

The Sports Community

BETREFF

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ispo winter 09 generates positive mood in the industry

The world's largest sporting goods trade show, ispo, was held for the 69th time from February 1st to 4th, 2009, in Munich. More than 60,000 industry visitors from more than 100 countries came to Munich to preview the latest trends for the winter season 2009/10, presented by 1,950 exhibitors from 50 countries on a total of 185,000 sqm of exhibition space. 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.

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. 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.

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."

ispo winter 2010 will be held from February 7th to 10th, 2010.



Successful launch of the first ispo Career Day created by sport INVEST search

With close to 500 visitors the first ispo Career Day created by sport INVEST search during ispo winter 09 can be called a successful event and a successful launch for a new platform to assist the new generation making its way into the sports industry. 60 offered internships, individual consultation, and informative presentations were very well received by visitors and exhibitors alike.

Interested trainees as well as students and graduates from the sectors of sports

economy and sports sciences traveled to Munich from Heidelberg, Cologne, and even England. The exhibitors, 20 companies from various sports industry segments, among them VF Group, Intersport Germany, Sport Scheck, Horizon, Sympatex, Robinson, Billabong, Quiksilver, Motor Presse Stuttgart, Polar, Kettler, and Nike, welcomed the registrants with plenty of information materials and job offers at their booths.

The organizers, Messe München GmbH and sport INVEST search, were very pleased with the success of the first Career Day. Dietmar Damith of sport INVEST search: "We observed that people are interested in such a platform. The very good response generated a positive atmosphere and we are definitely thinking about continuing the event next year."



SCN daily News: news of the day at a glance!

Did you miss any of the reports on the goings-on at ispo winter, the largest trade show for sporting goods and sports fashions? Don't fret – the daily publication SCN Daily News provides you with up-to-date information on the program of each trade show day, as well as reports on personalities, economic and business news, and reports on the international sporting goods and sports fashion industry.

If you were unable to get a printed issue, simply download the daily issues for Day 1 to 3 / 4 online at www.ispo-winter.com.



ispo TV Podcasts: informative and up to date

The world's largest sporting goods trade show presents its highlights and focus subjects in a new way: ispo TV Podcasts. The ispo TV Team delivered its news and reports on ispo winter 09 to "ZDF heute", "RTL News", "Sat1/ Pro7 Nachrichten", Bayerischer Rundfunk, MDR, ORF, and many other German and European networks; in addition, the ispo will enjoy an even stronger internet presence thanks to ispo TV Podcasts.

You can watch the clips and reports, but that is not all. The Player Tool allows you to send clips by e-mail, embed the entire player or individual clips in your own website, or download the videos to your computer, cell phone, or iPhone.

>> [Click her to access the ispo TV Podcasts](#)



Dates for ispo winter 2010 have been set: register now and save!

ispo winter 2010 will be held from February 7th to 10th, 2010. This represents a week's change in the trade show calendar. The reason for this schedule change is a modification in the American trade show calendar. The SnowSports Tradeshow by SnowSports Industries America (SIA) will be held from January 28th to 31st, 2010, which would conflict with the regular ispo winter schedule.

Until February 20th, 2009, exhibitors may benefit from Early Bird Registration; registration forms are now available for download at our website.

>> [Click here to access registration](#)

ispo china 09: the fifth trade show for the Asia-Pacific region opens its curtains



The countdown has started; on February 19th the ispo china 09, the leading sporting goods trade show in the Asia-Pacific region, will open its doors for the fifth time, at the China International Exhibition Centre in Beijing. Until February 21st leading sporting goods brands will present their product innovations on 25,000 square meters of exhibition space. In 2008 the show registered more than 11,000 visitors from 36 countries and 30 Chinese provinces. The advance registration for the 2009 event already shows a visitor record: to date more than double the number of visitors have registered for the 2009 trade show.

This year many leading sporting goods brands will present their innovations to Asian sports retail. In addition to special community booths - the Italian Village, Austrian Village, and Scandinavian Village – many renowned brands, such as Marmot, High Rock, Kelty, Lowe Alpine, Asolo, Northland, Lowe, Garmont, Mobi Garden, Ozark, TEVA, Arcticfox, Simple, Titiss, TrekSta, or K2 have confirmed their participation.

In addition, there will also be a comprehensive side event program. It includes conferences, seminars, and workshops on basic industry subjects, as well as specialized issues of interest to the Asian sports retailers.

Among the most important events at ispo china 09 are: the 4th China Outdoor Retailing Conference sponsored by Gore-Tex; the 4th Asia Pacific Snow Conference in cooperation with Alpitec; Distributor Match Making; the Wearable Technologies platform.

More information on ispo china 09 at www.ispochina.com



BIKE EXPO – Cycling trends for city and nature

BIKE EXPO presented by Messe München GmbH from July 23rd – 26th, 2009 is a new, comprehensive platform for the bicycle market at the New Munich Trade Fair. Under the motto "Cycling Trends for City and Nature" BIKE EXPO offers the latest trends from the bicycle industry. The concept includes industry visitor preview days followed by a public exposition. The exhibition space is designed particularly with industry professionals in mind, and divided into the subjects of E- and City-Bikes as well as Fashion and Components. Dirt- and MTB-Bike oriented consumers will find a specially designated exhibition in the outdoor and demonstration areas complete with an extensive side event programs, as well as a public cycling race through Munich's East End.

BIKE EXPO is organized by Messe München Gumbo's Consumer Goods Business Unit, which is also responsible for a number of sports platforms, such as ispo winter, ispo china or the Running Order Show. This team is assisted by competent partners, such as PLAN B, organizer of the Sympatex BIKE Festival in Riva del Garda and Willingness, as well as the multi-leg mountain bike races Transalpine and Trans Germany, will coordinate the side event program and outdoor expo, as well as service the mountain bike exhibitors in this area. Bike-event experts Resolution organize the cycling scene get-together in the outdoor areas complete with mountain bike and BMX dirt jump contests, a BMX flatland show, as well as an extensive evening program including DJ sets and live music. Last but not

Least, the sports marketing agency runabout will hold the 'Violable', a 20-kilometer bike race for everyone on Sunday, July 26th, 2009, on the grounds of the New Munich Trade Fair, as well as a timed race for more ambitious cyclists.

www.bike-expo.com

ispo presents innovative and representative

consumer study

The »tns emnid Study presented by ispo« provides a glimpse into consumer behavior in West, North, East, and Southern Germany. The study performed by marketing research institute tns emnid provides information on the purchasing behavior in the sports fashions and hardware market. It also includes details on what customers in West, North, East, and Southern Germany pay particular attention to and what kind of accessories are a must in any product selection. In short: the exclusive statistics show what retailers need to do to guarantee long-term success.

Interested? No problem, like all other ispo studies, the tns emnid Study may be ordered online at www.ispo-winter.com.