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### **ispo china 2011: new date, new schedule, new venue**

- ispo china 2011 to be held from February 23<sup>rd</sup> to 25<sup>th</sup>
- New retail-friendly schedule
- Modern exposition center offers potential for development

ispo china 2011 presents itself with a number of changes. In 2011 the leading sports equipment trade show for the Asian-Pacific regions will be held from February 23<sup>rd</sup> to 25<sup>th</sup>. The change of the event date to February is the response of Messe München International to the many requests by industry representatives for an earlier date. Yet the date itself is not the only request by its customers Messe München International took into account. Since Saturday represents the strongest business day for retailers, ispo china will now be held from Wednesday to Friday instead. Messe München International implemented the new schedule to allow all retailers to benefit from the exposition in its entirety without having to sacrifice the week's most important business day at their stores.

In addition to the new schedule for ispo china in 2011, the event will also change its venue to the new exposition center at the China National Convention Center (CNCC) in Beijing. The CNCC was constructed for the 2008 Olympic Games and is a state-of-the-art facility. The location of the CNCC directly at the Olympic Park with a view of the "Bird's Nest" Olympic Stadium, two new hotels integrated into the expo center, and direct subway connection offer the ideal environment for ispo china's long-term growth.

Klaus Dittrich, Chairman of the Management Messe München GmbH: "Following the outstanding ispo china 2010, the venue and schedule changes offer plenty of potential for further growth of ispo china. We are pleased to have found in the CNCC an exposition center which satisfies the high quality standards required by Messe München International. The excellent infrastructure and the CNCC's eco-friendly and modern construction ensure that our exhibitors and visitors will benefit from the best possible services and thus an enjoyable stay. CNCC is the venue for the future of ispo china."





Photo: CNCC

More information and image material of the China National Convention Center (CNCC) in Beijing is available at <http://en.cnccchina.com/About/Album.aspx>

#### About Messe München International (MMI)

Managing close to 40 trade expositions for industrial, consumer goods, and new technology, Messe München International (MMI) is one of the world's leading exposition companies. More than 30,000 exhibitors from over 100 countries, and more than two million visitors from over 200 countries participate in the Munich-based events every year. In addition, MMI manages trade expositions in Asia, Russia, the Mid East, and South America. MMI operates a global network with six foreign subsidiaries in Europe and Asia, as well as 64 foreign representations, covering more than 90 countries worldwide. As an internationally active company, Messe München International is dedicated to endorsing sustainability and environmental protection.

More information at [www.messe-muenchen.de](http://www.messe-muenchen.de)

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