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## **ispo china 2010: successful breakthrough on the Chinese market**

- 76% more exhibitors and twice the exhibit space compare to the prior year
- 90% more pre-registered visitors

ispo china 2010 will open its doors in Beijing from March 4<sup>th</sup> to 6<sup>th</sup> and can already be proud of impressive growth in its statistics: the number of exhibitors increased by close to 76 percent, and the net exhibit space was doubled. ispo china covers five halls at the China International Exhibition Center, and overall space of 25,000 square meters. In addition, visitor pre-registration experienced a very positive trend. 90 percent more visitors have already registered in advance for ispo china 2010 than for ispo china 2009.

Asian and international exhibitors alike value ispo china 2010: 210 exhibitors (2009: 119) present more than 300 brands including their products and innovations at the leading platform for sporting goods throughout the entire Asia-Pacific region. New exhibitors include Columbia, Mountain Hardwear, as well as Salewa, planning to establish themselves on the Asian market with their high-quality outdoor apparel, as well as the German swimwear fashion company Fashy, and Suunto, the Finnish manufacturer of sports watches. Another newcomer to the event, British outdoor brand Regatta will also be at the ispo china 2010 to introduce its products.

Other exhibitors registered to present their products at the leading trade show for sporting goods, sports fashion, and lifestyle in Asia include the outdoor equipment specialists Karrimor, High Rock, Black Diamond, and Edelrid. In addition, ski manufactures Atomic and Head want to tap the potential for sports retail in Asia, as well as the Danish footwear manufacturer Ecco and sports apparel company Spyder.

The selection at ispo china 2010 is once again complemented by the parallel-running Alpitec China, organized by Italian trade fair company Fiera di Bolzano. Klaus Dittrich, Chairman of the Management Messe München: "Thanks to the exceptional growth rates and the participation of many additional international brands ispo china experiences a successful breakthrough to become China's largest B2B sporting goods trade show."

MK/vH

About Messe München International (MMI)

Managing close to 40 trade expositions for industrial, consumer goods, and new technology, Messe München International (MMI) is one of the world's leading exposition companies. More than 30,000 exhibitors from over 100 countries, and more than two million visitors from over 200 countries participate in the Munich-based events every year. In addition, MMI manages trade expositions in Asia, Russia, the Mid East, and South America. MMI operates a global network with six foreign subsidiaries in Europe and Asia, as well as 64 foreign representations, covering more than 90 countries worldwide. As an internationally active company, Messe München International is dedicated to endorsing sustainability and environmental protection.

More information at [www.messe-muenchen.de](http://www.messe-muenchen.de)

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