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## **24. - 26.2.2008: ispo china grows and moves to a bigger exhibition centre**

- ispo china winter 08 to take place in the China International Exhibition Centre (CIEC) in Peking
- New date for the event: 24 - 26 February 2008

Moving ispo china winter from Shanghai to Beijing was a complete success. As a result of new exhibitor and visitor records once again, the event is now changing venue to the bigger China International Exhibition Centre (CIEC) in Peking. The steady growth of ispo china is thus being taken into account. This year, 300 brands from 20 countries exhibited to 12,059 visitors (2006: 11,089) and the venue was completely booked out.

SPORT 100, Alan Cheung:

“ispo china in Beijing is a success and it’s full of highlights. Accurate brands orientation attracts lots of distributors and agents in China to take an active part in the show. Compared with ispo china in Shanghai, it changed the focus on ski goods and added more outdoor brands instead, which catered for Chinese market requirements and enriched the production structure. ispo china kept the quality of the exhibiting brands high. The whole image and style of ispo china is impressive, whether it’s the brand image, the product varieties or the functional differentiation, which surprised us a lot.”

Beijing Huai Bei International Ski Resort, Wang Shitong:

“ispo china winter 07 was a great success! Almost all the insiders from the ski industry were there, and it's a good platform for them to meet at. I am looking forward to meeting even more new overseas brands in 2008.”

Ozark, Nina Sun:

“This is the second time for Ozark to participate in the ispo china show and to hold the bouldering cup in cooperation with ispo china. We want to thank ispo china – which is well known to the Asian sports industry as a famous trade show – for paying so much attention to the outdoor community and for supporting us by holding such a successful competition. Apart from that, we were also glad to see so many new brands at ispo china winter 07. The visitor promotion was great too; we met many important retailers at the show. I hope ispo china will be even more successful in the future.”

Apart from having a bigger exhibitor area, the CIEC centre is divided into several halls and offers the organisers the possibility of laying out the areas more flexibly and clearly. Situated right in the middle of Peking, CIEC also makes it possible for seminars and conferences to be held directly at the venue.

Manfred Wutzlhofer, Chairman & CEO of Messe München:

“The move to Beijing was a successful step for ispo china and was what the exhibitors wanted. The change of venue next year to the bigger exhibition centre of CIEC now gives us the opportunity to comply with the wishes of our exhibitors and visitors even more and to guarantee the attractiveness of ispo china in the long term.”

In consultation with trade and industry, which prefers the fair to be ahead of time on account of the early order dates, the coming ispo china 08 is being brought forward by three weeks to take place on February 24 – 26, 2008.

Sanfo, Zhang Heng:

“Holding ispo china at the end of February gives us the chance to do our orders earlier.”

Burton, William Avedon:

“24 - 26 February works fine for Burton, even better than this year’s date in March.”

Firefox Guangzhou, Zheng Yuyu:

“I will definitely be attending ispo china winter 08. The end of February is a very good time to have order meetings.”

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