showcased and not just a domestic offering gives them a welcome chance to broaden their buying opportunities and reference full product stories as well as draw inspiration from ispo's own many show features.”

(Tom Foley, ISRA Coordinator, ISRA)

Westbeach

“Being part of the ispo boardsports community you are more than exhibitor at a trade show, it's all about products and people being brought together in the right way. The show's awareness of a brand's heritage is outstanding – to be presented with a surprise award in recognition of our 30th anniversary highlighted how in tune the show is with what's going on in the industry.”

(Ed Seymour, Sales Director, Westbeach)

ispo winter 2010, 70. International Trade Fair for Sporting Goods and Sports Fashions, will be held from February 7th to 10th, 2010 at the New Munich Trade Fair Center.

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