

# The Sports Community

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## ispo Awards: Focus on Outdoor, European Ski, EcoResponsibility, Board & BrandNew

As part of ispo winter 09, a number of awards will be presented for exceptional products from the outdoor, ski, board, and sustainability segments. In addition, the best newcomers will receive a Brand New Award. An international jury, consisting of representatives of the industry, retail and media, examined the entered products according to the criteria: function, quality, technical solution, innovation, user friendliness, and design.

**Here is a list of the winners in each segment:**

### ispo Outdoor Awards 2009:

**Category Hardware:** Ice axe SUM`TEC Ice Axe by Petzl

**Category Textiles:** Lobuche Jacket by Marmut Sports Group AG

**Category Footwear:** Dy. N. A. by Dynafit Sportgeräte GmbH

**Category Technics/Electronics:** Avalanche airbag ABS Wireless Activation by ABS Peter Aschauer GmbH

**Category Backcountry:** Binding system Diamir Eagle by Fritschi AG Swiss Bindings

**Category Others:** Gym System by Mammut Sports Group AG

#### **18th ispo BrandNew Awards:**

**Coolmax® Accessories Award:** Zirkeltraining / Germany

**Epic® Hardware Accessories Award:** SKYLOTEC / Germany

**YKK® Hardware Summer Award:** Bergmönch / Germany

**ADVANSA Thermo °Cool™ Overall Award:** 2Imagine Ecological Surfboards / Canada

**DuPont® Personal Design Award:** KAORIGIN / France

**ispo Social Awareness Award:** Skateistan / Skating school in Afghanistan

**Thermolite® Style Award:** BitchBoards®

**YKK® Sportswear Award:** Sailing for Woman by Morpho / France

The winning products will be exhibited in hall B3 during the ispo winter 09 from February 1st to 4th. More information on the winners and finalist is available at [www.ispo-brandnew.com](http://www.ispo-brandnew.com).

#### **eco responsibility award 2009**

**Category Accessories:** Backpack GNA 35 Liter by Klättermusen

**Category Hardware:** Touring ski Nanuk by Völkl

**Category Textile:** DLX Remington Jacket & Rustington Pant (Men) and DLX Winchester Jacket & Welwin Pant (Women) by Zimtstern

**Category Footwear:** Ski boot Renu by Atomic

#### **European Ski Award 2009**

**Category ActiveKids:** Protective vest MAGNESTICK VEST by Rossignol

**Category Hardware:** Freeride ski WATEA 101 by Fischer Sports GmbH

**Category Skiwear:** Technical underwear Merino Competition Long Sleeve M-Z by Ortovox Sportartikel GmbH

**Category Ski Boots:** Ski boot SPK Pro Model by Salomon

**Category Binding:** JESTER SCHIZO by Marker Deutschland GmbH

**Category Others:** Back protector Compression Reducer -X by Scott Sports SA

#### **3rd ispo Boardsports Award**

**Category Hardware:** Binding Contraband Nitrane by Ride

**Category Outerwear:** Ignition Jacket Fatty Stripe & Breakway Pant by Sessions

**Category Safety Gear and Travel:** R.E.D. Helmet with Air Band Fit System and Travel Sleeper Hoodie with inflatable neck cushion, both by Burton

**Category Kids Products:** Kid-friendly snowboard set K2 Grom Pack by K2 (snowboard, bindings & boots in a stylish box)

## **ispo Career Day created by sports INVEST search**



The first ispo Career Day at ispo winter 09 will be held on Sunday, February 1st, 2009. This is a new joint non-profit project by Messe München GmbH and sport INVEST search CE GmbH. Its goal is to become an established career platform for the new generation.

21 selected partners from various sports segments will be available at for Q&A sessions at the entrance to the ICM from 9:00 am to 6:00 pm.

Among them: Nike, Intersport Deutschland, Horizon, Robinson Club, Billabong, Sport Scheck, Sympatex, Kettler, Quiksilver, Messe München, Mysportprofiler, Polar, Motor Presse Stuttgart, VSD, Sport INVEST Search, Vans, Reef, The North Face, Sport & Mode, Sportsella, Serviceplan

The 21 sports industry partners also donated 40 internships. Pre-register for a chance

at one of these spots at [www.mysportprofler.com](http://www.mysportprofler.com).

