



19 – 21 feb 2009

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

21 february 2009

Final report ispo china winter 09:

Successful fifth edition of the leading Asian-Pacific 360-degree sports industry trade platform with new visitor record

- 17% increase in visitor numbers compared to 2008
- More than 300 international brands on 25,000 square meters at the CIEC in Beijing
- Well-received new tradeshow integration and synergy: ispo china winter 09 cooperates with Alpitec China to offer the complete range of winter sports products, including resort technologies
- Successful retailer programs including the 5th China Outdoor Retailing Conference, the 4th Asia Pacific Snow Conference and much more

With 13,500 trade professionals (2008: 11,500), the 5th ispo china winter, which took place February 19–21, 2009 at the China International Exhibition Center (CIEC) in Beijing, ended last Saturday with a 17% increase in visitor numbers. The three days of ispo china 09 in China's snow-covered capital city were a showcase of the rapidly growing sporting goods industries in Asia. Professional visitors populated the fairgrounds consistently during all tradeshow days with high expectations to see many new brands, products and technologies. These expectations were clearly met and even surpassed by the more than 300 international exhibiting brands, last but not least enriched by the new segment "Mountain and Winter Technologies" provided by ispo china's cooperation partner FieroBolzano. The Italian tradeshow organizer's "Alpitec China 09" was part of ispo china for the first time, occupying half of Hall 2 at the CIEC.



In total, ispo china winter 09 covered 25,000 square meters and five halls of the exhibition center with products by Chinese and international brands like Alpina, Arctic Fox, Asolo, Bailo, Bergans of Norway, Black Yak, Brugi, Buff, Camp, Carrera, Colmar, Dolomite, Dr. Zipe, Fila, Fjällräven, Garmont, GoLite, Gore-Tex, Halti, HanWag, Kailas, Kayland, Light My Fire, Lizard, Lowa, Lowe Alpine, Marmot, Masters, Nitro, Nordica, Northland, Northwave, OutDry, Ozark, Patagonia, Quiksilver, Rollerblade, SheShe, Simple, Sun Valley, Tecnica, Teva, Trek-Sta, T-Shoes, Ttiss, Uvex, Vasque, Vibram, Völkl and many more. At Alpitec China 09, the exhibitors included Doppelmayr, Fischer Sports, Hagan, Leitner, Microgate, Montana, Reichmann, SkiData, Wintersteiger and several other mountain and winter technology specialists.

As a tradeshow platform with a clear focus on benefitting the sporting goods retailer, ispo china winter 09 once again offered a very diverse program of side events, featuring congresses, workshops, and fashion shows. As a novelty, the “Match Making Activity” connected Chinese distributors with Western brands: 370 distributors had confirmed their attendance and the upcoming weeks and months will witness how many matches were made. The program was very well received and offered new possibilities for both sides, conquering the usual language barriers and saving valuable time. Already established as traditional congresses at ispo china, the 5th China Outdoor Retailing Conference (CORC) sponsored by Gore-Tex and the 4th Asia Pacific Snow Conference (APSC) in cooperation with Alpitec once again attracted a very qualified audience, discussing current and future topics decisive for the respective scenes. 160 participants including individual specialist retailers, chain stores and brands attended CORC on Saturday, February 21st. 100 snow resort and winter technology professionals followed the speeches and discussions at the APSC in the Congress Area of the CIEC on February 20–21. Over 150 participants joined the 3rd China Pan-Outdoor Industry Summit Forum, where professional from several sports and leisure segments discussed the development of synergies and pan-outdoor measures to further grow all involved markets. Other activities during ispo china included the very popular “Prized Tour” based at the Green Salon and organized by ispo china, Outdoor Exploration Magazine and SWS, which motivates visitors to visit more booths and closely look into the exhibited products and brand philosophies. Around 2,000 visitors finished the tour this year and were thus eligible to enter a lucky draw. As a special exhibition area in Hall 2, “Wearable Technologies” supported by Navispace premiered at ispo china, showing the hottest technology trends for the Asian WT market. Last but not least, the ispo china fashion shows attracted big crowds in the activity hall number 6 twice a day. (More information on the events including press photo material can be found at www.ispochina.com)

Manfred Wutzlhofer, President and CEO of Messe München International: “This fifth edition of ispo in China was a true success and once again reflects the rapid development of the sporting goods industry in the entire Asia-Pacific Rim. We are proud and happy to return to China each year to support this powerful market and everybody involved in it. With a new visitor record, ispo china winter 09 has met our expectations.”

