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ispo china 2010 enjoys considerable increase in number of exhibitors and brands

- Messe München GmbH pleased with considerably increased number of registrations to date
- International brands such as Ecco and Coleman positive about Chinese growth market

German as well as international exhibitors alike believe in ispo China 2010: compared to the same period in the prior year the number of registrations have tripled as early as five months before the exposition opens its doors. A new concept was applied to ispo china 2010, which puts a special spotlight on the various sports segments with the help of space layout and content planning: sports fashions will have its own exposition space in the In Sports Area, and the Distributor Match Making platform is geared to assist foreign exhibitors with their first steps in the Chinese sporting goods market.

Companies such as Mäser Austria, looking forward to their first presentation of their high-quality outerwear in this market, as well as the German swimwear company Fashy, the Finnish Suunto brand, leading manufacturer of sports watches, and Swedish tent manufacturer Tentipi will benefit from this platform assisting them in tapping a new market for their products in China.

Additional exhibitors who have already confirmed their participation in ispo china 2010 include the outdoor equipment specialists Coleman Co., Karrimor, High Rock, and Edelrid. Danish footwear manufacturer Ecco has also recognized the potential of specialty sports retail in Asia and will present its special sole technology for the first time at this exposition. Italy's regional community booth as well as the Scandinavian Village also boats higher numbers of exhibitors than they did at this time last year.

The exhibits at ispo china 2010 will once again be complemented by the parallel occurring Alpitem China. This event organized by the Bolzano Exposition will cover the same exhibit space in 2010 as it did at its premiere in 2009.

ispo china 2010, China's largest B2B sporting goods trade show is continuing to establish itself on an international level, and is a perfect complement for the continuing growth of the Chinese sporting goods market.





More images on ispo china at [www.ispochina.com/picture archives](http://www.ispochina.com/picture_archives)

Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. Via its six subsidiaries – in Europe and in Asia – and 64 foreign representatives actively serving over 90 countries, MMI has a worldwide business network. Environmental protection and sustainability are key priorities in all MMI's operations, at home and abroad.

Further information: www.messe-muenchen.de

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