In addition to personal contact with company representatives the day includes the following presentations beginning at 2:00 pm in room 2 (ICM):

**Hannes Kern:** Selbstmotivation - Die Marke "ICH"!/ "Self-Motivation – the "I" Brand  
**sport INVEST search:** „Karrieremöglichkeiten in der Sportbranche“ / "Career Opportunities in the Sports Industry"

**Podiumsdiskussion** „Sportökonomie und –management in Deutschland“ / "Sports Business and Management in Germany"

**TBA:** „Eine Erfolgsstory in der Sportbranche“ / "A Sports Industry Success Story"

**Hannes Kern:** Selbstpräsentation - Körpersprache bewusst einsetzen. / Self Presentation – Using Purposeful Body Language



## Time to Party: industry get-together at snow ice & rock summit 09 – presented by Marmot

Ski, backcountry, and outdoor enthusiasts take note: don't miss the official ispo Scandinavian get-together at 6:00 pm on the second trade fair day (Monday, February 2nd, 2009) in hall A6 at the snow ice & rock summit - presented by Marmot area! In addition to tasty snacks and cool drinks enjoy an interesting event program with fashion show, give aways, and lottery (we'd like to thank all SOG partners for their material donations!). And our DJ Bernd-Uwe of Bayerischer Rundfunk will guarantee the appropriate musical accompaniment.

### Evening Program Schedule:

- Lottery SOG and EOG Association for Conservation
- Fashion Shows (SOG, Nordic Design College)
- Norröna Dance Show
- Short Film Touching the Stairs
- Party, Talk and Get-together



## EOG Association for Conservation at ispo

Near the "snow ice & rock summit" in hall A6 the EOG Association for Conservation (AfC) will hold an exhibition on new products by the organization. Interested parties can find out on location how to become a member of the AfC. Anyone working in the outdoor industry, including suppliers, manufacturers, brands, publishers, distributors, or service providers, are welcome. And donations are also welcomed: at the bar of the snow ice & rock summit in hall A6 all proceeds from drinks sold will be donated to EOG AfC. In addition, outdoor specialist Patagonia will shed some more light on the activities of the EOG AfC during a Happy Hour on Tuesday, February 3rd, at 5:30 pm, at booth 407 in hall A5. EOG AfC endorses a number of support projects. 100 % of its membership fees are used for its projects – for example Vaude's project, the Trans Boundary Hiking Trail at the border between Albania and Macedonia.

More information at [www.eogconservation.org](http://www.eogconservation.org)



## A new hotspot for the future of sports

**The first ispo innovation forum will take place on February 1 at the ICM in Munich!**

This is what the sports industry has been waiting for: ispo is advancing on its leading role as the sports innovation community by staging the first ispo innovation forum.

Complementing new products shown by industry and inventors and the existing front running exhibitions and conferences the forum will address topics of future importance, and serve as orientation and discussion forum for innovators and stakeholders in the whole of the sports business.

In its first edition, among other things the study "future of skiing" will be presented, followed by expert presentations on future developments in this field and a podium discussion. In the afternoon, the newly developed European Platform for Sports Innovation will be introduced and discussed, followed by workshops on E-Sports and on the future of the forum itself. The forum will be complemented by an idea jam and a platform for informal discussions on selected topics.

The forum will be organized by SportKreativWerkstatt, a Munich-based company that for almost ten years has served as the World's finest bridge between well-founded science and successful practice in the area of sports innovation. Be part of this exciting event!

Date: Sunday February 1, 2009, 10:00 - 18:30

Venue: ICM, Hall 4

If you are interested in joining the first ispo innovation forum, then don't hesitate to contact the organizers via eMail: [secrets@SportKreativWerkstatt.de](mailto:secrets@SportKreativWerkstatt.de)

>> [more information](#)



## Meeting Cabins free of charge for exhibitors and visitors alike at the board\_ispo shop summit!

board\_ispo shop summit - modern shop strategies, A1.333, Feb 1st-4th, 2009

**The board\_ispo has come up with a very sensible tool for all boardsport exhibitors and busy trade show visitors: eight meeting cabins free of charge placed directly next to the board\_ispo shop summit stand. Just drop by and have a look if a cabin is free. If not, reservations can be placed at the meeting room stand. As mentioned before: all for free.**

Who hasn't made that experience whilst on a trade show? You want to converse quietly at a bar and again and again familiar faces drop by and interrupt the conversation. No more! Meetings that come up more or less spontaneous can be peacefully held in the **shop summit meeting rooms**. The cabins provide all the essentials: electricity, light, a table and chairs. One can book a cabin for up to 60 min with one and the same interlocutor.

