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ispo china winter 08 – 4th edition with full business coverage at new, larger venue in Beijing and comprehensive retail support programs

- New Location – ispo china winter 08 moves to the larger China International Exhibition Center (CIEC)
- 20,000 square meters, 5 halls and 329 brands stand for growth and success of the show
- Clear segmentation and orientation in a 360° sporting goods environment
- New partnership with Nielsen Business Media, USA
- Event program for retailers, industry and media covering many informative topics

In the Olympic Year 2008, ispo china opens its doors next Sunday, February 24, 2008, for three business-oriented and informative days at a new location in Beijing. The move from last year's venue, the National Agricultural Exhibition Center, to the larger and more modern China International Exhibition Center (CIEC) describes the growth of the event and stands for its successful development equivalent to the overwhelming development of the sporting goods business in China and the entire Asia-Pacific region. ispo china 08, supported by the Beijing Sports Bureau, is accommodated in 5 halls of the CIEC on a total of 20,000 square meters. The halls are clearly segmented in Special Communities: Fitness & Wellness, Bike, Ski Resort Development, Ski, Boardsports, Outdoor and Fabrics & Fibers. With significantly more halls than at last year's venue, the individual segments and its brands receive a better structure and advanced visibility.

The very well accepted online pre-registration promises a strongly frequented show and an increase in visitors, not only from Mainland China, but also from the entire Asian-Pacific

region. For the first time, ispo china 08 is a 360-degree business platform for everybody involved in the winter sports business: In addition to the broad spectrum of sporting goods and sports fashion – including hardware, apparel, footwear and accessories – ispo china 08 will also cover the subject of equipment and infrastructure for winter sports resorts. With this new feature, ispo china is catering the demand of many ski resort managers who were already registered at our previous events.

Besides 2008 being the most important year for Chinese sports community with the upcoming Olympics from August 8th until 24th in Beijing, and an undiminished growing sporting goods market all over Asia, the number and quality of exhibitors is a crucial factor for the attractiveness of ispo china 08. 329 exhibiting brands (2007: 300) are welcoming the trade professionals with their innovations and product highlights, including many Chinese, Asian and international leading brands such as BlackYak, Kailas, Arctic Fox, Asolo, Bailo, Burton, Carrera, Cordura, Dolomite, Exel, Gore-Tex, High Rock, Invista, La Sportiva, Lowa, Lizard, Lowe Alpine, Masters, Munich, Northland, Quiksilver, Reichmann and Sons, Roces, Sympatex, Tecnica, Toray, Uvex, Harrows, Karrimor, PIL Membranes, Vasque Exel, Fjällräven, Gerber, Halti, Hanwag, Light My Fire, or Silva. Some of the noteworthy new exhibitors this year are Kolon Sports from Korea, Teva from the USA, Anky, Millet, Montana, Morresi and many more. Some companies will jointly represent their country's industries in the form of special exhibition areas like the Italian Village, the new UK Village, or the Scandinavian Community Area. Thanks to a new partnership with Nielsen Business Media - parent company of the Action Sports Retailer (ASR), Health+Fitness Business (HFB) and Outdoor Retailer (OR) trade shows in the USA -- the number of US-American brands at ispo china will also considerably increase in the future.

Highlights of ispo china 08's comprehensive congress and event program - a traditional feature of all ispo trade shows by Messe München International worldwide - include:

- The 4th China Outdoor Retailing Conference (CORC) supported by GORE-TEX® featuring presentations, workshops and panel discussions on the outdoor retail scene in Asia on the day prior to the show, February 23, 2008.
- The “Quiksilver Nightrail Session supported by ispo china” at the Nanshan Mellow Park on the evening prior to the show (February 23, 2008), with Chinese and international snowboarders, organized by Mellow China.
- The 3rd Asia Pacific Snow Conference presented by Toray on February 25th and 26th in the CIEC Service Building with more than 1,500 invited ski and snowboard

professionals discussing how to create a sustainable snow sports marketplace in China.

- The ispo china Ozark Bouldering Competition, February 24th until 26th in Hall 6.
- The CORA “Retailing Demo Shop”, demonstrating the best ways for retailers to arrange and organize their stores, in order to maximize customer satisfaction and economic efficiency.
- The Kids Pavilion sponsored by 3M, co-organized by Safekids China, featuring products, lectures and live demonstrations concerning safety in sports for kids.
- The new “Outdoor Salon” with the “Golden Eyes on the Fake” area and the function as the start and finish point for the new “ispo china Prized Tour”, a special program to improve visitor orientation and customer attachment.
- The Outdoor Golden Rhino Awards by ispo china and Outdoor Exploration, February 24th at 3 pm in Hall 6.
- The ispo china Fashion Shows, multiple times every day in hall 6.
- The 1KG Project in cooperation with www.1KG.org, supported by ispo china, Sympatex and Kolumb.
- The Art Ice Rink Experience in hall 6.
- The “Safety Accompanying You” program by the Outdoor Sports Accident Research Team, promoting safety in the mountains, distributing rescue ropes on-site and organizing a lucky draw.
- The Exel Nordic Walking Training in Hall 2 held by the China Rep. International Nordic Walking Association and the Nordic Walking Promotion Center of China Institute of Sports Science
- The WGSN Global Trend Seminar this afternoon
- The Promostyle Trend Barometer on February 25th

As a truly professional trade show, ispo china 08 is fully supporting the sporting goods business in the Asian-Pacific region. In addition to the trade show itself and the presentation of the latest products and potential top-sellers for the next season, ispo china invests in successful key-account programs, engages in extensive visitor promotions, and organizes multiple support programs including events, seminars and fashion shows as shown above.

ispo china 08 takes place February 24-26, 2008 at the China International Exhibition Center in Beijing. More information is available at www.ispochina.com