Industry Statements:

Manuela Viel, ASSOSPORT General Management

“This year, once again, Italian companies have strongly believed in ispo china. Thanks to the well-established cooperation with ICE, we have organized the Italian Pavilion with the most representative Italian winter sports brands. This fair is growing and becoming a very good platform to help Italian brands to enter the Chinese market.”

Arianna Colombari, Marketing Director, Tecnica Group

“We have been supporting this show since the first edition in 2005, and we are positively surprised by the huge development of the entire event. This edition has been the best-organized and the most crowded in terms of visitors and exhibitors. Even though we are already well established in China through our subsidiary based in Beijing, we believe that it is the right place to present our new collections.”

Salvatore Angrisano, Consumer goods Division, ICE ROMA

“ispo china represents an unfailing opportunity for Italian sport system companies to present themselves and approach the Chinese market of sporting goods. We are assisting the growing popularity of sports within the Chinese public and an increasing attention to quality and design of products. At ispo china, the Italian Institute for Foreign Trade, in cooperation with Assosport, organizes the Italian pavilion with the most famous and quality brands of equipment, sportswear, accessories for winter sports from Italy, all of them combining cutting edge technologies with style and design.”

Bill Lu, General Manager, Shehe Polegeartrading Co., Ltd.

“ispo china is a very positive influence on the development of the industry in China. It's a platform for brands to promote their products toward distributors, retailers and sports fans. Here we get the chance to present our entire collections and promote our brand a lot.”

Martin Nordin, CEO Fenix Outdoor AB

“ispo china 2009 has taken big steps forward in many ways since last year, for us and also for the whole show. We see an expanding market. which ispo china is assisting in a professional manner. For us in the Fenix Outdoor Group and our joint venture Jiangsu Fenix

Outdoor, ispo china is important in our efforts to build unique positions with the brands Fjällräven and Hanwag. ispo china also supports us to continue building our good relations with key buyers and media in the Chinese market. We already look forward to returning next year, and in the longer perspective we believe this could become the key show in Asia."

Steven Lu, G.M., Ningbo MOBI Garden Outdoor Co., Ltd.

"This is my forth to attend ispo china. For the outdoor industry, ispo china is an excellent exhibition and brings the industry a big development. We meet large numbers of clients every year, which allows us to quickly grow together with ispo china."

Isabel Fu, China Trade Marketing Manager, GORE Industrial Products Trade (Shanghai) Co., Ltd.

"The visitor profile of ispo china is on the target and that's the reason for GORE to have a full cooperation with ispo china for the past five years. Through ispo china, we recruited more retailers, who were able to develop the industry together with us."

Jason Kim, General Manager, TrekSta (Tianjin) Commerce Co., Ltd.

"We have exhibited four times ispo china and it has always been of advantage for us. Facing the difficult economic situation this year, we increased the R&D input and presented more new products than before."

Nina Sun, Marketing A&P Manager, OZARKGEAR Sporting Goods Trading Co., Ltd.

"ispo china is a sure bet regarding the tradeshow organization, the exhibiting brands and the visitor quality. As a result, it is the perfect environment to promote our brands and products."

Cui Changxie, General Manager, Blackyak Outdoor Products Co., Ltd.

"ispo china is a very important and unique tradeshow and this is our third time as an exhibitors. It makes our brand and concept be known by more retailers and distributors."

Zeng Hua, General Manager, SCALER Outdoor Products Co., Ltd.

"For our brand and products, ispo china is playing a very important role. Here, we have the best opportunity to directly contact distributors."

Conrad Lee, Managing Director of Sunlight Sporting Goods (Zhuhai) Co.,Ltd.
Main Distributor of Bergans of Norway (China)

"As a new company entering the Chinese Market, we were able to expose our brand to a vast number of new and promising clientele."

Yu Zhenqi, Vice GM, Shenzhen Vafox Outdoor Equipment Company (visitor)

“I have taken part in every edition of ispo china. This is a platform for retailers and brands to have direct communication. We could find a lot of new brands and products and at the same time could have more choices. This is really helpful for our development.”

Yu Qin, owner of three outdoor stores in Nanjing and president of CORA

“I think ispo china 09 was better than last year with more people and a very good organization. The show is getting better every year and this continuity is important for the outdoor industry in China.”

More information on ispo china and Messe München International is available at www.ispochina.com