At the board\_ispo shop summit stand it's all about **modern shop strategies** this winter. In co-operation with Scharti the organizers from munchie Konsilium have gathered many things worth knowing for all shop owners out there. The different topics **ESSENTIALS, FINANCE, INTERIOR, STAFF, PROMOTION, E-BUSINESS, SHOP CONCEPTS, ECO** and **INSPIRATION** will be presented on 33 different „Wissenskarten“ / „Knowledge Cards“ out for grabs and **free of charge** for all interested visitors. Moreover examples of well-known shops will outline what is important in today's boardsport business.

Beside all that the fringe events at this year's board\_ispo shop summit are well worth visiting. The **ispo boardsports award winners** in the categories APPAREL, TRAVEL, HARDGOODS, KIDS' PRODUCTS und SAFETY will be presented at the shop summit. In addition the b to b magazine Boardsport SOURCE comes with the no cost **SOURCE JOB AGENCY**. A must for everyone who is looking for a job as well as for companies

that are looking for new staff or new distributors.

The bounteous bar invites to small talk and chilling – and don't forget: Wednesday at 10:30 the traditional „Weißwurst-Breakfast“ is on. This time with the **boardsports award winners on Live Talk!**

Das board\_ispo shop summit team is looking forward to meet you!  
board\_ispo shop summit A1.333, [www.ispo.com](http://www.ispo.com)



## TheRedFlag – new platform for fashion, sports, design, and art

TheRedFlag opens its doors from June 24th to 26th, 2009, at the MVG Museum in Munich. As a little taste of THE trend show of the summer TheRedFlag has planned something special: «Le Studio Rouge»

The project «Le Studio Rouge» invites all retailers, creatives, and interested parties to this year's ispo winter 09 from February 1st to 4th. This is your opportunity to delve into the world of TheRedFlag, find inspiration, and become a part of TheRedFlag yourself.

TheRedFlag will also present the second issue of TheRedFlag Magazine, a publication honored with two awards in 2008.

As a genuine treat TheRedFlag will launch an «Instant Magazine» under the motto «Let's get together and create». It will be produced live on location! For the duration of four days the team will take photos, design, and create at booth 106 in hall A1 at the ispo winter 09. The result will be printed in form of an «Instant Magazine» during the night of Tuesday February 2nd to Wednesday, February 3rd. The freshly printed issues will be ready for distribution on Wednesday morning.

We need the assistance of all retailers, designers, and ispo visitors.

Show us your latest innovations, creations, or your own personal style! We will shoot, stage, and produce the mash-up magazine «Collage» with you live and on location!

«Let's get together and create»

Messe München GmbH; Your TheRedFlag Team

Because «Today is Tomorrow»

Contact: [info@theredflag.de](mailto:info@theredflag.de)



## Overwhelming advance registration for ispo china 09

ispo china 09, the leading sporting goods trade fair for the Asia-Pacific region will be held for the fifth time overall from February 19th to 21st, 2009, and for the second time at the China International Exhibition Centre in Beijing. On 25,000 square meters of exposition space leading sports brands will present their product innovations. In 2008 more than 11,000 visitors from 36 countries and 30 Chinese provinces registered. The advance registration for 2009 has already broken the visitor record: to date, double the amount of visitors than last year have registered in advance. In addition to proving the establishment of a valuable trade show platform, this also emphasizes the continuing growth of the sporting goods market in China, which has also increased in significance thanks to the public exposure during the Olympic Summer Games 2008 in Beijing. Another reason for the overwhelming interest of Asian retailers in this year's event is the first ever cooperation with the Italian trade exposition Alpitec. The resulting integration of winter and mountain sports technology will particularly benefit the decision makers from Asian winter sports resorts.

More information on ispo china 09 at [www.ispochina.com](http://www.ispochina.com).



## Running Order Show rings in second round

Following the successful premiere of the first Running Order Show in 2008, 100 brands from the running sports segment will come together on June 28th and 29th, 2009 to present their products once again at the Munich Order Center M,O,C,. This summer, 61 booths with 24 square meters exhibition space each are available on a first come, first serve basis. ROS is the perfect platform for running specialists to present their new and innovative products to an international audience of industry professionals.

In cooperation with Comfort Hotel München ([www.Comfort-Hotel-Muenchen.de](http://www.Comfort-Hotel-Muenchen.de)) ROS offers its customers discounted accommodation rates. Gore Tex returns to the show to act as main sponsor, as well as Runner's World Magazine as media partner. More information as well as up-to-date registration forms will be available soon at [www.running-order.com](http://www.running-order.com)



## ispo winter 09 Online Ticket Service - Fast & economical registration

Fast, secure – and also cost saving! Just order your ispo winter ticket online. In addition to saving time when entering the event, this option also saves money. The complimentary use of all transportation options of Munich's public transportation network, MVV, on the day of the visit is included, as is the event catalogue. Pre-registered trade show visitors may order their and their colleagues' tickets online by using a unique login and password, or validate retail guest or e-retail guest tickets provided by some of the exhibitors. When the order is complete, you will receive an e-mail with your personal online ticket voucher, to be exchanged for a ticket at the scanners located at the entrances to the trade fair. ispodcard® holders have the option to have the annual fee for 2009 debited from their credit card.

[>> Click here to register buy your tickets online...](#)



## ispo winter 09 PDA download service

As a service provided for the upcoming ispo the trade show management once again offers its PDA download service. Exhibitors and visitors may download up-to-date news and important information to their personal PDAs (PalmOS, Windows PocketPC), as well as to their cell phones with the help of XyberScout Systems. Included in the service are features such as exhibitor search, product group search, exhibitor booth locations on zoomable hall plans, or event search. In addition, the electronic trade show and event guide XyberScout also offers the option of setting up a personal tour through the event.

[>> PDA download service](#)



## My Munich ispo Cityguide - Things to do & places to go

The new ispo city guide "My Munich" covers the best evening and nightlife activities, important information regarding travel and hotels, as well as the many cultural facets of the Bavarian capital. After all, Munich is worth a visit, even outside ispo winter:

- royal (Residence, Nymphenburg)
- historical (Cathedral, Bavaria)
- cultural (museums), artistic (Pinakothek galleries)
- classical (opera, theater)

- relaxing (English Garden, River Isar)
- sporty (climbing, thermal baths)
- Vicinity (Starnberg, Salzburg, Innsbruck and more...)
- Snow & Fun (ski areas around Munich, in Germany, Austria, and Switzerland)

>> [Download My Munich ispo Cityguide](#)

## **Low Emissions Zone: Don't forget your car sticker!**

As of October 1, 2008, the city of Munich is a low emission zone, which includes the entire city area inside the "Mittlerer Ring" (city ring road). So-called Emissions Stickers (red, yellow or green) are required to drive in this low emission zone. To be able to access the city without limitations, exhibitors and visitors of ispo winter 09 will be able to purchase the Low Emission Sticker for 5 Euros directly at the show at the ispo/DEKRA service point in the Entrance West.

>> [additional information](#)

## **AFYDAD and Sports Unlimited Valencia represent the Spanish Sports industry at ISPO.**

AFYDAD and Sports Unlimited Valencia invite all those part of, and interested in the Sports industry in Spain to come and enjoy the "Spanish Lounge" a drinks evening of classic Spanish wine and networking with key players in the Spanish Sports Sector. Take advantage of your stay in ISPO to meet with your Spanish colleagues, discover latest trends and industry news, as well as new innovations and products being exhibited in ISPO 2009.

The evening takes place on **Sunday 1<sup>st</sup> February at 17:30h, at the Spanish Lounge, Hall A5, Stand 122c**

More information: [www.afydad.com](http://www.afydad.com) and [www.sportsunlimited.es](http://www.sportsunlimited.es)